

End-to-End Customer Journey Support

Engage	Inbound			Outbound		
	Calls Web messaging	Emails SMS	Letters Social Media	Calls Web messaging	Emails SMS	Letters Social Media
Core	Sell	Gain	Deliver (Customer operations) Billing Management Debt Management Complaints Management	Retain	Lose	
	Sales	Incoming Gains New Connections	Deliver (Industry operations) Read Management Asset Management Settlement support Agent support Smart support	Retentions	Outgoing Move Losses Disconnections	
Support	Business Intelligence	Market Resilience	Revenue Assurance	Operational Excellence	System Effectiveness	Partner Performance

More detailed scoping work and gap analysis may be necessary

Engage

Oubound

- Calls
- Emails
- Letters
- Web messaging
- SMS
- Social media

Inbound

- Calls
- Email
- Letters
- Web Messaging
- SMS
- Social Media

Sell

- Sales

Gain

- **Incoming Move**
Change of occupancy, engaging new customer
- **Gains**
New customer registrations, take-on and exceptions
- **New Connections**
Metering, new connections

Deliver (Customer Operations)

- **Billing Management**
Bill exceptions, unbilled, etc...
- **Debt Management**
Accounts in dispute, bad debt, payment management
- **Complaints Management**
Compliant complaints process, tracking and reporting

Deliver (Industry Operations)

- **Read Management**
Must reads, failed reads, validation and withdrawals
- **Asset Management (Metering)**
Smart metering roll-out, job bookings, recertifications
- **Smart Support**
Smart metering management of SFE, DCC, etc...
- **Settlements Support**
Elexon large EAC/AA, AQ validation
- **Industry Support**
Disputed reads, ETs, agent escalations, supplier escalations.

Retain

- **Retentions**

Lose

- **Outgoing Move**
Change of occupancy, engaging/retaining outgoing customer
- **Losses**
Customer de-registrations, losses and exceptions
- **Disconnections**
Metering, disconnections and logical disconnections

Support

Business Intelligence
Management information reports, trackers and other BI dashboards

- **Market Resilience**
Industry change monitoring, code modifications, Ofgem consultations
- **Revenue Assurance**
Billing alignment and proactive settlements monitoring

- **Operational Excellence**
Training, skills matrices, operational management layer
- **System Effectiveness**
Testing, configuration review, change and release Management
- **Partner Performance**
Contract management across metering and reads