

CGI Digital Channel Solutions



Digital tools for customer interaction

CGI's Digital Channel Solutions are designed to take volumes of customer traffic away from traditional channels (e.g. customer service teams, contact centres and account managers) and direct them towards low cost-to-serve digital channels, enabling superior customer data management, analytics and customer experience.

Implemented in some of the UK's major business-to-business energy retailers, our customer portals are fit-for-purpose for both I&C and SME customers in a way that ensures integration of our clients' customer interaction data with CRM and back office systems. We also have models to rapidly implement cutting edge cloud-based telephony in contact centres.

BUSINESS AND MARKET CHALLENGES

- Customers of energy are increasingly expecting to interact with their suppliers in easier ways, often digitally.
- Energy suppliers are also needing to drive down cost-to-serve, a challenge exacerbated by the global pandemic.
- Energy suppliers have a range of choices available to enable digital interactions – the challenge most face is around how to invest in the right mix in an enterprise-wide strategic manner (rather than silo-ed and tactical, resulting in multiple piecemeal solutions).

CGI SOLUTION

- **Proven intellectual property (IP):** Our IP offers an out-of-the-box, cost-effective portal solution for quickly driving customer interactions online.
- **Accelerators to implement market leading solutions:** We have proven accelerators for implementing market leading digital channel solutions, and work closely with our emerging technologies partner ecosystem.

BUSINESS BENEFITS

- Cost-to-serve efficiencies through reduction in customer interaction traffic volumes
- Improved productivity from call centre agents through redirected focus on complex and high-value interactions



Key Success Factors

- Experienced professionals from across the GB energy retail sector
- Customer journey design based on maximising ROI
- Accelerator for common functions allowing focus on differentiators
- CRM integration for seamless multichannel experience

- Improved customer and agent satisfaction through seamless integration of digital and human channels
- Flexibility to rapidly change customer journeys and experience to enable rapid time to market and response to external events

WHY CGI?

With decades of experience in implementing a range of solutions for energy suppliers across the UK, we can support your organisation to either lead the delivery of your change projects end-to-end, or support in specific areas using our industry and product knowledge.

Our delivery experience spans across the entire range of the energy supply solution ecosystem from digital customer interactions, through core billing system replacements, to industry flow management. We work in partnership with our clients to deliver innovative solutions to their most complex business challenges, enabling them to succeed in their chosen markets.

Reducing time spent on 'simple' customer contacts, instead focusing on high-value and complex issues

About CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 77,000 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally

For more information

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