UNIFIED MARKETING UNLOCKS VALUE

Business Goals
- Create a single platform for cross-channel customer engagement
- Process high volume of billing name acquisitions in three hours
- Provide sophisticated, large-scale simulation capabilities

Results
- Reduced data lag time 85%
- Enabled 20% more customer conversions in first three months
- Multimillion-pound savings from new technology

- 20 million billing name acquisitions in three hours
- One billion simulated offers in three hours
- 20 million SLA simulations in three hours

“We are looking at a multi-million-pound saving with this move to Pega. Bonus: We have seen an uplift of 20% in conversion rate, just in Phase 1.”

Joe Allen, Business Lead, Next-Generation Decisioning, British Gas
**CHALLENGE AND VISION:**
Move from Push Marketing to Customer Conversations

British Gas had historically used a product ladder marketing strategy, executed through push communications. While channels and technologies operated in silos, the utility envisioned engaging customers in relevant, timely conversations and building lasting relationships.

British Gas realized that reengineering its customer decisioning platform would unlock key improvements for customers and create more value from the company’s significant data assets.

The envisioned real-time customer decision environment would host inbound and outbound channels on a single platform. “Product push” would be replaced by customer conversations, supporting customer experience, levels of recognition, and personalization. With daily data updates, the company believed, latency for outbound campaigns would be reduced by 95%.

**HOW PEGA HELPED:**
Built a Unified Platform for Omni-Channel Messaging

Using Pega Marketing, British Gas mapped out the following phased approach to transform its siloed customer decisioning environment to a unified platform for contextual, multi-channel messaging:

- **Phase 1:** Re-platform inbound channels.
- **Phase 2:** Integrate inbound and outbound channels.
- **Phase 3:** Migrate digital channels to real-time.
- **Phase 4:** Migrate remaining channels to real-time.

Within five months of initiating the project, British Gas had deployed the cloud-based messaging solution and the cloud infrastructure for Phases 2 and 3. It used Pega’s Visual Business Director to create a customized training module capable of multiple simulations of its 10 million customers. Phase 1 reporting features now provide data on the outcomes of all sell, cross-sell, and upsell communications.

Phases 2 through 4 will introduce contextual digital messaging across key channels, providing 12,000 field engineers with real-time access to all that data.

**OUTCOME:**
Robust Cross-Channel Communications for 20 Million British Gas Customers

Taking a business-driven approach enabled the utility to initiate and scale up Phase 1 of the system quickly, with minimal IT involvement. This generated significant cost savings, enabled business self-sufficiency, and reduced data latency 85%, from four days to one. Overall, the increasingly unified business processes, technology, and customer experience has created a powerful competitive tool.

The Phase 1 solution can generate up to 10 million billing names and service addresses (BNA) within a three-hour window. It delivers similar volume and throughput on service level agreements (SLA) in simulations.

In the Phase 1 outreach, approximately 20 million combined current and prospective customers received personalized contact. One unanticipated (but welcome) bonus: The company saw a 20% increase in its offer conversion rate.

The reengineered platform will offer the utility a strategic, two-way channel for intelligent customer conversations and engagement.

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**British Gas**

British Gas has over 10 million current residential customers and eight million prospective customers for its gas, electricity, and home services. One of Britain’s “Big Six” energy firms, the company generates $18.9 billion (£14.3 billion) in annual revenue and employs a workforce of almost 30,000.