



Proven CX Business Impact

This CX case study was selected in September 2025 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.

CXPA Proven CX Business Impact: NRG – NPS “Top 10” Program

Company Overview

NRG Energy is a leading utility provider operating across the United States and Canada. With over 10,000 employees and annual revenue exceeding \$5 billion, NRG serves a large and diverse customer base with energy services and digital account management tools.

Business Challenge

In early 2024, NRG undertook a complex system integration effort affecting billing, account management, customer care, and digital customer experiences. Despite preparation, the rollout caused significant disruptions—billing errors, login issues, and system data irregularities—which frustrated customers and led to surging call volumes and a sharp decline in customer satisfaction.

To learn more, and to submit your CX business impact case study, visit <https://cxpaglobal.org/cx-value/case-studies>

CX Initiative: “NPS Top 10” Closed-Loop VoC Program

To address these disruptions, NRG launched the “**NPS Top 10 Program**”, a closed-loop CX initiative to identify and resolve the top customer pain points using daily Voice of the Customer (VoC) insights and rapid cross-functional collaboration.

Key components included:

- **Prioritization of Top 10 Pain Points**
- **VoC-Driven SLAs**
- **Real-Time Dashboards**
- **Daily Cross-Functional Standups**
- **Governance and Escalation Protocols**

Despite technical constraints, NRG applied creative fixes at scale—resolving login bottlenecks and billing discrepancies—to regain customer trust.

Proven Business Impact

The program achieved measurable, enterprise-wide improvements:

- **Login-related complaints dropped to zero** through system and communication fixes.
- **Call center NPS** improved by **350%**.
- **Billing complaints reduced to <1%** by Q4 2024.
- **Churn decreased by 33%** in Q4 compared to Q1.

Core Business KPIs Impacted

- Customer Churn Rate
- Support Ticket Volume
- Customer Onboarding Time
- Billing Issue Volume
- Resolution SLA Adherence
- Online Review Ratings