

Reduce cost

Marketing

Operations

Sales

Increase revenue

Marketing

Operations

Sales

British Gas

British Gas Business is part of British Gas, the biggest energy supplier in the UK and the first public utility company in the world. They supply the UK with gas, electricity, and a range of energy services.





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Outcome

Infinity has become vital for British Gas Business in identifying strategic actions to take that lead to tangible business goals. Moreover, it has become an invaluable partner in the improvement and training of call staff.

- Decreased PPC costs by 15%
- Optimised call agent schedules to eliminate missed calls during business hours
- Increased feedback at all stages of the customer journey
- Drastically improved the quality of attribution data for calls

"The main benefit of having Infinity is knowing exactly which keywords are driving quality calls from PPC. Infinity is well integrated with AdWords and their support team has worked hard with our agency, Mediacom, to give us those vital insights."

Simone Pignatelli

Senior Digital Acquisition Manager

Technical Integration:





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Challenges

No clear idea what was responsible for its large volume of high value sales calls.

Needed to optimise their contact centre to ensure they answer the maximum amount of sales calls.

Wanted to improve quality of service at all stages of the customer journey.

Infinity solution

Infinity shows the digital touchpoints, across multiple visits, that resulted in a call.

Monitor when calls are happening the most, and when they are not answered.

Calls are recorded, along with their outcomes. Phone agents also receive real time data on the caller's journey.

New abilities

Identify the strategies leading to high value calls that are not providing value.

Tweak staff rotas and shifts around times when calls were previously being missed

Critical call insights on phone performance is used for training.

