



HUNTSWOOD

A ResultsCX Company

Enabling one of UK's largest energy provider to clear a significant complaints backlog



Challenge

Following a major acquisition, the client needed to assess and unify complaint handling processes across three distinct brands. The goal was to identify gaps, ensure regulatory compliance, and create a more efficient, consistent approach to customer complaints—without disrupting ongoing operations.

Solution

Huntswood conducted a comprehensive review of complaints handling across the three brands, assessing policies, processes, training, quality assurance, systems, and reporting from both operational and regulatory perspectives. Leveraging insights from our Complaints Outlook research, we identified best practices and efficiency gaps.

Through detailed call listening and side-by-side observation, we uncovered over-reporting trends and addressed them with targeted policy and training updates focused on complaint definition and materiality.

Finally, we recommended enhancements to MI specifications and root cause analysis, enabling the client to better understand performance trends and align agents, managers, QA teams, and trainers for consistent delivery.

Outcome

85% Better FPOC resolution- By reducing over-reporting and improving clarity on complaint identification, first-contact resolution rates improved, rising from 10% to 68%, with an 85% improvement.