

# Customer Centricity

Lessons Learned from the energy sector

Emma Lampert – Head of Customer Success, Localz



localz



**This is the age of the 'IConomy'**

**What I want**

**Where I want**

**When I want**



# Customer expectations have already changed



40% of customers feel  
anxious whilst awaiting  
service providers



86% of customers have  
something to tell their  
service provider directly



60% of customers want the  
ability to track their service  
provider



# Lessons in Customer Centricity

## Field Force



Give me the tools

## Customers



Help me engage

## Brand



Make the most of me!



# All those who fall behind are left behind



This is the new **normal**.



**C-MeX** is a step change for Water companies



Many industries are making the change **now**



But this is the **opportunity** to rise above the pack





## OVO Energy – Accelerated Speed to Value



**Rapid**, scaled field deployment



IT **supporting** users and process



Reduction of appointment abort rate



Customers tell us they **LOVE** it





## British Gas – Building Innovation Together



Fully integrated into Engineer workflow



Collaborative feature development



Reduction of abort rate by **up to 20%**



4.6/5 for customer satisfaction



**British Gas**





## Stories from the Field

### Customer Centricity



**Use the (Field) Force**



**Start with Process**



**Assess, Don't Guess**



**Pick a Product**





# Soya Latte Thoughts To Go



Ask your Customers



Support your Team



Challenge useless processes



Iterate!



Slay 🙌



# Customer Centricity

Lessons Learned from the energy sector

Emma Lampert – Head of Customer Success, Localz

✉ [emma.lampert@localz.com](mailto:emma.lampert@localz.com)

☎ +44 7889 178 747

🌐 /emmalampert

localz