



Power up

your customer relationships



ONE for Energy

The retention challenge

Forgive us for saying it, but energy customers are a fickle bunch. Each month around 660,000 of them up-sticks and switch to another provider. Be honest, it's hard to blame them: competition is fierce, with 11 new companies entering the market in the last year alone. They're all competing with you on price, services, green credentials – and now on smart technology. You can't win every comparison.

Switchers gonna switch, but when you invest up to three years' margin into acquiring new customers via switching sites, you can't afford to hear about it when they've already signed up somewhere else. Unless you're engaged in a meaningful conversation, you might never learn why your customers are leaving – let alone have the chance to beat their quote or address their issues before they do.

In an age when consumers are increasingly empowered and informed, and in a sector where they're incentivised to shop around, we believe the customer relationship should be at the center of what you do.

New distribution models and digital technologies are pushing the customer from the fringe of the ecosystem to the core. Truly engaging with your customers is the key to tackling churn, increasing loyalty, and building long-term value. Knowing them and their expectations is key to satisfying and retaining them.

Of course, that's easily said, but when you're struggling with fragmented business systems, legacy relationship tools, or simply just an entrenched way of doing things, the reality is often a little underpowered.

At Thunderhead, we believe you can do better.

Introducing the ONE Engagement Hub

We can change all that

The ONE Engagement Hub is a purpose-built, cloud-based engagement layer, which works with and across your existing systems. It places the customer, and your relationship with them, at the center of your business, letting you understand, visualize and optimize the customer conversation in real time.



Real-time

Understand, deliver and take action based on up-to-the-second detailed information of what you know about that individual customer and their actual journey with you.

Context-driven

Listen across your channels and understand your prospects and customers based on their complete activity with your business and their intent at that moment.

Omni-channel

All your channels need to work together to create a consistent flow of experiences for your customer throughout their lifetime with you. Online, email, mobile app, call center... everywhere. Liberate data from functional silos in your business.

Create conversations

How do you continue that journey if you don't have that real-time 360-degree view? Answer: it's a real challenge, unless you've got ONE. ONE works with your existing systems to truly help you create conversations and treat your customers as individuals based on accurate journey insight.



Is now a good time?

ONE enables the systems and teams across your business to work together to ensure every customer truly feels understood and valued, while optimizing your operations and processes by having the most appropriate conversation at the right moment.

Think about your customers

When your customer buys a new product or service it's likely they'll embark on a pre-defined onboarding journey constructed of a series of messages that are triggered from the moment of purchase or delivery.

This approach instantly treats your customers as a number, and what happens if there's a problem with their product or service? How are they going to feel when you're joyfully welcoming them into your world, when they're waiting to hear from your customer services team?

With ONE you can understand their status across your business and ensure all interactions and messages are relevant and reflect that individual customer.

This could even be as simple as ensuring a customer doesn't receive any marketing messages while you resolve an issue.

Here's the business value you're looking for...

Increase brand loyalty and trust

81% of consumers feel loyal to brands that are there when they need them, but otherwise, and perhaps more importantly, respect their time and leave them alone.

Reduce cost and improve marketing efficiencies

Effective personalization can reduce acquisition costs by as much as 50%, lift revenues by up to 15%, and increase the efficiency of marketing spend by 10 to 30%.

In your business, it could be the difference between valuable long-term relationships, and customers who just flip you the switch.

“ONE allows us to understand our customers' intent and gives us the ability to respond in the right way, reducing the desire to switch suppliers.”

Chief Solutions Officer, Leading Energy Supplier

A smarter meter



Think of ONE as a smarter meter. One that listens and ingests data across customer touchpoints and multiple systems such as CRM and billing systems to provide you with the most complete view possible of customer context and intent. Real-time user context is wired up to Journey Analytics, switching on actionable insights. A deep advanced analysis of customer intent is plugged into moment of truth and most-common path analysis. The Customer Profile splices insight and intent with historical behaviour to power the Decisioning and Orchestration Engine.

ONE gives you the power to visualize your customers and take action based on all available insight. It delivers personalized, optimized conversations, based on the individual customer journey, across online and offline channels.

Thunderhead's ONE Engagement Hub allows you to develop a greater understanding of your customers and prospects, in line with their expectations of your brand.

Simple to deploy, easy to use – our ONE Engagement Hub helps you to really understand your customers and then make every interaction more personal and relevant to them. Using ONE, marketers and CX professionals can see and understand the customer journey in real-time, across all channels and touchpoints. ONE then uses next-generation decisioning technology to personalize each interaction in the moment to ensure that every customer's individual needs are met.

ONE has been designed to quickly connect and enhance your existing systems, not force you to choose between them. There's no huge project to rip and replace existing tech, and you don't need to change or upgrade what you already have.



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