

# Empowering energy companies this winter – and beyond

The energy industry is facing some of its toughest challenges to date. Costs are rising drastically, reputation risk is also increasing, and the pressure is on for institutions to take action.

Trying to keep your business afloat during these times is one feat, but ensuring your customers are taken care of, and their problems resolved, is another.

The challenges are unprecedented and, until now, there hasn't been a solution in place to solve some of the key problems that energy companies face.

Elifinty's debt management platform is a one-of-kind solution, purpose-built to address these impending market challenges.

## Elifinty's socially conscious debt management platform

An integrated solution designed to reduce the business impact of debt, the Elifinty platform is AI-driven, working to accelerate the efficacy of your processes, creating better outcomes for you and your customers.

### Better prioritisation of cases

Energy companies lack a single view of customers' debts and so are not able to identify customer groups at risk of falling behind with their bill payments.

Complex problem debts impact customers' health – mentally and physically – creating a vicious circle that causes harm to consumers and impacts the bottomline of energy providers.

The Elifinty platform provides a single view of all of customer's debt and arrears. It also provides additional consumer self-help tools that your customers can use to prepare for timely and meaningful engagements with your service agents to arrive at affordable debt payment plans. In complex cases the same self-help tool can refer your customers and their affordability information to regulated debt advice providers for expert advice.

The platform offers visibility over customer debt profiles, with your teams being able to see the status of your customer's financial situation and other relevant information to support their case.

This way, you can be more confident that you are giving your customers the right support when they need it.

### Digitalisation of processes

Through a single interface, Elifinty will improve your customer management processes and enhance your data collection and analysis – which will aid with better decision-making for your organisation and your customers.

Unfortunately, legacy technology still dominates a lot of domestic energy companies' processes. It's time for businesses to adopt the shift towards digitally empowered ways of working, for all the benefits it brings.

But, the Elifinty platform is offering energy companies a fast way to digitise customer service and support. Implementing and deploying Elifinty's solution isn't a time-consuming or extensive process. The platform is non-intrusive, so your organisation can start using it straight away.

From deployment, you can expect rapid time to value, and your processes to become much quicker and more effective.

For example, through our workflow automation feature, your team can identify and support at risk customers, even before issues arise, and immediately connect them to the right services.

**Elifinty improves staff productivity by 40%**

### A culture of continuous improvement

Under the spotlight, energy companies are open to scrutiny. The industry cannot afford to fall behind in their responsibilities and requirements.

Our digitalised debt management tools and data analytics capabilities mean that you as an organisation can cultivate a culture of continuous improvement. It also allows you to respond rapidly and appropriately to the needs of your customers, and understand better where your responsibilities lie.

Through automation, you can expect a reduction in administrative requirements, and support your team to concentrate on activity that drives impact – enabling improvements across the board.

**Elifinty helps energy companies recover 6 x more in unpaid debt**

### Connection to the right support

To prioritise the needs of your most vulnerable customers, you need to make sure the right support protocols are in place. Many companies have been relying on self-service systems for far too long, but these just aren't effective nor are they adept to solve complex issues.

Alleviating pressure from your customer support team, the Elifinty platform has the infrastructure to give customers immediate access to the right support they need. Not only does our platform better connect you with your customers, but it also connects them to the right resources (first time around), and this ultimately connects your organisation to better practices.

### Elifinty helps you to overcome your barriers

We understand it's not possible for you to transform the way you manage customer support quickly with existing legacy tech, lack of visibility, and personnel constraints. This is where we come in.

We are providing a quick way to digitise, offering better visibility, the ability to identify and prioritise vulnerable customers, and improve competency.

The pressure on your systems is only going to increase as more people get in contact with concerns about paying their energy bills. Current online portals are simply not sophisticated enough to handle those queries. As defaults start to happen, energy companies need to be prepared to effectively, compassionately, and quickly respond to their customers.

The Elifinty platform is helping you demonstrate accountability and transparency in a time where it's being strictly demanded by regulators. Too many companies are failing to meet customer care expectations, and this must change, now. Our solution will help you get back on track and aligning with your CSR.

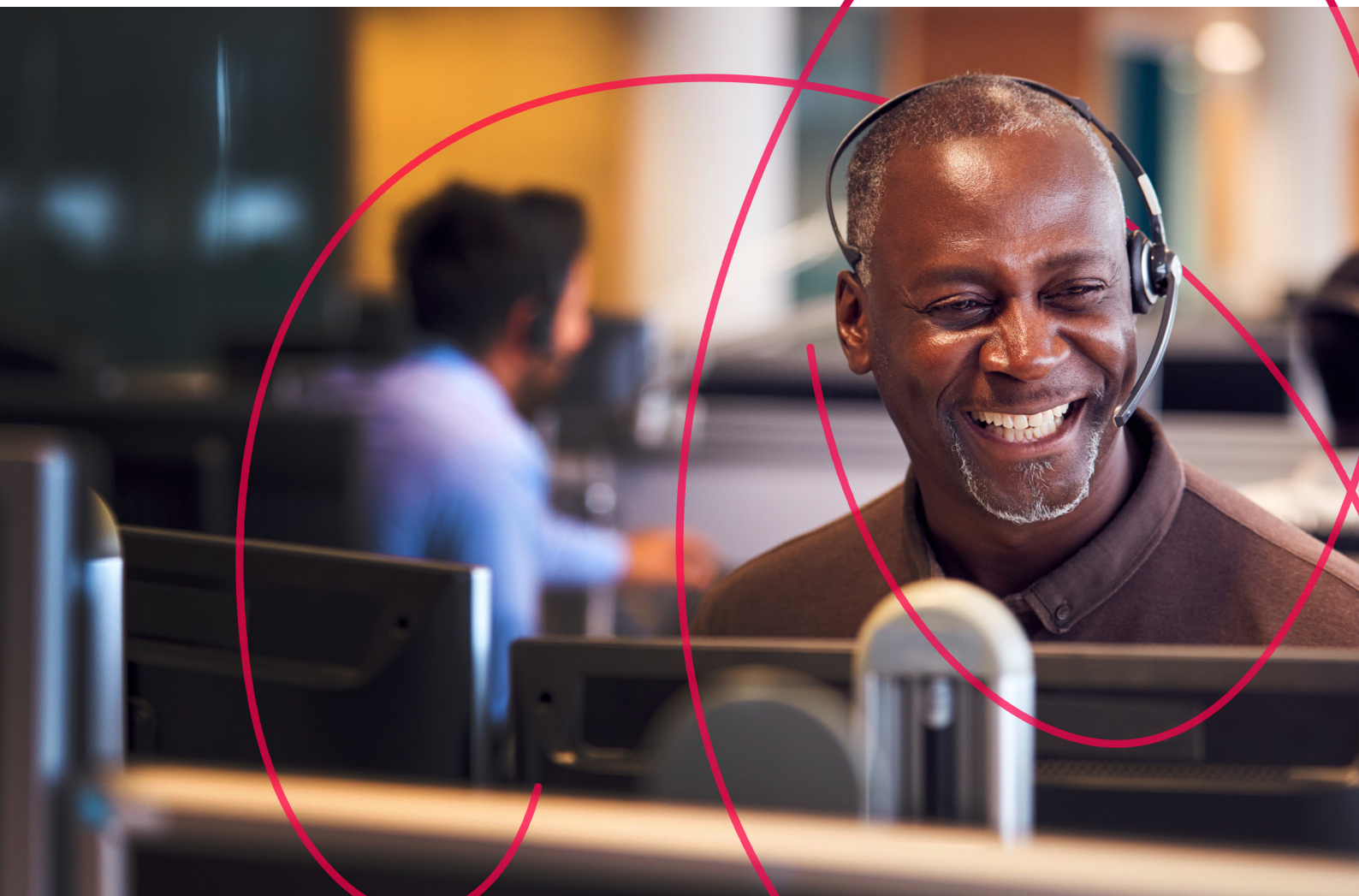
**Elifinty reduces the time it takes to resolve an open debt case by 50%**



## Adopt a socially conscious approach to debt management

In many cases, customer case management tools cannot inherently guide interactions with customers who have varying and complex payment arrears. Our platform has been co-designed with vulnerability and debt management experts to address and recommends interventions that match the customers' unique circumstances. This customer centric approach saves costs and at the same time drives productivity to create more capacity for engaging with more customers with the same resources.

Elifinty provide automatic referrals (that includes customers financial data and affordability) and access to grants that can provide immediate relief, to a debt advisor for customers if they are struggling to pay. This streamlines the customer journey, saving the waiting time for a letter, or trying to get in touch with the right correct people.



### Alongside improving customer experience, the Elifinty platform:

- Provides companies with intelligent tools to better manage payment arrears
- Automatically recommends affordable payment plans
- Reduces customer service costs
- Enables sustainable customer arrears payments
- Intelligently uses customer data to determine best debt and payments solutions
- Enables prioritisation of customer cases to minimise debt impact on business
- Offers a self-service option – enabling customers to change payment dates and avoid arrears, apply for payment holidays, and take advantage of warm home discounts
- Is customisable, allowing companies to deliver customer unique solutions fast
- Advanced machine learning automates all customer interaction processes end-end

And there's more features in the making that will work to make the journey to solving problem debt as stress-free and simplified as it can be.

At Elifinty, we believe that most problems can be solved if people are given the right tools. So, we're giving energy companies – and their customers – the right tools, helping them to better navigate financial distress and problem debt.

## Why Elifinty?

We are only at the beginning of the energy crisis, and the economy of the UK is set to worsen. Energy suppliers need to be one step ahead of a system that is already falling behind.

Fuel poverty is on the rise, and families are struggling to make ends meet. These nation-wide challenges need to be handled cautiously, carefully, and respectfully – giving customers the support they deserve.

Providing one digital platform that connects businesses to their customers and to better practices, Elifinty is driving long-term financial resilience for everyone. Protect your customers, and protect your reputation through more socially conscious practices.

We can no longer push our problems to one side. Together, we can create sustainable outcomes for all, for a world free from problem debt.

**Get in touch today to be a part of the solution.**