



How Firstsource helps utility clients

Deliver better financial results from your
customer processes



What we do



Customer acquisition and onboarding

- Outbound sales
- Inbound sales and lead management



Customer support and in-life management

- Customer service
- Smart Meter appointment booking
- Cross-selling and upselling
- Complaints handling & remediation
- Social community management



Save and Retention

- Renewals
- Customer win-back
- Digital collections



Who we do it for



We have six utility sector clients, **including one of the big five in the UK.**

Leader in analyst firm ISG Provider Lens for Contact Center Customer Experience Services

Firstsource is a leader in all four categories – Digital operations, AI and analytics, Work-from-home services, and Social media CX services – of ISG’s Provider Lens™ report Contact Center - Customer Experience Services Europe & UK 2022.

“Firstsource combines human interactivity and technology to deliver effective experience and rapid resolutions. It leverages next-generation technologies, such as RPA and AI to inform and empower associates. It creates a unified omnichannel desktop and displays next best actions, helping deliver tailored CX.”

ISG Provider Lens™ report Contact Center - Customer Experience Services Europe & UK 2022



Outcomes we've delivered for utilities clients



1. In customer acquisition

£2m incremental revenue generated above BAU sales performance at £400k lower cost of sale

£58 cost per new customer competitive with price comparison websites, but at superior margins



2. In customer retention

60% increase in customer win-back success



3. In smart meter conversion

35% improvement in conversions



4. In collections

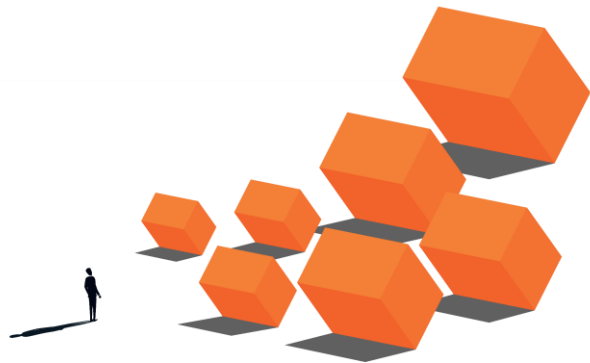
50% Increase in collections yield

Further resources

Thought leadership

A realistic roadmap to creating better Customer Experiences

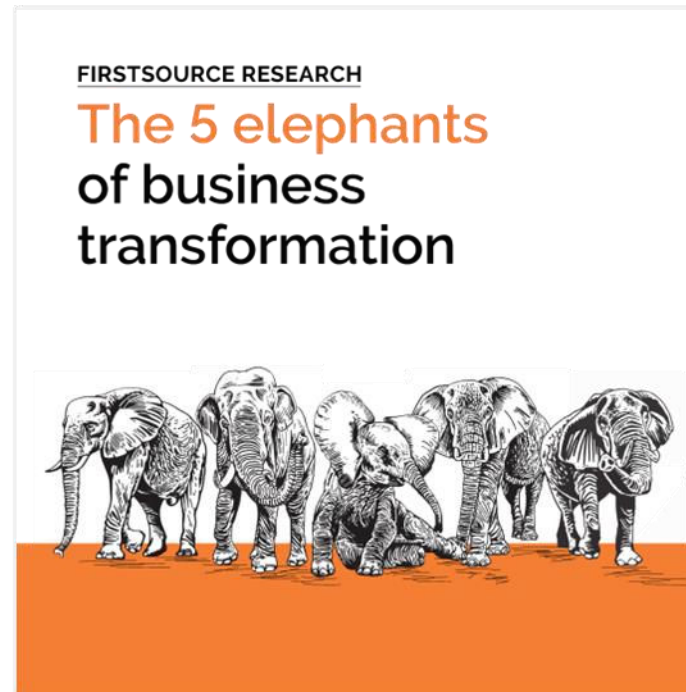
Most CS and CX pros would love to change the way their organization delivers customer service. But real-life tech change can be slow, costly and hard.



Research

5 hard-earned warnings for transformation projects

We interviewed 120 executives who've led transformation projects. Here are 5 things they wish they knew sooner



Professional services

Insights, Design Experience and Advisory

Take that customer experience strategy off the page and start designing what's next . . .



Firstsource

[Firstsource](#) is a business process management company specialising in digital customer experience and intelligent back-office processes.

To learn how we can help you improve outcomes in your CX operations, visit our [contact page](#) or email connect@firstsource.com.





About Us

- Established in **2001**
- Revenues of **\$795 Million**
30% of total revenue based on outcome-based pricing
- **26,557 Firstsourcers**
across US, UK, India, Philippines and Mexico
- **Leaders in chosen segments**
across Banking & Financial Services, Healthcare, Communications, Media & Technology and Diversified Industries
- **Domain driven BPM services company**
leveraging a 'Digital First, Digital Now' approach to solve key customer problems
- **150+ global clients including**
17 Fortune 500 companies and 9 FTSE 100 companies
- **Publicly Traded on Indian Stock Exchanges**
NSE: FSL BSE: 532809 Reuters: FISO.BO Bloomberg: FSOL@IN

Helping customers *stay ahead of the curve* through transformational technologies and capabilities

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company, is a leading provider of transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology and other industries.

Our 'Digital First, Digital Now' approach helps organizations reinvent operations and reimagine business models, enabling them to deliver moments that matter and build competitive advantage.

With an established presence in the US, the UK, India and the Philippines, we act as a trusted growth partner for over 100 leading global brands, including several Fortune 500 and FTSE 100 companies.

www.firstsource.com

