Shell Energy
Case Study

Shell Energy harnesses efficiencies and business benefits using multi-channel self-service payment solutions from Encoded

Shell Energy provides a fresh approach to energy. It supplies electricity, gas and renewable energy to homes throughout the UK. It operates in a highly regulated and competitive industry where agility and flexibility are critical to delivering excellent products and service.

According to Shell Energy, "Our mission is clear – great service, easy to understand products and savings on our customers' bills. Pivotal to supporting our strategy is a friendly, knowledgeable customer service team backed up with clever technology."

Shell Energy's customer service team is open for business from 8am until 6pm, Monday to Friday. Typically, agents handle more than 1,000 inbound calls per day covering anything from meter reads and meter read requests to enquiries about payment options and customer account administration such as changing payment details. On a monthly basis, agents also approach the customer base for an up-to-date meter reading to facilitate direct billing.

Shell Energy added, "Tens of thousands of calls relating to payment and meter reads are handled by sophisticated technology provided by Encoded. Encoded's solutions have supported our business from day one, having been selected from a shortlist of four vendors for its ease of use, speedy implementation and cost-efficiency."

Shell
ENERGY

Today, Shell Energy
customers wishing to
make a payment can
do so through
multiple channels.

Encoded Secure Payment
Solutions include:

WebPay

Agent Assisted
Payments

IVR

Faster payments with security built-in

Shell Energy's MyAccount portal, supporting both online and mobile app payments, is supported by Encoded's WebPay to provide a secure and convenient method for collecting payment. Strong Customer Authentication (SCA) out-of-the-box provides additional assurance to customers, acquirers and merchants, ensuring higher success rates and fewer chargeback requests.

If a customer is already talking to a customer representative, Encoded's Agent Assisted payment solution can allow the conversation to continue flowing whilst collecting payment details securely, allowing Shell Energy to de-scope contact centres and adhere to stringent PCI DSS compliance requirements.

Customers can also make payments and provide meter readings via a fully automated self-service IVR solution, reducing calls into the contact centre and freeing up agents to concentrate on more complex and urgent enquiries.

What's more, all of the payment channels benefit from a shared stored card pool. This means that a customer who has previously saved their card details can access that stored card via any other payment channel, reducing customer frustration and increasing success rates.

Encoded is a Level 1 Payment Card Industry Data Security Standard (PCI DSS) accredited payment service provider and fully adheres to the General Data Protection Regulation (GDPR), which means customers can be assured that their personal data is protected at all times.
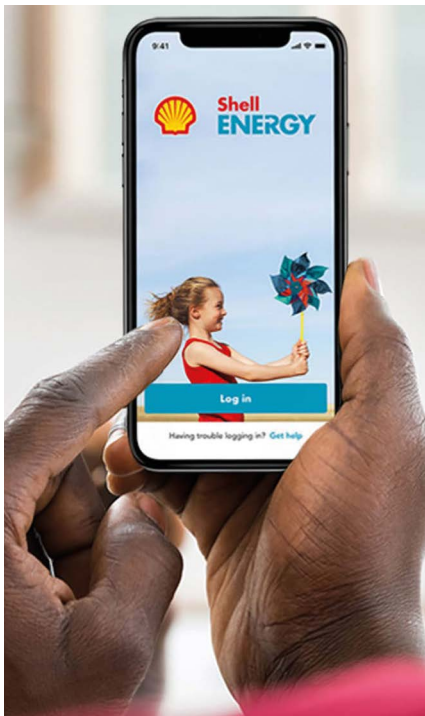
Greater efficiencies all round

Self-service IVR payments are popular and the company hopes to increase the number of customers using it overtime with the help of Encoded.

Shell Energy sums up the benefits of using Encoded, "Introducing Encoded's soltions has enabled us to create a highly efficient and secure card payment environment that empowers customers, boosts their confidence and generates a healthy business outlook. Encoded has enabled us to build a truly round-the-clock operation without the need to increase our customer service headcount. To deal with the customers currently handled by Encoded's self-service solutions we estimate we would need to increase the existing number of agents by around 20%."

They continued, "At the same time, the solution has given us the flexibility to offer customer choice, an extremely important part of Shell Energy's fresh approach to service. Encoded's strong integration capabilities link it seamlessly to our CRM system meaning our agents always have the right information at their fingertips to deliver a swift, highly personalised and vastly superior customer experience."

Looking forward to a successful future

Shell Energy can rely on Encoded's responsiveness and collaboration to strengthen the company's existing implementation and take advantage of new innovations going forward.

Shell Energy concluded, "We continue to make Encoded an intrinsic part of our overall customer efficiency programme. This initiative is a great opportunity to make a huge difference to our customers, however they wish to interact with us, and will maximise our own commercial prospects as we move into the next exciting period of our business journey."

About Shell Energy

Shell Energy is already one of the biggest brands outside of the Big Six, with around 780,000 customers. The home energy part of the Shell Energy brand was born out of Shell's acquisition of First Utility in 2018. As the largest challenger to the big energy suppliers, First Utility brought with it a heritage of supplying great value energy and broadband to homes across Britain. Green Star Energy was acquired by Shell Energy in late 2019.

For more information, please visit **www.shellenergy.co.uk**

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ISO **9001** REGISTERED

ISO **27001** REGISTERED

CYBER ESSENTIALS

GDPR
The General Data Protection Regulation

PCi Compliant
Level 1 PCI-DSS Service Provider

About Encoded

Encoded is a leading Payment Service Provider and pioneer of new and innovative secure payment solutions for contact centres. Encoded offers a range of card payment solutions designed to help organisations comply with PCI DSS, GDPR and the newly introduced Payment Services Directive (PSD2).

Encoded's solutions are trusted by many of the world's leading brands including Samsung, Mercedes-Benz, BMW, LUSH and The Wine Society as well as a host of UK utility companies such as Shell Energy and Severn Trent Water.

Omni-channel solutions include:

- Agent Assisted Payments
- E-Commerce payments
- IVR Payments

- Fraud Prevention
- PayByLink Mobile Payments
- Encoded Gateway Services

For more information please visit
www.encoded.co.uk