

Case Study

centrica
Business Solutions

The Challenge

With the UK energy market experiencing increasing turbulence, the cost of energy has become an ever more important factor for businesses to consider, making it especially challenging for utilities companies to generate new leads and grow their pipeline.

Centrica Business Solutions engaged durhamlane to expand its customer portfolio, with the goal of targeting customers that typically use up to half a Gigawatt of energy, in order to generate a sustained rate of new business growth.

Supporting businesses to achieve their sustainability goals, Centrica helps their customers to navigate the ever-changing UK energy market and provides consultative advice on how to become more energy efficient. To further champion this drive, Centrica chose to engage an outsourced provider with the proven capability to deepen existing customer relationships through a direct sales approach, in addition to driving net-new business opportunities.





The Solution

In June 2021, durhamlane built a dedicated outbound team supported by a team leader with considerable experience in the utility space. Our goal was to help Centrica distinguish themselves from their competitors by taking a different approach to the market.

Adopting a solution-led methodology, our approach is data-driven and marked by the constant optimisation of processes whilst gathering key information on the industries we are having the most success in, capturing renewal dates of businesses that are already in a contract, and advising prospects on how to adapt to the decarbonisation agenda of the UK government.

Our partnership has continued to strengthen, with our delivery team creating 380 qualified opportunities and 65 closed-won deals within two years of the project going live.

The Outcome for Centrica Business Solutions

380



Sales Qualified
Leads

65



Opportunities
Closed-Won

3



FTR Working
on the Project



Partnership Launched
in June 2021

Most Successful Sectors



Hospitality



Manufacturing



“durhamlane presented to us exactly what we needed, agile project delivery and complete transparency in a very challenging period for the energy market. Given the volatile market, we wanted to really understand the businesses of our customers and prospects to explore the challenges they were facing, and ultimately help us find ways to support them. We worked closely with the durhamlane team right from the start and achieved great results that have helped shape our sales strategy going forwards.”

- Lorraine Goode, Outsource Relationship Manager