



## Managing Simply Energy's customer relationships

### Simply Energy creates operations centre to support 400,000 accounts

In 2003, Simply Energy, one of Australia's largest energy suppliers with almost 400,000 electricity and gas accounts, chose to establish an operations centre to support its planned entry into the Victorian energy market.

After a robust tender process, Simply Energy selected Stellar for its reliability, market leadership, technical expertise and proven ability in Managed Customer Relations (MCR), a critical feature when interacting with both residential and business customers.

***"Stellar is the interface for all Simply Energy's customers – the Stellar representatives are who our customers speak to when they have a question or problem. Stellar gathers, collates and analyses this critical customer data and feeds the information back to us."***  
*Domenic Capomolla, CEO, Simply Energy*

#### Simply Energy's challenges

Simply Energy faced a number of challenges in establishing its presence in a new market. Aside from the need to meet stringent State-based audit and regulatory requirements within the utilities industry, Simply Energy needed a partner that was capable of supporting end-to-end growth and could match its aggressive targets.

As anticipated, Simply Energy experienced rapid business development, with customer accounts quickly increasing from 0 - 400,000. The company soon identified the need to extend its relationship with Stellar to meet a substantially increased volume of administrative back office processing work, coupled with the need for new customer interaction functions.

#### Stellar's innovative approach: the Managed Customer Relations answer

Initially, Stellar provided Simply Energy with a team of 25 agents to manage sales verifications for field sales. This was soon increased to over 140 agents, driven by the need to support end-to-end service delivery across all stages of the customer lifecycle.

#### Simply Energy benefiting from Stellar's CRI

- Manual labour cost savings of \$100,000 per year
- Data entry error rates removed
- Increased efficiency and workload traceability
- Streamlined process and change management
- Improved customer insight
- Increased number of customer interaction functions

***“Stellar’s customer interface offers programs and end-to-end processes that deal directly with Simply Energy’s customer needs and pain points; allowing Simply Energy to offer an improved customer service.”***  
*Domenic Capomolla, CEO, Simply Energy*

As the founder of Managed Customer Relationships (MCR), Stellar has experienced people and innovative processes that can be upscaled as required to meet client needs and growth projections. Simply Energy benefited from this expertise without ever witnessing a compromised level of service to its customers.

Stellar worked closely with Simply Energy to carefully manage its services expansion and to introduce new capabilities to support those services, so that each offering was designed to match the energy retailer’s unique and specific needs.

This process is what Stellar terms its Customer Relationship Intelligence (CRI) methodology. CRI is designed to analyse and feedback critical and relevant customer data to clients. This allowed Simply Energy to identify individual pain points and provide a better customer experience.

**Delivering expert service in:**

- General enquiries
- Account establishment and management
- Contract and exceptions management
- Billing enquiries and debt management
- Payment allocations
- Sales support
- Customer surveys

Stellar developed auditable processes and supporting documentation for Simply Energy using the experience of its business analysts and through the application of its ISO9001 Quality Management System certification framework. Audits are regularly conducted to ensure the service continues to meet industry standards.

***“Stellar’s expertise in Managed Customer Relations (MCR) and unique CRI methodology has enabled Simply Energy to maximise the benefits of improved customer service interaction. The management of Simply Energy’s customer lifecycle is in reliable hands”.***  
*Domenic Capomolla, CEO, Simply Energy*

- E.ON
- IINET
- AGL
- SIMPLY ENERGY
- CHANDLER MACLEOD
- BANKWEST
- HYATT INTERNATIONAL
- VIRGIN BLUE
- METLINK
- TRUENERGY
- BAKERS DELIGHT
- SONY COMPUTER ENTERTAINMENT AUSTRALIA
- SENSIS
- TELSTRA 3 SHARE FLOAT
- OLYMPIC ROADS & TRANSPORT AUTHORITY
- VICTORIAN ELECTORAL COMMISSION
- THE SCOTTISH EXECUTIVE

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As Asia’s leader in Managed Customer Relations (MCR), Stellar provides quality customer interactions for global brands such as Telstra, Hutchinson, Bigpond, AGL and Sony. Stellar is privately owned and has 6,000 people across 19 locations, managing over 300 million customer interactions on behalf of their clients each year.

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