



British Gas Selects Quadiant's Customer Journey Mapping to Provide Superior Communication-Driven Customer Experiences

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[Quadiant](#) (Euronext Paris: QDT), a leader in helping businesses create meaningful customer connections through digital and physical channels, announced today that British Gas has implemented Quadiant® Customer Journey Mapping to provide highly personalized communication-driven customer experiences. With Quadiant cloud-based [Customer Journey Mapping](#), part of Quadiant's Customer Experience Management (CXM) suite of solutions, British Gas creates and manages in-depth, intelligent journey maps that are used to visualize the customer journey, orchestrate customer communications and provide insights into customer satisfaction levels and business impact at each touchpoint.

With the utilities industry facing increasing commoditization, British Gas, traditionally a business-centric energy provider, has transformed itself into a customer-centric service business with offerings including energy supply, insurance and home repairs, smart meters and smart home devices. British Gas has successfully utilized Quadiant's omnichannel customer communications management platform, [Quadiant Inspire](#), for several years, consolidating, streamlining and distributing more than 4,000 different pieces of personalized and compliant communications to its customers. By integrating Quadiant Customer Journey Mapping to extend the capabilities of Quadiant Inspire, British Gas is strengthening trust and satisfaction throughout the customer lifecycle by ensuring that customers receive the right communication, through the right channel, at exactly the right point in their journey.

"Without the right tools in place, attempting to transform communications and the entire customer experience could prove painful, as multiple issues could have come to the fore," said Adam Firbank, Journey Practice Lead, Customer Communications, British Gas. *"The insight and the vision Quadiant's customer journey maps gave us have made us stop and completely rethink everything. It enables us to create an exemplary 21st century customer experience."*

British Gas has mapped all "current state" customer journeys across its business, from new customer queries to home engineer visits to service upgrades. Pain points and preferences along each of these paths have been identified, and existing communications have been personalized and aligned in real time, and are now in a position to entirely transform customer experience.

"We are delighted British Gas is continuing to expand its adoption of Quadiant CXM solutions and are dedicated to supporting its efforts to understand its customer journeys and map them to personalized, compliant and proactive customer communications across the business," said Chris Hartigan, Chief Solution Officer, Customer Experience Management, at Quadiant. *"Communications play a critical role in any customer experience and the drive to deliver customer experience excellence is a necessity not only in the energy and utilities space but across all industries where communications are at the heart of customer engagement, such as banking, insurance and healthcare. Quadiant's CXM solutions provide businesses with superior omnichannel communications and propels them to the next level of deeply understanding customer behavior in real time and orchestrating and automating better experiences for customers."*



PRESS RELEASE

CUSTOMER EXPERIENCE MANAGEMENT

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About Quadiant®

Quadiant is the driving force behind the world's most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-Related Solutions, and Parcel Locker Solutions, Quadiant helps simplify the connection between people and what matters. Quadiant supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadiant is listed in compartment B of Euronext Paris (QDT) and is part of the CAC® Mid & Small and EnterNext® Tech 40 indices.

For more information about Quadiant, visit www.quadiant.com.

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