



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 – Transforming the Transitioned Customer Experience

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 deregulated energy markets, when one provider exits the market, its customers are often transitioned to another provider. NRG inherited thousands of such "*transitioned customers*"—customers who never actively chose NRG and often began their journey confused, skeptical, and disengaged. These customers were more likely to:

- Contact support due to unclear onboarding communications.
- Be dissatisfied with account access and billing.
- Churn at higher-than-average rates.

This presented a dual challenge of rebuilding trust and improving the customer experience while managing operational inefficiencies.

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

CX Initiative: Transitioned Customer Onboarding Initiative

To turn this mandatory transition into a positive customer experience, NRG launched the **Transitioned Customer Onboarding Initiative**, with a focus on reducing confusion, increasing digital engagement, and fostering long-term customer retention.

Key components of the initiative included:

- **Voice of the Customer Insights**
- **Fee Transparency**
- **Login and Access Optimization**
- **Autopay Improvements**
- **Cross-Functional Execution**

Proven Business Impact

The program achieved measurable, enterprise-wide improvements:

- Fee-related complaints reduced by **50%**
- Login/account access issues reduced by **75%**
- Autopay-related complaints reduced by **60%**
- Support contact rate dropped by **40%**, yielding substantial cost savings
- Churn reduced by **12%** compared to forecast for transitioned customers

Core Business KPIs Impacted

- Customer Retention Rate
- Churn Rate
- Time to Resolution
- Customer Support Ticket Volume
- Customer Onboarding Time