



CASE STUDY

# **PacificLight Sets Sail in the Open Energy Market Leveraging Gentrack Technology**



# Customer key facts

**GO LIVE DATE:**  
**18th March, 2018.**

**TECHNOLOGY IMPLEMENTED:**  
**Gentrack B2C cloud-based solution – localised for Singapore.**

**PREVIOUS SYSTEM:**  
PacificLight didn't have a B2C billing system as the Open Electricity Market in Singapore only began in 2018.

**IMPLEMENTATION DURATION:**  
**8 months.** On-time and on-budget. Included data migration, implementation, customisation, integrations, user back creation, training, go-live support.

**INTEGRATION WITH OTHER SYSTEMS:**

**Real time integration with:**

- PacificLight website where customers can sign up directly
- Finance system: SAP
- B2C portal: provided by Gentrack
- B2B billing system
- Call centre IVR: Nautilus



PacificLight, a leading Singapore-based power generator and electricity retailer, embarked on a journey to enhance its operational agility and cost efficiency to better serve **residential customers** following the launch of the Open Electricity Market in 2018. Their partnership with Gentrack proved instrumental in this endeavour, enabling them to revolutionise their customer service and billing operations.

With a fully digitalised customer experience, they could **onboard new customers within 1-2 minutes, and the Gentailer could launch brand new promotions within just 30 minutes to stay ahead in the competitive market.**





# About PacificLight

PacificLight is a Singapore-based power generator and electricity retailer, generating close to 10% of Singapore's electricity needs annually. They provide unparalleled customer service and competitively priced energy to Singapore-based businesses and households. Through innovative energy solutions, which includes renewable energy, they support their customers in their transition to a lower carbon future.

PacificLight is committed to upholding their core values of Trust, Innovation & Sustainability, delivering high levels of service excellence and reliability.

***“As an electricity retailer, customers are at the heart of our business. Gentrack’s automated, user-friendly solutions have enabled us to offer a smooth onboarding process for customers and deliver value-added services while upholding the high customer service standards PacificLight is known for.”***



**Ms. Geraldine Tan**  
General Manager,  
PacificLight Energy



# Why Gentrack?

Following the launch of the Open Electricity Market in 2018, PacificLight decided to expand its offerings to serve residential customers.

PacificLight chose Gentrack for several key reasons:

- **Cost effectiveness and flexibility:** Gentrack's solutions align with PacificLight's vision of offering innovative plans and services while reducing the cost to serve customers. The platform's flexibility also enabled easy adaptation to future changes and avoided future costly customisations since the majority of the changes could be executed by the users themselves.
- **Streamlined onboarding processes:** automation of onboarding processes facilitated seamless customer sign-ups to their preferred energy plan via the company's website, reducing human intervention and manpower requirements. This proved to be especially effective during COVID-19 lockdowns.
- **Proven track record and adaptability:** Gentrack's proven track record in utility solutions, coupled with its ability to adapt to regulatory changes, set them apart from the competition and established it as a reliable partner for PacificLight.

- **Enhanced flexibility:** Gentrack's solution allowed PacificLight to offer different plans, discounts, and track rebates – an innovation in the Singapore market at that time, but commonplace in other mature markets.
- **Swift implementation:** With a total duration of 8 months from start to finish, the implementation was completed on-time and within budget, outpacing other available options.

***“Gentrack is able to adapt to changes in requirements from the Singapore regulator readily and without additional cost. This helped us to be faster than other competitor companies and readily acquire more customers.”***



# LIGHTING THE WAY



PacificLight have provided businesses in Singapore with energy since 2013.  
From 2018, their services have been extended to residents!

## The solution

The solution delivered several key benefits:

- Reduced billing errors resulted in lower complaints, enhancing customer satisfaction and operational efficiency.
- Real-time integration with other systems including SAP, the website, EBT or call centre system, ensured a seamless employee experience.
- Timely and accurate billing also improved employee satisfaction.
- Process automation facilitated rapid time-to-market with promotions and customer onboarding completed within minutes.
- Low cost-to-serve empowered PacificLight employees to manage system changes independently.

*“We see a significant reduction in billing errors, resulting in fewer customer complaints and improved customer satisfaction. This reduction in customer issues not only saved the company resources spent on addressing complaints but also enhanced our overall operational efficiency. Additionally, the streamlined billing process allowed us to allocate resources more effectively, leading to cost savings.”*



# Most valuable features


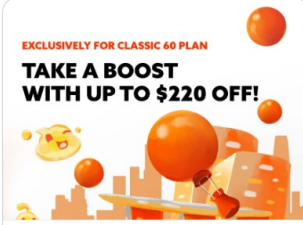
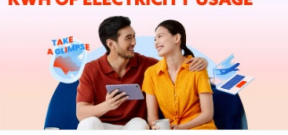

The most beneficial features for PacificLight's daily operations are:

- Robust billing and invoicing capabilities, coupled with EBT transaction processing, ensure accuracy and efficiency in operations.
- Fast time-to-market: new promotions can be launched within 30 minutes, and new customers can be onboarded in just few minutes, fostering agility in a competitive market.
- Automated customer onboarding and renewal: customers can be swiftly onboarded by signing up via PacificLight user-friendly website, integrated with Gentrack software. The entire process, including setting up a recurring credit card payment, takes less than 5 minutes. Contract renewal online takes less than 3 minutes.

*“On average, it takes approximately 30 minutes for us to set up a new campaign within the system. If we were to include User Acceptance Testing, the entire process would take between 1-2 hours if both processes were to be done concurrently.”*





<p><b>SIGN UP FOR A 24 OR 36 MONTH PLAN</b>  <b>UP TO S\$170 BILL REBATE</b>  <b>GET YOUR ENERGY FIX!</b></p>  <p><b>Indulge in the rebates</b>          Enjoy up to S\$170 bill rebates. A new staple for your home!</p> <p><a href="#">VIEW MORE</a></p>	<p><b>EXCLUSIVELY FOR CLASSIC 60 PLAN</b>  <b>TAKE A BOOST</b>  <b>WITH UP TO \$220 OFF!</b></p>  <p><b>Classic 60 Exclusive</b>          Tailored for Long-Term Brilliance. Receive a \$220 boost on your electricity bills!</p> <p><a href="#">VIEW MORE</a></p>	<p><b>From Couch to Clouds</b>  <b>EARN UP TO 1.2 MILES FOR EVERY</b>  <b>KWH OF ELECTRICITY USAGE</b></p>  <p><b>Electrify Your Miles</b>          Receive up to 8,000 KrisFlyer miles and stand a chance to win 25,000 KrisFlyer miles.</p> <p><a href="#">VIEW MORE</a></p>	<p><b>GOING GREEN?</b></p>  <p><b>Go Green with Sunny Side-Up Plan</b>          Receive RECs with our online exclusive Sunny Side-Up 12 plan and enjoy a fixed rate at 30.40¢/kWh!</p> <p><a href="#">VIEW MORE</a></p>
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# Key success

**Implementation, customisation, and flexibility were key factors in PacificLight’s success.**

The implementation process lasted 8 months from start to finish, significantly shorter than other billing alternatives could offer. During this period, Gentrack’s solution was configured to adhere to Singapore’s regulations and PacificLight’s specific requirements. The Gentrack software flexibility allowed for the configuration of different price plans, enabling tailored options for customers, including rebates, referral incentives, and prompt payment discounts.

Gentrack’s system was implemented on time to meet the regulatory deadline for the early launch of the initial phase for Open Electricity Market. It was also implemented on budget, meeting the requirements specified in the RFP. Gentrack’s implementation team provided clear documentation on system use and conducted an initial training session.

***“We have found the application to be intuitive and easy to use, even for new staff.”***



# What is next?

As a Gentrack customer since March 2018, PacificLight believes in building trust and maintaining a good working relationship with Gentrack. This trust has been fostered over the years, through effective support and timely delivery of fixes, changes, and services by the Gentrack team.

PacificLight is considering several innovations and operational efficiencies to continue improving their customer satisfaction, including integrating a new telephony system with an enhanced website and portal.

Would you recommend Gentrack to other customers?

***“Yes, we are proud to be Gentrack’s first customer in Singapore and have already recommended Gentrack’s solution to other electricity retailers in Singapore.”***

– Ms. Geraldine Tan

***“Gentrack’s system has proven to be highly adaptable to our company’s growth. As we expanded our market share, the system has efficiently scaled to handle increased data volume, transactions, and user demands. The modular and flexible architecture of Gentrack has allowed us to seamlessly integrate new functionalities and modules as our business requirements evolved.”***





# About Gentrack

We are entering a new era, with utilities worldwide transforming to meet business and sustainability targets. For over 35 years Gentrack has been partnering with the world's leading utilities, and more than 60 energy and water companies rely on us.

Gentrack, with our partners Salesforce and AWS, are leading today's transformation with g2.0, an end-to-end product-to-profit solution. Using low code / no code, and composable technology, g2.0 allows utilities to launch new propositions in days, reduce cost-to-serve and lead in total experience.

