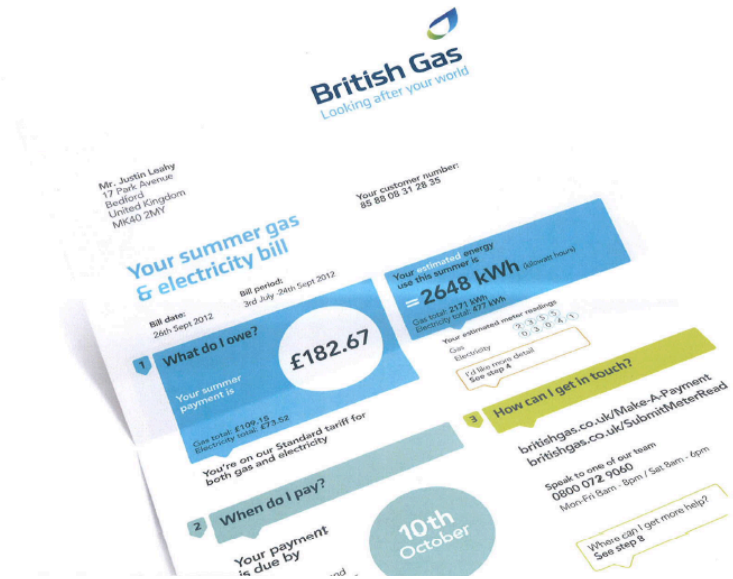


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STRENGTHS

- Stakeholder engagement
- Cost reduction
- Research
- Simplification

PROJECT TITLE

Redesigning the British Gas billing experience

CLIENT

British Gas

DESIGN SUPPLIERS

Lippincott, London, United Kingdom

LAUNCH DATE

August 2012

USEFUL LINKS

www.lippincott.com/

Redesigning the British Gas billing experience

SUMMARY

Over the last few years UK energy suppliers have faced high levels of criticism due to ever-rising prices and increasingly complicated bills. The lack of transparency appeared to be one of the main issues. British gas, serving 10 million customers a year, decided to redesign their bills and reposition them from a 'demand for money' to a 'way of saving money'. The 2 objective for the project were reducing query calls and increasing customer satisfaction.

INSIGHT

Lippincott undertook research among service providers and customers and identified that there are key questions customers want an answer to when receiving a bill: What do I owe? How do I pay? How can I save? How can I control? Can you help me? It also highlighted that 30% of information provided was not needed. Existing research and government regulators and consumer watchdogs were also involved in the research phase of the process

APPROACH

By reducing the amount of information to only what is required British Gas truly simplified their bill. They took out the jargon and focused on signposting users towards 1 central telephone number. Additionally, positioning the service from a way to pay to a way to save has made a significant impact.

OUTCOME

When measuring the success indicators after implementation, analysis shows a reduction of 3000 calls per week, 10%, a saving of more than £750 000 to the organisation. 17% of customers found information to be clearer and the design format of the new bill has received a universally positive response from government bodies. The European Union has even recognized the British Gas bill as 'Best Practice' across the EU on bill design.