



Energy Company Partnership

Client: **EDF Energy**

Measures: **Boilers, Electric Storage Heaters, Cavity Wall Insulation, Loft Insulation**

Location: **London, East Anglia and South East England**

No. of properties insulated: **660 to date**

Date: **2015 to 2017**

Value: **£1.5m**

CORNERSTONE



INSULATIONS • RENEWABLES • INVESTMENTS



The Challenge

Cornerstone has been working with EDF Energy to secure funding for various energy efficiency projects since 2011. In April 2015, we formally commenced an ongoing agreement to self-generate gas boilers, electric storage heaters and insulation installations for the 'big six' energy company.

In January 2016, we commenced a 12 month contract to service leads for gas boilers, loft insulation and cavity wall insulation passed to us directly from EDF Energy, providing exclusive coverage of the South East, London, and East Anglia regions. This prestigious contract recognised Cornerstone as a market leader in these regions, and was awarded as a result of our excellent performance through 2015 as a self-gen partner.

Our Solution

To service EDF Energy leads, Cornerstone appointed dedicated administration and customer service resource to achieve a seamless and supportive customer journey. This team was provided with specialist training and closely monitored to ensure standards remained high.

Monthly and quarterly volume targets were set for the self-generated works, with sales and marketing activity flexed to ensure consistency and reliability of supply for EDF Energy. The success of the self-gen contract demonstrates Cornerstone's ability to generate leads for energy efficiency measures in the private domestic sector at scale and at a consistent level throughout the year.

“EDF Energy has contracted with Cornerstone during 2016 to deliver installation services to offer insulation and heating measures under our ECO2 obligation programme. From the outset they have shown a thorough understanding of the customer journey requirements and have received a number of positive compliments as a result; we have been satisfied that they are a customer focused organisation who go the extra mile to deliver the quality of services we require and are happy to provide an endorsement of their services we have received to date.”

– Steve Lawrence, ECO Obligation Key Partnerships Manager

Facts & Figures

An exceptional customer satisfaction score of +91 on a scale of -100 to +100 in our first quarter

The Result

Cornerstone was measured against a number of KPIs, including the time in which we process leads from start to finish. Standard leads must be closed within 55 days, and priority leads within 45 days. We met this KPI on 100% of occasions, regularly completing the installations in significantly shorter timescales to meet customer expectations.

In addition, customer satisfaction was measured using a Net Promoter Score (NPS), which ranges from -100 (very poor) to +100 (excellent). For our first quarter, we scored +91 – one of the highest scores on record.

Our contract to service EDF Energy leads was extended by six months due to exceptional performance and was completed in June 2017, with a total revenue for the 18 month period of £905,000. We continue to self-generate energy efficiency measures and work closely with EDF Energy on a range of private and social housing schemes.

