



CUSTOMER STORIES /



Naturgy optimizes its customer experience, tripling its Net Promoter Score

Naturgy understands that uninterrupted energy availability is vital for its customers. So the company focuses on optimizing its customer service by ensuring high-quality support and maximizing resources. Since implementing the Genesys Cloud™ platform, Naturgy has seen its Net Promoter Score jump from 21% to 60%, reduced call abandonment rate from nearly 25% to 5%, and now answers 80% of inquiries within optimal response times.

3X
increase

in Net
Promoter Score

80% of
inquiries

answered in
optimal
response times

20%
decrease

in call
abandonment
rate

AT A GLANCE

Customer: Naturgy

Industry: Utilities

Location: Mexico

Company size: 110 agents

CHALLENGES

Lack of data integration and traceability to respond to customers,
Absence of real-time reporting, Difficulties managing call quality,
Transparency issues with BPO management

PRODUCT

Genesys Cloud CX

CAPABILITIES

Email, SMS, Voice Services, Web messaging

PARTNER

Crossnet

INTEGRATIONS

Salesforce

The importance of an efficient customer experience

Faced with the challenge of managing more than 1.6 million customers and ensuring an effective and unified user experience, the Mexican division of Naturgy, a leader in natural gas distribution and electricity generation, has transformed its operations to provide faster, more efficient, and higher-quality service.

As a provider of essential services, Naturgy understands that uninterrupted energy availability is vital for its customers. In a highly competitive market with strict safety regulations, the company faces the constant need to respond quickly to user inquiries and issues. Since implementing the Genesys Cloud CX® solution, Naturgy has significantly improved its customer service.

"Improving the customer experience is one of our priorities; a good experience builds lasting relationships," said Diana Garcia, Director of Commercial Strategy and Transformation at Naturgy. "Satisfied customers are more likely to recommend the brand. Retaining an existing customer is much more profitable than acquiring a new one."

Before implementing Genesys, Naturgy faced customer experience challenges in Mexico. Like other energy providers, the company dealt with inefficient integration across its various support and customer service channels. These systems didn't provide a unified view of customer data, making it difficult to monitor interactions. Additionally, call center reports were not accessible in real time, delaying decision-making.

The use of multiple platforms (such as Avaya and Inconcert) and BPOs led to limited integration, making operational management and data tracking a constant challenge. This directly impacted service quality, the customer experience, and low first-contact resolution.

"Genesys allowed us to have real-time visibility into all our customer interactions, giving us total control over data and the ability to improve our service operations."



Diana Garcia

Director of Commercial Strategy and Transformation, Naturgy

A comprehensive solution

In search of a new platform to overcome these limitations, Naturgy found Genesys to be the ideal tool to transform its main customer service channel: the call center.

"Genesys allowed us to have real-time visibility into all our customer interactions, giving us total control over data and the ability to improve our service operations," said Garcia.

Thanks to integration with Salesforce and its ability to unify other communication channels — such as calls, web messaging and emails — Genesys helped optimize response times and enabled greater personalization in customer service.

“Improving the customer experience is one of our priorities; a good experience builds lasting relationships.”



Diana Garcia

Director of Commercial Strategy and Transformation, Naturgy

Results that exceed expectations

The Genesys Cloud implementation enabled Naturgy to meet and even surpass its operational goals. In just six weeks, and with the help of its implementation partner Crossnet, the migration from Avaya was successfully completed.

As a result, Naturgy has achieved:

- A significant improvement in the phone channel NPS, from 21% to 60%
- 80% of inquiries answered within optimal response times
- Call abandonment rate reduced from nearly 25% to 5%

Additionally, the company is progressing with the integration of technologies such as natural language processing and chatbots, aiming to improve efficiency and promote customer self-service. Naturgy is proactively anticipating customer needs by implementing channels like WhatsApp, click-to-call and click-to-chat.

In a country prone to natural disasters such as earthquakes, the ability to operate without interruptions is critical. For this reason, Naturgy values the agility that the Genesys platform provides in emergencies.

At the same time, Naturgy remains focused on optimizing its customer service by ensuring high-quality support and maximizing resources.

Customer experience is a top priority for Naturgy Mexico, as a positive experience not only ensures customer satisfaction and loyalty but also provides a competitive edge in the market. With the technological improvements and ongoing innovation that Genesys has provided, Naturgy has successfully achieved and exceeded its goals, delivering more efficient and continuous customer service.

To learn more about the solutions featured in this case study, visit www.genesys.com.

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