

EUROPEAN ENERGY · CUSTOMER OPERATIONS

European gas prices are climbing again. Last time, utilities were overwhelmed.

around €75/MWh

almost 3× since the recent low



THE CHAIN REACTION

One price move. Five problems.

Gas prices



Bills



Customer calls



Queues



Cost to serve



WHAT THE REGULATOR SEES

Price and billing remain among the leading complaint categories.

Price-related complaints

Billing and debt collection

THE TRADITIONAL MODEL

Every call goes to a human. So every spike costs more.

100% human agents

Long queues

Overtime

Higher cost

THE AI-LED MODEL

AI takes the volume. Humans take what matters.

AI: payment reminders · billing questions · renewals

Handoff

Humans: hardship · complaints · escalations · VIP customers

IN PRODUCTION

Same headcount. Better-spent team.

>50% less support handling time

35–40% higher response rates

**Team focused on retention · high-value accounts ·
urgent cases**