Case Study – Leading National Utility Company

Background

Utility co. is one of the UK's largest energy suppliers, serving residential consumers and business customers. Utility co. is the retail arm of one of the world's biggest energy suppliers. Utility co. operates and manages flexible, low-cost coal, oil and gas-fired power stations and are developing innovative energy-related technologies. They sell approximately £6.2 million worth of electricity every day. Since February 2004, a project was launched as part of a national drive towards working capital improvement. One of the main elements of this project has involved the analysis and restructuring of cash collection and customer services management procedures within its industrial and commercial arm.

The task at hand

In September 2006, Luminous was asked to tackle the design of and full training of their product across all divisions within Utility co. business. This involved 500 people. Luminous was also responsible for conducting all the critical change management across all divisions to ensure that everyone adopted the new product as well as training up their business training department so they were empowered to continue the training in Luminous's absence.

Results

Between January 2007 and April 2007, the following was achieved:

- Luminous worked with 10 "super users" within Utility co. business and trained them up to support the rest of Utility co., post implementation
- Luminous designed all the training for the roll out, including documentation, demo CD's, look-up cards, support network and designed all the PR material, including posters, balloons, webcasts, the internal website and support collateral
- Luminous worked with the PR department and project team in-house to promote the new product internally prior to rollout and did all the pre-launch change management workshops
- Luminous trained 500 users. 95% of the feedback was either 'exceptional' or 'extremely good'
- Luminous trained up two trainers within Utility co. business to take over
- Software co. reported that for the first two weeks after implementation, they had zero support calls which for them was completely unheard of in an implementation of this magnitude. The support overheads on the Utility co. project post implementation of that version of the product is still below all other projects combined
- Within two months of implementation, the configuration administrator reported back: "users have told me that this is the best product they have at Utility co. and they are demanding rollout to the other divisions within the company"
- By the end of 2007, an additional 400 users were added onto the new product and in 2008, Utility co. users voted that product as their favourite software product across all divisions.