

# Case Study : Energy sector

## A focus on Resource Optimisation and Operational Efficiency

### Business Modelling Techniques

Bord Gáis grew its client base by 300,000 with the introduction of its 'Big Switch' electricity offering to the Irish market. When the company became concerned that such growth could have an adverse impact on operational efficiency and resource optimisation, they called in the expertise of StaffBalance.

Using business modelling techniques, StaffBalance helps companies to manage costs and improve operational efficiencies. To date, it has delivered cost savings and improvements to a value of 10 times that invested in business modelling methodologies.

### Reducing costs by ensuring the right number of people are available to deliver a quality service on an ongoing basis

Using business modelling software the StaffBalance team developed an ongoing methodology for optimising Bord Gáis resources. The aim was to 'right size' teams in order to meet business objectives, to prioritise workloads in order to maximise customer service, and to seek out opportunities to improve operational efficiency.

Bord Gáis is an organisation that prides itself on exemplary customer service at a competitive price, so the StaffBalance forensic evaluation of their business was vital.

*'We needed to find opportunities to serve our existing customers and acquire new customers in a more effective and efficient way'.*

**Miriam Doyle, Head of Finance,  
Retail and Trading, Bord Gais Energy**

### Operational Efficiency Insights

The business forensic modelling allows Bord Gáis to understand exactly how its valuable resources are utilised – performing non-customer activity, acquiring customers and servicing existing customers.

Bord Gáis has gained operational efficiency insights into:

- Deep cost-to-serve understanding per customer for Electricity, Gas and Home Services
- The cost-per-bill for each market it operates in
- The true and fully loaded transaction cost per payment type for 11 different methods of payment
- Deep cost to acquire understanding within Sales and Marketing, Pricing and Energy Trading.

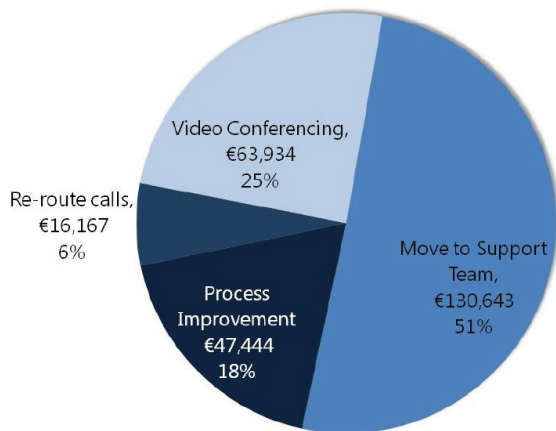
The ongoing use of these business models allows Bord Gáis to prioritise spend on process improvements and automation while providing an ability to make decisions on the outsourcing of non-core business activities.

## Sales Channel Benchmarking

Bord Gáis have placed a great deal of focus into improving their sales team. Their internal direct sales team is augmented and supported by outsourced field sales and telesales teams. It was vitally important to measure and benchmark the effectiveness and productivity of sales channels across the various markets that Bord Gáis service including Corporate, SME and Residential.

## Sales Team Operational Efficiencies

*'Our collaboration with StaffBalance resulted in cost-savings of over €400,000. We were able to pin-point costs associated with non-core activities.'*  
Joe Walsh, Head of Sales Bord Gáis



## Sales Team Optimisation

*"That led to us changing our processes, automating certain activities and reallocating non-sales activities to ensure that our sales teams could maximise their time with customers. We also implemented a save team, which has led to significant reduction in our customer churn."*

Joe Walsh, Head of Sales Bord Gáis

## About StaffBalance

StaffBalance™ has helped businesses realise a 10 times return on their investment through cost savings as a result of applying business modelling techniques. StaffBalance delivers a great value for money cost and profitability management solution to financial services, utilities and government organisations.

We help companies to seize profit opportunities by reducing their costs, balancing their staff resources and maximising the profitability of their customers, products, and channels: all without disrupting mission-critical systems or people.

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