



CASE STUDY

Genesis powers efficiency with Gentrack g2



Overview

Genesis is one of New Zealand's largest energy "gentailers", supplying electricity, natural gas, and LPG to nearly 500,000 customers representing 23% of the retail market share.

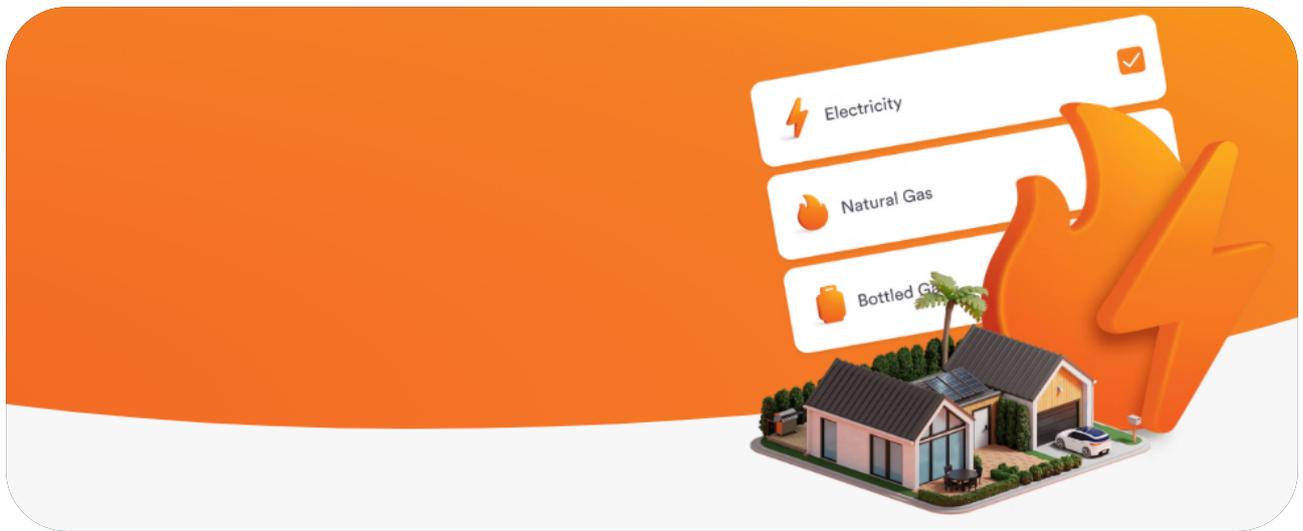
Operating in a unique market with 285+ trading nodes and 29 different line companies, Genesis launched its "**Gen35**" strategy to lead the transition to a lower-carbon future. Central to this is the implementation of the **Gentrack g2** platform: a composable, cloud-native billing and CRM solution natively integrated with Salesforce and built on AWS.



Genesis targets a 20% reduction in cost-to-serve, a 5-10% uplift in gross margin, and a 30% faster path to market innovations following a successful cloud-native transformation.



The challenge: navigating market complexity



The New Zealand energy market is exceptionally intricate, requiring high-volume smart meter services and complex regulatory alignment.

Genesis required a future-proof digital backbone, one that could abstract this complexity away from customers while enabling “multi-play” **product bundles including energy, gas, broadband, mobile and electric vehicles.**





Strategic pillars for future growth (Gen35)

Genesis identifies three primary “benefits pools” that g2 will unlock:

- 1. Productivity and efficiency:** targeting a **20% reduction in cost-to-serve** through the automation of billing and “self-service” digital channels.
- 2. Pricing innovation:** Genesis expects a **5-10% uplift in gross margin** by introducing granular time-of-use pricing for products such as EV charging and residential solar. This innovation supports faster customer onboarding and scalable growth as the market expands, while strengthening overall margin performance.
- 3. Revenue adjacencies:** reducing time-to-market for new services (such as broadband and mobile) by **30%**. This significantly improves Genesis’s ability to bring new innovations to market in the near future.

Daily benefits achieved

The transition has already delivered a material uplift in both operational performance and agent experience.

- **Automation & AI:** improvements in data quality, automation, and processing have enabled Genesis to leverage g2 to enhance deflection of customer queries through its AI Bot. As a result, Genesis now resolves 56% of customer queries via the AI Bot, exceeding the 38% target.
- **Operational excellence:** increased automation and processing have enabled the customer service team members to focus more on their customers. The teams have seen a material improvement in service levels, achieving Genesis' service levels of 91% of the time against a target of 80%.
- **Agent productivity:** Agents now use a "Single View of Customer" within Salesforce, providing one screen/interface with easy-to-find information. Customer enquiry resolution has improved, enabling agents to resolve issues faster.

“With g2, I can resolve customer phone enquiries in a fraction of the time”

Draupadi Harlow
Customer Service Representative
Genesis Energy



Delivery: the “R2G2” mission

Internally codenamed “**R2G2**” (Retail 2.0 with g2), the transformation project focused on a phased migration to minimise risk and ensure stability.

- **Phase approach:** the Genesis transformation was planned in phases. The first cohort of around 50,000 customers was successfully moved to daily billing within the first few days of operation.

The transition was preceded by rigorous System Integration Testing (SIT) and User Acceptance Testing (UAT) to ensure the Salesforce Energy & Utilities Cloud communicated seamlessly with the g2 billing engine.

- **A “composable” approach:** by leveraging Gentrack g2’s low-code/no-code technology, Genesis reduced the need for custom development, allowing for “out-of-the-box” deployment of 100+ pre-connected customer journeys.

“It’s probably the best delivery I have experienced. As you can imagine, this project was relatively complex, but it was pleasing to see the teams worked together remarkably well.”



Ed Hyde

Chief Transformation
& Technology Officer
Genesis Energy

“g2 is a lot easier than I anticipated and it just works really well... I can find all the information I need straight away without having to jump between different programmes. The platform is very intuitive and streamlined.”

Draupadi Harlow

Customer Service Representative
Genesis Energy

The road ahead

As of early 2026, Genesis is moving methodically through subsequent phases to transition its remaining retail base. This digital backbone is critical to the Gen35 goal: deploying over \$1 billion to build renewable generation and helping New Zealand achieve 95% renewable electricity by 2035.

“Gentrack has supported Genesis for over 25 years and we continue to work with them, with g2 supporting innovation, advancing AI capabilities and helping bring new products to market.”

Allan Sampson
General Manager, New Zealand
Gentrack

“Our new billing and CRM platform is a key enabler of our Gen35 strategy, allowing us to simplify, automate and innovate across our retail business to support our customers through the energy transition.”



Ed Hyde
Chief Transformation
& Technology Officer
Genesis Energy

About Gentrack

We are entering a new era, with utilities worldwide transforming to meet business and sustainability targets. For over 35 years Gentrack has been partnering with the world's leading utilities, and more than 60 energy and water companies rely on us.

Gentrack, with our partners Salesforce and AWS, are leading today's transformation with g2, an end-to-end product-to-profit solution. Using low code / no code, and composable technology, g2 allows utilities to launch new propositions in days, reduce cost-to-serve and lead in total experience.

