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INTELLIGENCE™

**CASE STUDY**

# Customer and Installer Experience Transformation

ENGIE, one of Australia's largest energy retailers, services about half a million customer accounts across multiple states. ENGIE collaborates with installer partners to encourage customers to install solar systems and sign up for ENGIE contracts covering solar energy usage and distribution.

Acquire contributes to this workflow by being the central contact point for new customers – whether they've come direct to ENGIE or through a solar installer – and Acquire's pivotal role as a sales and onboarding team is to be responsible for pursuing leads from installers, guiding customers through the installation process, and ensuring a seamless set-up experience.



## SITUATION

In early 2023, the ENGIE solar team had limited capacity which led to significant challenges:

- **Negative Feedback:** A complex process between installers, ENGIE, and Acquire, coupled with multiple case tracking systems, resulted in dissatisfaction among installers and customers.
- **Customer Service Issues:** Customers often struggled to reach the appropriate department, experiencing frequent redirections.
- **Subpar Performance Metrics:** The team's Quality Assurance (QA) metrics averaged below 90%, and the Grade of Service (GOS) was under 50%.
- **Customer Satisfaction:** The team's Net Promoter Score (NPS) score for the first half of the year was -57, showing the customer's frustration with the set-up process.

## RESULTS

The proposed changes were implemented in May 2023, leading to immediate and significant improvements:

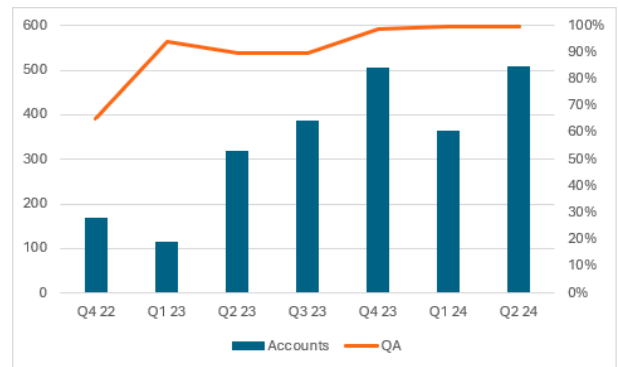
- **Record-Breaking Performance:** The team set new monthly sales records in May, June, and October (>300% more sales in October than April). This has continued with new records in 2024.
- **Enhanced QA and GOS Metrics:** QA improved to 95% in the second half of the year, including five months without any regulatory markdowns, which has continued through 2024. GOS also increased to over 60%.
- **Remarkable Customer Satisfaction:** A record NPS of +29 was achieved, indicating high levels of customer satisfaction.
- **Positive Feedback and Recognition:** The team received commendations from key stakeholders such as ENGIE GM Ryan Wavish, reflecting their excellent performance. Their success was celebrated with a team trip to enjoy a five-star Melbourne United NBL

## CONCLUSION

The transformation of ENGIE's solar energy retailers in 2023 and into 2024 is a compelling case study of how strategic changes in team structure and process optimisation can lead to remarkable improvements in customer satisfaction and operational efficiency. The shift to a centralised workflow system, complemented by a focused team expansion, has significantly streamlined the customer journey, as evidenced by improved Quality Assurance, Grade of Service, and an impressive Net Promoter Score. The recognition from the ACXPA further validates these efforts, positioning ENGIE as a leader in the Australian energy sector's

experience, courtesy of ENGIE's CEO.

- **Industry Recognition:** The ACXPA (an independent industry association) has named ENGIE as the #1 energy retailers call centre in the Australian energy industry for both 2023 and 2024, with a 67.9% performance score vs industry average of 54.7%.



AUSTRALIAN  
CUSTOMER EXPERIENCE  
PROFESSIONALS ASSOCIATION

Overall Scores Energy Retailers - Q1 2024	
1st: ENGIE	67.9%

## SOLUTION

To address these challenges, Acquire proposed a comprehensive strategy to ENGIE:

1. **Team Expansion:** Increasing both the team size and skillset, by building the team with highly experienced agents adept at managing complex solar products, in a market that is constantly changing and introducing new features.
2. **Workflow Optimization:** Centralising all workflows in Salesforce, including those from installers to Acquire, to streamline processes and improve efficiency. Customers could now be confident they'd receive the same assistance regardless of which agent they contacted, and agents were empowered with a tool to give them quick answers.

customer service domain.

**Moving forward, the addition of a webchat support function promises to further enhance customer engagement, indicating ENGIE's commitment to continuous improvement and adaptation to evolving customer needs. This case study serves as a valuable model for other companies facing similar challenges in managing complex service operations and underscores the importance of customer-centric strategies in achieving business success.**

## Transforming Businesses, Intelligently.

+61 3 9956 0000

Level 15, 10 Queens Road, Melbourne, VIC 3004

www.acquire.ai

enquiries@acquire.ai

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