



Green Star Energy Case Study

Green Star Energy harnesses efficiencies and business benefits using multi-channel self-service payment solutions from Encoded

Launched in 2013, Green Star Energy provides a fresh approach to energy. It supplies electricity, gas and renewable energy to homes throughout the UK and, being independent, is continually watching the market to keep prices competitive. The company is particularly proud of its green energy tariff which is 100% renewable and affordable. Green Star Energy is the residential trading name of Hudson Energy Supply UK, which supplies commercial energy to UK business.

We're Greener
by Nature





Small supplier, big plans

Compared with other long-standing energy giants in the UK marketplace, Green Star Energy is small but growing, a real bonus in a highly regulated and competitive industry where agility and flexibility are critical to delivering excellent products and service.

According to Green Star Energy, “We are a small supplier with big plans. Our mission is clear – great service, easy to understand products and savings on our customers’ bills. Pivotal to supporting our strategy is a friendly, knowledgeable customer service team backed up with clever technology that can accommodate our fast-growing, dynamic business.”

Operating from headquarters in Milton Keynes, Green Star Energy’s customer service team is open for business from 8am until 6pm, Monday to Friday. Typically, agents handle more than 1,000 inbound calls per day covering anything from meter reads and meter read requests to enquiries about payment options and customer account administration such as changing payment details. On a monthly basis, agents also approach about 25% of the customer base for an up-to-date meter reading to facilitate direct billing.

Green Star Energy added, “Tens of thousands of calls relating to payment and meters reads are handled by sophisticated technology provided by Encoded. Encoded’s solutions have supported our business from day one, having been selected from a shortlist of four vendors for its ease of use, speedy implementation and cost-efficiency.”



Faster payments with security built-in

Today, Green Star Energy customer wishing to make a payment can do so through multiple channels.

Green Star Energy’s MyAccount portal, supporting both online and mobile app payments, is supported by Encoded’s WebPay ecommerce solution to provide a secure and convenient method for collecting payment. Strong Customer Authentication (SCA) out-of-the-box provides additional assurance to customers, acquirers and merchants, ensuring higher success rates and fewer chargeback requests.

If a customer is already talking to a customer representative, Encoded’s Agent Assisted solution can allow the conversation to continue flowing whilst collecting payment details securely, allowing Green Star Energy to de-scope its contact centres and adhere to stringent PCI DSS compliance requirements.

Customers can also make payments and provide meter readings via a fully automated self-service IVR solution, reducing calls into the contact centre

Encoded Secure Payment Solutions at GreenStar Energy:



Agent Assisted Payments



IVR Payments



WebPay Ecommerce

“All payment channels benefit from a shared stored card pool, meaning that a customer who has previously saved their card details can access that stored card via any other payment channel, reducing customer frustration and increasing success rates.”



and freeing up agents to concentrate on more complex and urgent enquiries. What's more, all of the payment channels benefit from a shared stored card pool, meaning that a customer who has previously saved their card details can access that stored card via any other payment channel, reducing customer frustration and increasing success rates.

Encoded is a Level 1 Payment Card Industry Data Security Standard (PCI DSS) accredited payment service provider and fully adheres to the General Data Protection Regulation (GDPR), which means customers can be assured that their personal data is protected at all times.

Greater efficiencies all round

Today, typically 20% of Green Star Energy's customers use IVR to make their payments and the company hopes to increase this number over time with the help of Encoded.

Green Star Energy sums up the benefits of using Encoded, “Introducing Encoded's solutions has enabled us to create a highly efficient and secure card payment environment that empowers customers, boosts their confidence and generates a healthy business outlook for Green Star Energy. Encoded has enabled us to build a truly round-the-clock operation without the need to increase our customer service headcount. To deal with the customers currently handled by Encoded's self-service solutions we estimate we would need to increase the existing number of agents by around 20%.”

They continued, “At the same time, the solution has given us the flexibility to offer customer choice, an extremely important part of Green Star Energy's fresh approach to service. Encoded's strong integration capabilities link it seamlessly to our CRM system meaning our agents always have the right information at their fingertips to deliver a swift, highly personalised and vastly superior customer experience.”

Looking forward to a successful future

Green Star Energy can rely on Encoded's responsiveness and collaboration to strengthen the company's existing implementation and take advantage of new innovations going forward.

Green Star Energy concluded, “We intend to make Encoded an intrinsic part of our overall customer efficiency programme. This initiative is our number one opportunity to make a huge difference to our customers, however they wish to interact with us, and will maximise our own commercial prospects as we move into the next exciting period of our business journey.”



About Green Star Energy

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Green Star Energy is the residential trading name of Hudson Energy Supply UK that supplies commercial energy to UK business. Hudson Energy Supply UK is a subsidiary of Just Energy Group Inc, a publicly traded company consisting of eight brands and serving almost 2 million customers across North America.

For more information, please visit www.mygreenstarenergy.com

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About Encoded

Encoded is a leading Payment Service Provider and pioneer of new and innovative secure payment solutions for contact centres, offering a range of card payment solutions designed to help organisations comply with PCI DSS, GDPR and the newly introduced Payment Services Directive (PSD2).

Our omni-channel payment suite includes IVR Payments, Agent Assisted, Virtual Terminal, Ecommerce Payments, Mobile Apps and PayByLink.

Encoded's solutions are trusted by many of the world's leading brands, including Samsung, Mercedes-Benz, BMW, Müller, and Virgin, as well as a host of UK utility companies, such as Green Star Energy, Severn Trent Water and Anglian Water.

For more information please visit
www.encoded.co.uk

