



Meet our Client: PowerCo

Client Overview

PowerCo is a major utility provider that serves small and medium-sized enterprises across a competitive and fast-changing energy market.

With more energy providers offering flexible rates, clean energy alternatives, and digital-first customer experiences, PowerCo has been losing customers to their competitors at a higher-than-average rate.

Industry Insights

The energy market has undergone massive transformation—new players in the market have increased competition, new pricing models have given customers more flexibility, and a shift toward renewable energy have forced legacy utility companies to invest in new technologies.

Any one of these factors could be playing a role in PowerCo's customer churn.

Business Challenge

PowerCo is losing customers. This customer attrition, or churn, is eating into margins and threatening long-term growth.

PowerCo has brought in a BCG X team to help uncover what's driving this churn.