



# Stellar – the voice behind Simply Energy’s brand

Stellar successfully manages Simply Energy’s 400,000 customer relationships

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 capability and expertise in Managed Customer Relationships (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**

## Managing Customer Relationships: Simply Energy’s challenges

Simply Energy faced a number of challenges in establishing its presence in a new market. Along with the need to meet stringent State-based audit and regulatory requirements within the utilities industry and a highly competitive environment, Simply Energy needed a partner that could

match its aggressive growth targets whilst supporting end-to-end growth.

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

## Stellar’s end-to-end service solution

Initially, Stellar provided Simply Energy with a team of 10 agents to manage sales verifications for field sales. This was soon increased to over 140 Energy specialist agents, driven by the need to support end-to-end service delivery across all stages of the customer life cycle.

## Stellar provides Simply Energy with the following business services:

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

*"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**

## A collaborative approach

With a focus on collaboration, Stellar works closely with Simply Energy to carefully manage its services expansion and to introduce new capabilities to support those services. This ensures each offering is designed, implemented and continually reviewed and improved to meet the energy retailer's unique and specific needs. This process is what Stellar terms its Customer Relationship Intelligence (CRI) methodology.

During the project, Stellar developed auditable processes and supporting documentation 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 delivered Simply Energy clear benefits

- Manages in excess of 100,000 interactions with Simply Energy's customers every month
- Data entry error rates removed
- Increased efficiency and workload traceability
- Streamlined process and change management
- Improved customer insight and business through Quality Monitoring
- Increased number of customer interaction functions

*"Stellar's expertise in managing customer relationships has enabled Simply Energy to maximise the benefits of improved customer service interaction through greater customer insight. The management of Simply Energy's customer life cycle is in reliable hands".*

**Domenic Capomolla, CEO, Simply Energy**

Today, Stellar's strategic relationship with Simply Energy allows the energy retailer to focus on its core business whilst Stellar manages its customer relationships.

### STELLAR DELIVERS CUSTOMER VALUE TO LEADING BRANDS INCLUDING:

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

### Stellar and Simply Energy - a collaborative partnership

#### 2003

- Commencement of service (10 FTE)
- Billing services developed
- Proactive outbound campaigns start
- Deployment of voice recording system

#### 2004

- Debt management service begins
- Service moves to custom-built centre

#### 2006

- Contract scanning solution implemented
- Speciality sales team established
- Integration of Campaign Management System & Dialler

#### 2007

- Roll out of integrated dialler technology

#### 2008

- Multi-media ACD & IVR
- 3 month quality call analysis

#### 2009

- Knowledge management system

AUSTRALIA / UNITED KINGDOM / PHILIPPINES / CANADA / UNITED STATES

As a global leader in Managed Customer Relations (MCR), Stellar provides quality customer interactions for global brands including Telstra, Hutchison, BigPond, AGL and Sony Computer Entertainment Australia. Stellar is privately owned and employs 6,000 people across 19 locations, managing over 300 million customer interactions on behalf of its clients each year. Its offerings span front office services, such as Customer Service Support, to automated back office support services and solutions.

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