

Flow Energy: The story of a unique utilities company

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Energy providers have had a bad press recently – with rocketing prices seemingly adding to already very healthy profits, while UK working families struggle to keep their homes warm. We've been hearing the same story for years now from the main suppliers – they promise great customer service, but instead continue to present us with confusing bills,

incomprehensible tariffs, and a difficult and lengthy process to change supplier if you're unhappy.

Enter Flow Energy. This brand new utility (founded last year and officially launched in April 2013) has taken the sector by the scruff of the neck and given it a good shake. Not only is the company offering the lowest fixed rate gas and electricity tariff in the UK (they have only one tariff: the cheapest), but it is also soon to launch a unique microCHP (Combined Heat and Power) boiler. This clever boiler will generate electricity as it uses gas to heat the home, reducing bills and carbon emissions.



“Flow Energy has set out to be a different kind of energy business,” explains customer services director Shaun Underwood, “and the boiler proves our creativity and strength in innovation. But it’s also an idea that permeates the business. We want to provide an exceptional level of customer service in an industry that has traditionally disappointed customers in terms of service.”

Flexibility and future-proofing

Predictably, this sort of straight-talking, common sense approach to energy provision has proved rather popular with potential customers and Flow knew it quickly needed to set up a contact centre to handle enquiries.

After researching potential contact centre solutions, Underwood approached Vocalcom.

“It was essential for us to have a fully functioning contact centre, staffed with knowledgeable workers right from the start,”

Underwood explains. *“But the key challenge was that, as a start up, we weren’t sure exactly what we needed from a customer contact solution – so the key for us was that it had to be flexible.”*

And that flexibility is exactly what Vocalcom offered. *“We decided to go with Vocalcom because they offered a multi-channel system with flexibility and the ability to customise,” says Underwood. “The system would also seamlessly integrate with our CRM and provide us with the fundamentals of customer service provision, such as IVR. But it also offered the advanced functionality that we may need to engage with our customers in the future, such as web chat.”*

Textbook implementation

Not only did Vocalcom promise all the flexibility and future-proofing Flow could need, but a big attraction was also that the solution could be implemented in a matter of weeks. But, as with all technology implementations, surely there were glitches or obstacles? Not so, according to customer services manager Richard Ward.

“There were no real teething problems,” he explains. “The whole process was very structured, which didn’t really leave any room for issues. Basically, it’s easy to implement something that works first time.”

The key business benefits

So, for such a recent implementation, what are the key benefits of the solution that have been realised so far?

1) Simplicity itself

The browser-based system is so simple that a new member of staff can be trained to start using it within 10 minutes. *“The IVR tool is also really easy to use,”* reveals Ward. *“We built an IVR in a morning.”*

2) A custom-made solution

“The customisable nature of the Vocalcom screen our CSAs interact with is great,” explains Ward. *“We can do pretty much everything we need to do in that screen and we don’t have to touch our CRM.”* The system also allows users to switch features on and off – for example, Flow does not currently need outbound dialling, so that feature has been disabled.

3) Customer-friendly query resolution

It’s important for Flow Energy to resolve a customer’s query the first time they call, so being able to share information across teams is crucial. The screen popping function provided by the solution allows one agent to transfer a customer’s details in full to another agent’s screen. This eliminates the need for the customer to repeat any information, making for a seamless experience.

4) Fit for future purpose

The flexibility of the solution means that it can be up-scaled very quickly. *“We’re expanding the contact centre as we grow,”* says Ward. *“Fortunately, we’ve got a system that can grow with us and to which we can add more and more features as we need them.”*

One look at [Flow Energy’s website](#) reveals how genuinely passionate this company is about customer service. And if that is rare, still less common is finding a technology partner that shares this vision and can work alongside them to ensure that customer service continues to be the key differentiator for this caring energy provider.

Why choose Vocalcom?

Flow Energy’s customer services director Shaun Underwood explains: *“When we described what we wanted, Vocalcom not only said they could deliver, but showed practical examples of how they could deliver. And it wasn’t just words, it was a believable statement of intent based on firm foundations. We made the right choice, because Vocalcom have delivered everything they said they would (on time) and more.”*

Customer services manager Richard Ward echoes: *“For anyone considering a new contact centre implementation, Vocalcom would be a great choice. They lay out exactly what they can do for you, then exactly what they will do for you – and an agreed length of time later, that gets delivered. It’s exactly how it should be but it’s pretty rare.”*

About Vocalcom

Vocalcom provides leading-edge call center technology in the cloud that supports any communication channel and delivers an exceptional customer experience. Connecting with customers has never been this more convenient, user friendly or cost effective. Vocalcom's Cloud based Contact Center Software is designed to manage interactions via an intuitive, collaborative application, regardless of the channel. This allows you to manage every interaction as if it were one conversation across channels of voice, video, chat, email or social. If you're just starting out with a few agents or have a large base of 1000's of agents our software scales to help carry this conversation no matter where your agents are located. We're trusted by over 550,000 users across 47 countries. Vocalcom provides the world's most popular multichannel contact center solution in the Cloud, highly recommended by 3000+ successful customers. Don't miss out on the opportunity to get started in no time. Deliver easy and cost-effective multi-channel customer service. We don't succeed until you do!

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