

Centrica - Earnings Call Q2, 2019

Case Study

Truth Unlocked - Linguistic Analysis & Training



THE CASE

In 2023, Truth Unlocked was asked to analyse Centrica's 2019 Q2 Earnings Call. Our client's brief was to check for any insights into whether or not Centrica were following the FCA's Loyalty Rules for customers when renewing their contracts for products and services. The transcript for the Q2 2019 Earnings Call can be found here:

[Centrica PLC Q2 2019 Earnings Call - Transcript](#)

Overview:

 **ONLINE**
British Gas X Launched

 **CLOSED**
Call Centres x 2

 **5000**
Jobs Axed

 **2019**
Dividend slashed

 **REPLACED**
Conn & Sambhi

Truth Unlocked Analysis:

 **TIME**
1 - 2 Days Turnaround

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 England ~ Services Worldwide

OVERVIEW

Whilst company Reports / Earnings Calls are carefully crafted, they inadvertently reveal a great deal of information to us. The Q&A allows us linguistically to step into the minds and intentions of those talking. No information was provided - this is preferred as it allows the linguistics to tell us what is there.

ANALYSIS

1 Linguistic Distancing from Ownership of Sales

The greatest linguistic sensitivities were in Sarwjit Sambhi's Q&A - he lacked linguistic commitment to *ownership* of Centrica's future sales function despite the British Gas brand. We recommended investigating the potential outsourcing of sales and the 'remodelling' of sales and the sales function.

2 Linguistic Sensitivity - Bundling & Term-Length

Distancing language was highlighted as highly unusual in terms of new contracts, online sales & product specification. How and who were offering contracts were unclear or omitted. Specific bundling of services was also unusually vague. This obfuscation meant this needed to be looked at closely.

3 Linguistic Priority

Linguistic priority was new-to-brand & not existing customers, elevated to a very high degree which was considered unusual. Customer lifetime value was referenced in relation to new products, not to existing customers. We highlighted sales practices, particularly bundling that should be investigated. Complaints about mis-selling may result.

OUTCOME

Our client was extremely happy with the additional insights provided by Truth Unlocked. Our client's suspicions, that products and services sold via some channels might be gaming the FCA's Loyalty rules, looked to be worthy of further investigation. A survey by the GMB union in 2021 showed that 95% of British Gas workers thought that the company were mis-selling to customers.



Linguistic Case
Analysis



Linguistic
Training



Investigative
Support