



The £5 Million Idea

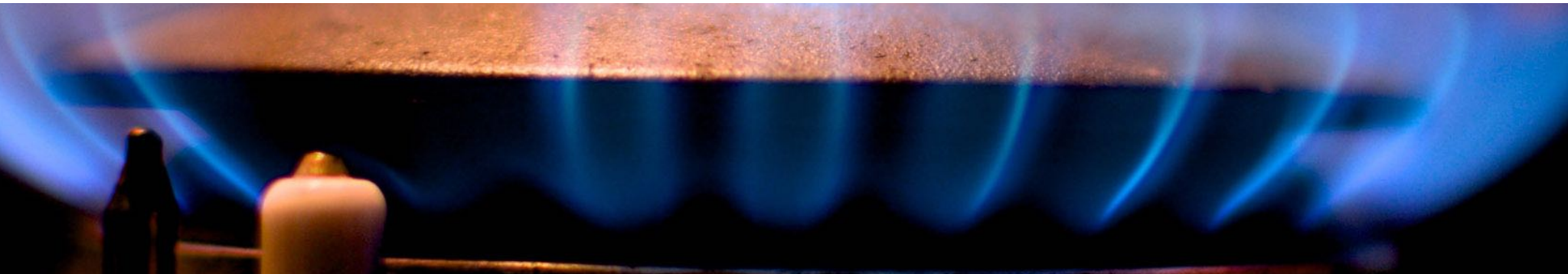
The story of how a single employee idea helped save Centrica over £5 million.

centrica sideways6

The Challenge

With the unprecedented pace of change in the energy utility sector, the need to focus on operational efficiencies and continual business improvements has increased dramatically.

At Centrica - one of the largest multinational energy suppliers - the innovation team are challenged with finding new ways to improve processes and customer satisfaction to reduce costs and increase revenue.



The Solution

Centrica sought help from Sideways 6 to adopt a solution-based approach to their employee ideas programme.

With an active Yammer network already in use, Sideways 6 were able to offer the innovation team an accessible, intuitive and social solution for their employee idea programme complete with tools for capturing, managing, filtering, reviewing and analysing ideas and communicating back to idea submitters.

To kick off the campaign, a Yammer group called 'Make A Good Idea Count' (MAGIC) was set up where employees were encouraged to post and discuss any ideas they have.

Given Yammer's open and social nature, the team were able to capture more ideas and better quality ideas from employees through this approach.



"Prior to the introduction of Sideways 6, our business had not taken advantage of Yammer's functionality and infrastructure to successfully crowdsource ideas."

Jenny Jarvis

Employee Insight Analyst at Centrica

The £5 million idea

Three call centre employees shared an identical idea independently of each other in the Yammer group. Manish from Mumbai, Sadia from Leicester, and Wayne from Cardiff put forward “a small change with a potentially big impact.”

Centrica had texted customers to advise them when the company had tried to phone them, but didn't give the customer the option of texting back. Why not give the customer this option?

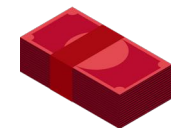
The innovation team took forward the idea and trialled it in the call centre offices in Cardiff and Mumbai. This simple change produced an estimated business value of £5 million in cost savings through higher productivity and increased customer satisfaction. The idea was just one of hundreds that have been successfully implemented through the MAGIC campaign, demonstrating just what's possible when employees are given a voice.



15% increase in customer satisfaction



Repeat customer outreach dropped close to 0%



£5 million in cost savings

"Due to the automation of many tasks made possible by Sideways 6, we could focus their energy on challenging users to come up with solutions to their feedback."

Jenny Jarvis

Employee Insight Analyst at Centrica

