



A CASE STUDY IN **RAPID TRANSFORMATION**

The problem

In September 2019, as part of a pan-European asset swap agreement, E.ON inherited 2.9m npower customers across the UK – triggering an urgent need to transform their business.

Key challenges:

- 2.9m accounts scattered across six different platforms
- ‘Bad’ customer service ranking on Trustpilot
- npower’s significant financial losses

Goals:

- Decommission multiple platforms as quickly as possible
- Set-up a single platform and operating model for the new brand: EON Next.
- Migrate customers with minimal disruption
- Increase green products and capabilities
- Engage employees

“We had a massive IT problem. We looked at the big technologies and none of them could help us. This was an entrepreneurial task, you don’t find that at big companies. We found that with Octopus and Kraken.”

Karsten Wildberger,
former COO of E.ON Group

THE  TIMES

Eon ponders how to treat Npower’s open wound

The energy giant needs to stop its new acquisition bleeding

Rachel Millard

Sunday September 29 2019, 12.01am, The Sunday Times

“Life is like a box of chocolates,” Eon boss Johannes Teysen told his new employees from Npower on a phone call, channelling Forrest Gump. “You never know what you’re going to get until you open the box.”

The 59-year-old, newly in charge of Npower after its takeover by the German giant was completed this month, is right to feel apprehensive: Npower has been haemorrhaging customers and money, with losses of €250m (£220m) expected this year. In a less sugary turn of phrase, Teysen described it as “an open wound that is bleeding profusely”.

The process

BUILD

Setup and customise the new platform while recruiting and training a new Eon next team: 400x Energy Specialists in 38x teams

OPERATE

Kraken Tech worked hand-in-hand with the new Eon next team through customer migration to achieve standup of organisation, achieving a 1:4500 agent to customer ratio (vs industry average of 5:4500)

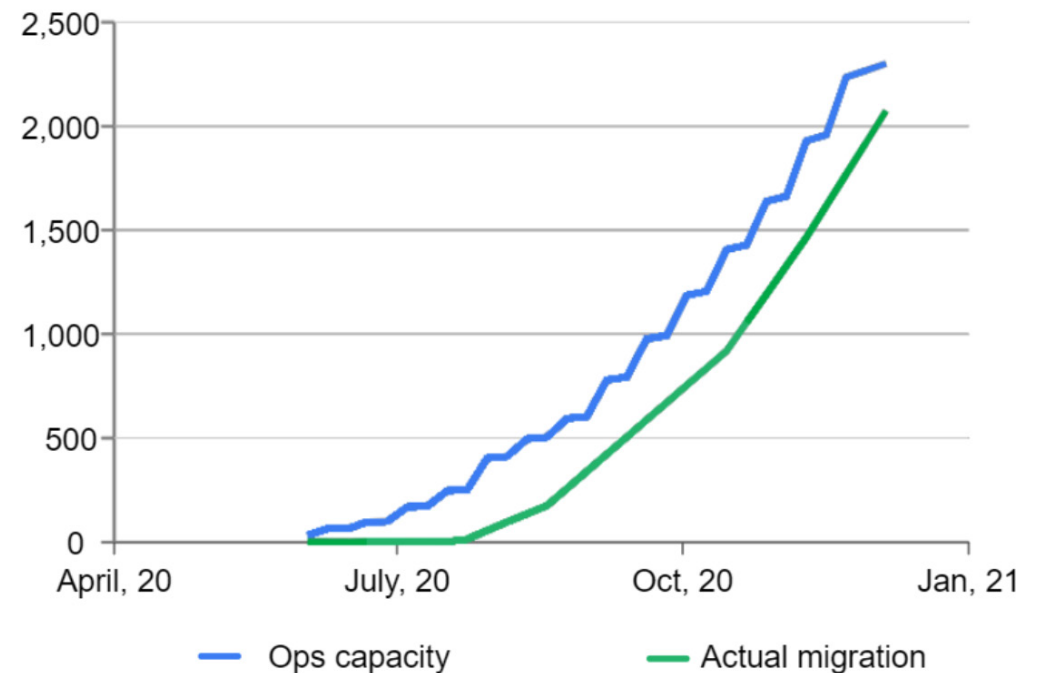
TRANSFER

Over a phased period we handed the full operational model back to the core business team. Kraken's technology enabled the launch of 2x new smart tariffs: NextDrive (automated EV charging) and Climate+ (100% green energy tariff)

"The most successful migration of customers in the history of the industry."

Michael Lewis,
CEO of E.ON UK

Number of customer accounts (,000)



Less than 12 months later...

CURRENT[±]

E.ON hails turnaround in UK retail business with £100m earnings jump

24 Mar / 2021
11:59

Molly Lempriere
Deputy Editor, Current[±]

E.ON has managed to turnaround its operations in the UK and is expected to recover faster than originally anticipated, it said in its full year results for 2020.

Through 2020, E.ON's UK retail business delivered a positive contribution of more than £100 million to Customer Solutions's earnings for the group, with the company hailing the success of the turnaround.

This is largely being driven by digitalisation of npower, with 90% of its customers migrated to a new digital platform E.ON Next – which is powered by Octopus Energy's Kraken technology after the two companies signed a strategic partnership in May 2020 – over the last year. All of E.ON's UK customers will be migrated to the platform by the end of 2022.

2.9 million migrated

Customers migrated from 6 different platforms during Covid-19 lockdown

FROM



TO



FROM

\$250m loss

TO

\$125m profit



“It’s a huge achievement, not just to complete the migration in such a short time but also to achieve such a positive response from customers – because customers are what this move is all about”

Michael Lewis,
CEO of E.ON UK



KRAKENTECH

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