

# Seamless integration, uninterrupted experience: CX powered by Kraken



In 2024, as our utilities client transitioned to its new customer relationship management platform, Kraken, Capita played a crucial role in ensuring a seamless customer experience. By embedding our teams and integrating our processes to the powerful capabilities of the Kraken platform, we ensured that customer service levels remained consistently high. Our collaborative approach not only provided our client with the continuity they needed during a period of significant change but also empowered them to move forward with a more unified and efficient customer experience.

## Challenges

**Rapid  
operational  
changes**

**Fluctuating  
resource  
requirements**

**Maintaining  
performance  
during  
migration**

# How we helped



77

colleagues  
mobilised in  
one week



100

additional  
FTE added  
rapidly



£900k+

incremental  
revenue  
delivered

# Our approach



**Agile resourcing to match evolving needs:** Scaling teams up and down at pace as forecasts changed.



**Rapid mobilisation during notice withdrawals:** Rebuilding teams within a week to maintain safe levels of delivery.



**Proactive communication and constructive challenge:** Helping the client understand the impact of upcoming changes and make informed decisions.



**Flexible, committed colleagues:** Team members worked extended hours to stabilise performance.



**Joint planning throughout the Kraken migration:** Close collaboration ensured continuity through every stage of change.

“During a period of significant change, Capita provided strong support and understanding under difficult circumstances. The teams worked extremely hard to maintain above-target service levels, delivering high-quality back-office and customer services through a flexible and well-managed approach. This level of support has been incredibly valuable to us.

Client on their relationship with Capita

