

Supporting Utilita's Broker Growth and Operational Efficiency with POWWR: Utilita partners with POWWR to streamline broker operations and enhance productivity across the business energy sector.



Who are Utilita?

Founded in 2003

Utilita is a pioneering UK energy company with a long-standing reputation for innovation and customer service.

Scaling Growth

Today, Utilita serves more than 700,000 domestic customers and nearly 10,000 business customers across the UK.

Leading Innovation

First to install a smart meter in the UK, Utilita continues to grow its energy and solar offering through an expanding broker network.

CHALLENGES

Utilita's Goal: To Transform Broker Experience and Enable Growth



Utilita's business-to-business portal was launched in 2020 to address the growing needs of its broker network and customers. However, by 2025, it had outgrown its internal, home-built platform, which was limited to just single-site management and simple renewals.

SOLUTIONS

Utilita wanted a solution that would:

- Make broker onboarding and renewals seamless
- Support multisite management
- Enable brokers to self-serve for updates, quotes, and renewals
- Ensure stability and scalability for a growing broker base
- Stay ahead of regulatory changes and market shifts

CHALLENGES

Utilita Drives Sales and Efficiency with POWWR's Sales360 Platform:

POWWR delivered a user-friendly, adaptive, and robust solution.



The new platform is easy to use and offers fast quoting with great workflow capabilities. It is user-friendly for brokers and has provided significant operational efficiency gains

JOSIE GRATTON
COMMERCIAL SALES MANAGER | UTILITA



Key benefits experienced by Utilita:



Multi-site quoting and renewals: Now brokers can manage complex portfolios more efficiently



Broker self-service: Substantial reduction in email and phone queries, as brokers can check statuses themselves



Comprehensive reporting: Utilita has access to enhanced visibility of broker activity and sales performance



Excellent support and training: Onboarding was seamless, with UAT sprints completed easily



Stability and agility: System is available 24/7, supporting new price launches and regulatory requirements



Fast issue resolution: Responsive and transparent support, with easy ticketing, tracking and resolution



Strong adoption: Over 220 active brokers and 1,100+ users are on the new portal already

Why POWWR?

Utilita chose POWWR as its technology partner due to its strong reputation within the broker community and proven ability to deliver innovative, future-ready solutions. Positive feedback from industry leaders further reinforced the decision.

What's next for Utilita?

Utilita is focused on staying ahead of industry changes, including MHHS, while continuing to grow its broker and direct agent network. With the support of POWWR, the business has strengthened efficiency, broker relationships and sales growth, helping it thrive in a rapidly evolving energy market.

Book a Demo

Experience how POWWR can help improve your forecasting experience with a free demo.

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