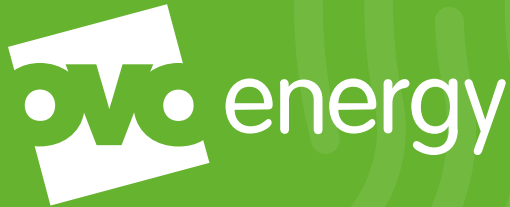


## Case Study:



Discover how Elevate boosted customer experience, enhanced business agility and slashed operational costs



SSE Energy Services is part of the OVO family and is a leading provider of communication services to the UK residential markets.

With the telecoms market undergoing a profound change and a customer base that is more digitally savvy than ever, SSE recognised the need for a future-proof billing and monetisation solution that will support its business strategy, and enable it to monetise an increasingly more sophisticated customer base.

SSE's legacy billing platform placed major limitations on their business; the reliance on manual processes and outdated technology was time-consuming, error-prone and expensive, leading to prohibitive lead times for rolling out new tariffs and promotions as well as limited insight into customer behaviour and profitability.

“After a comprehensive competitive tender, Strategic Imperatives emerged as the clear winner – they have the scale and strength to handle the complexity of our offering, the flexibility we need to be agile and the automation capability essential for us to succeed.”

AP

**Andy Pirie**

Head of Retail Telecoms

[Read More](#)



Strategic Imperatives worked closely with SSE to understand the business challenges and aspirations to ensure Elevate delivers measurable benefits, as well as providing a future- proof solution that will seamlessly scale.

The onboarding team quickly supplied a fully configured Elevate environment to enable SSE to test end-to-end processes, roll out training and allow the commercial team to build their roadmap. In parallel, Elevate’s rich suite of APIs was integrated with SSE’s BSS (Business Support Systems) platform, delivering SSE’s vision of a zero-touch customer journey.

SSE elected to use Elevate’s payment integration (Elevate Pay) to automate payments, direct debit collection, and customer balance management. Payment information was integrated with SSE’s revenue assurance, MIS, and CRM systems to ensure a unified customer view and deliver on the promise of full BSS automation.

Elevate provided SSE with an extensive array of functionality that previously, required intensive and disconnected manual processes. This included a rich reporting framework with P&L analysis at customer, product, and supplier levels, subscription management, and the ability to rapidly roll out new product bundles and on-demand intelligent promotions.

Within ninety days, Elevate was managing and billing “SSE’s new customers and the full customer base of 140,000 who were migrated in phases, without any issues.

The successful deployment of Elevate was nothing less than transformational for SSE, with immediate and clear benefits across the business. With the agility and flexibility provided by Elevate, SSE has greatly enhanced its customer experience, rolled out innovative promotions previously not possible, and substantially reduced operational costs by automating manual processes.

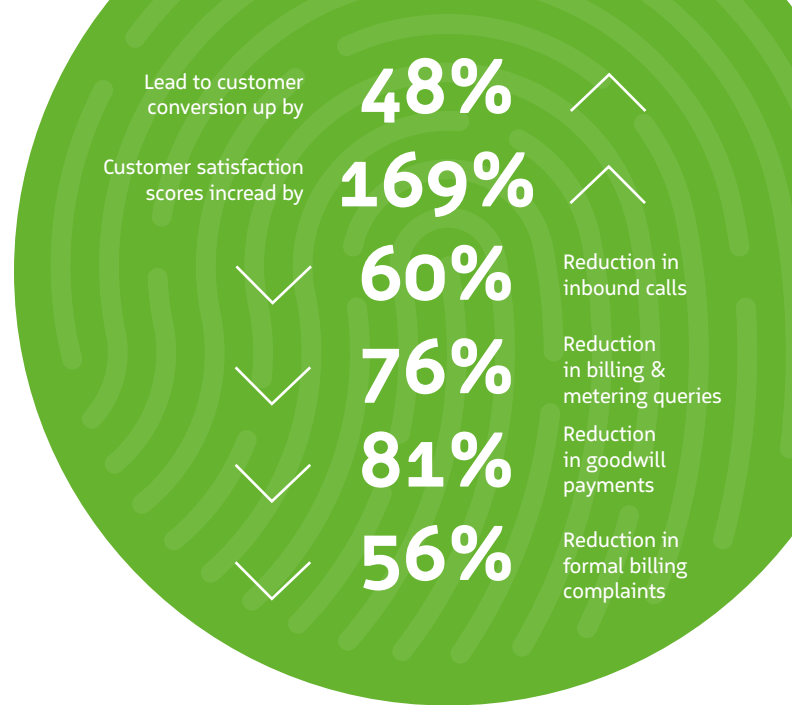
Rather than listing numerous operational improvements that Elevate has delivered for SSE in revenue reconciliation, payment automation, tariff management, contract management and customer insight; the impact of these improvements speaks volumes.



Take a look at our interview with Andy Pirie!

[elevateyourbilling.co.uk](http://elevateyourbilling.co.uk)

Transforming Telecoms  
- It’s in our DNA

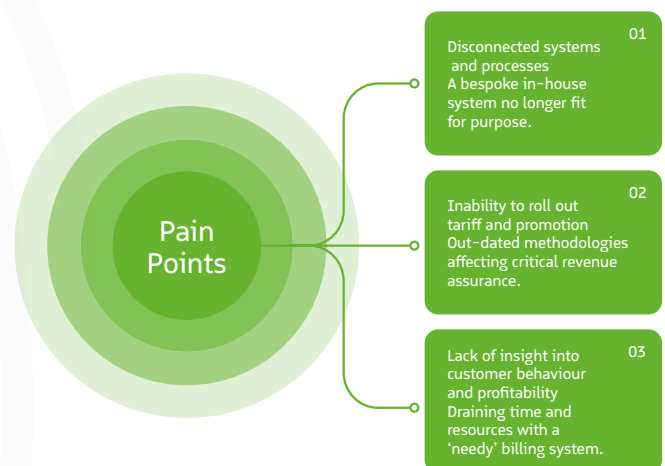


“SI have done a phenomenal job in supporting our requirements and providing us with APIs to deliver full automation. The level of support we’ve had from the team has been brilliant, and their technical knowledge of billing, call rating, and customer-facing bills is amazing; we couldn’t have delivered this ambitious project without them.”



**Andy Pirie**

Head of Retail Telecoms



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