



British Gas



Cardiff, Wales, UK

Corporate Profile

British Gas is part of the Centrica Group of companies. British Gas provides gas, electricity, and home repair services to millions of customers in Scotland, Wales, and England. In fact, British Gas is the UK's leading energy and home services provider.

British Gas was officially formed in 1972, although the company's roots extend back to the 1940's as "The Gas Board".

Investing in Customer Service

British Gas is committed to providing the highest levels of customer service. To help achieve this goal, British Gas employs more than 5000 people in its UK based call centers.

Their mandate is to answer calls promptly and offer accurate, relevant help and advice.

Each year, British Gas spends more than £30 million recruiting and training customer service staff.

The British Gas Academy of Customer Excellence was created to encourage best practice and knowledge sharing. This innovative program has improved the consistency of training design and delivery.

Agent Training & Call Coaching

After being introduced to SmartContact Center, British Gas immediately arranged for a 3-month trial installation to evaluate the system and measure its impact on their operations.

The trial was run in a controlled fashion with two teams of 14 customer service agents – one using SmartContact Center and the other using traditional training and coaching methods.

"We believe that SmartContact Center demonstrated a real benefit for staff development.

The results speak for themselves, with an improvement in both retention and acquisition of customers and a reduced attrition rate during the first three months."

Today, British Gas has equipped more than 280 seats in their 1400 seat call center in Cardiff, Wales with SmartContact Center.

The system is used for both new agent training and for periodic refresher training of experienced agents in the *academy* section of their call center workflow.

SMART CONTACT CENTER

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