



reliant® + InMoment

The Context

Reliant, a leading retail electricity provider in Texas as part of NRG Energy, Inc., has made amazing inroads in using customer experience as a competitive advantage. The company has seen record growth in many of its key KPIs and built a thriving CX fanatic-based culture. Now, Reliant sees even more opportunity to influence business decisions with its program intelligence.

The Opportunity

With a solid CX program strategy and technology foundation, Reliant's CX team searched for additional ways to use the intelligence found in customer feedback to drive initiatives most important to their customers. The team was looking to turn real-time feedback into strategic and fast-paced business decisions, product changes, and process adjustments.

InMoment and Reliant launched an Insights to Action Forum that takes a monthly deep-dive into customer feedback. The forum focuses on deeply understanding the customer and their interactions throughout every stage of the customer lifecycle: onboarding, within the first year, ongoing experiences, etc.

The Impact

The Insights to Action Forum detailed intelligence helps the team see any anomalies related to a set of customers, regions, markets, or utility contracts.

The team uses dashboards developed on-the-fly to find new business intelligence, makes hypotheses based on up-to-the minute feedback, and finds the pain points that matter most to the customer. Using this process is helping the team drive a deeper customer understanding throughout the entire organization. The forum also identifies customer pain points that may have been overlooked in the past, and ensures that relevant

stakeholders and leaders see the impact of company decisions on customers more effectively. The forum's approach compels more immediate cross-functional action.

What's Next:

The next step for Reliant is to continue to find ways to understand their customers and employee's on a deeper level by modernizing their listening channels. They are also committed to supporting the onboarding of new brands by replicating the progressive customer experience model set forward by their team.

DATA-DRIVEN RESULTS:

- ✓ **Enhanced billing adjustments to align with customer intelligence**
- ✓ **Simplified the enrollment experience based on Forum analysis**
- ✓ **Improved customer communications to align with feedback**