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OCTOPUS ENERGY X KRAKEN

Setting the standard for exceptional customer experiences with Twilio Voice

Octopus Energy's operating system Kraken implemented Twilio Voice solutions to help the energy company handle an influx of calls and send important customer alerts.

This optimised deliverability for Kraken's system, which manages:

54 MILLION
contracted accounts

17
country-strong operations

200,000 TO 5 MILLION
emails a day

Kraken now automatically assigns calls to the correct team. Recordings are saved to accounts with playback functionality, transcripts, and an AI-generated summary.

With Twilio as a partner, Kraken can continue to grow into a highly responsive, reliable system that meets customer needs globally – setting the standard for outrageously good service across the energy utilities sector.

Check out the full customer story of how Twilio helped Kraken and Octopus Energy deliver personalised and trusted voice experiences.

Read story

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