

Case Study

Eneco Streamlines Customer Service with Microsoft Dynamics CRM



The biggest implementation worldwide serves as a role model for future CRM-projects

Eneco Situation

Energy company Eneco is part of the Eneco Group and is responsible for providing daily energy to 2.2 million households and companies. The energy market is a relatively closed market with a lot of competition between suppliers. One of Eneco's main pillars is therefore retaining existing customers by keeping their satisfaction level high. Eneco does this by offering sustainable, relevant products, by responding to trends—for example, by offering a smart thermostat (TOON)—and by giving its customers the best possible service.

About 1200 Eneco employees are involved in the latter through Eneco's customer service; assisting customers with all their questions. A well-known trend in customer care is multi-channel: in the past, consumers would only communicate with an organization by letter or phone, but today this is a lot easier via new technologies, such as social media and web chat. Although this makes it easier for consumers to communicate with a company, it certainly also makes streamlining customer service within an organization a more daunting task.

In addition to these developments, it is important to Eneco to be personal and relevant to its customers. By offering a uniform customer experience through all channels and ensuring less complex process handling, the "cost to serve" is also decreased.

Eneco's previous call center system could not handle this very well and was also becoming outdated. They were therefore in need of a CRM system, which could also serve as a growth platform for the future.

Solution

Eneco mapped out all its wishes and requirements for the CRM system. In addition to supporting call center employees, it wanted the call center system to become an extension of the sales organization by being able to offer relevant products to every consumer, based on their personal situation. They also wanted the customer to become even more central and all information about the customer to be displayed on one screen, so that sales and service can actually be brought together.

After a thorough analysis, Eneco opted for Microsoft Dynamics CRM, because this solution was the best fit for Eneco as an organization and because the options matched what Eneco required from a system. The well-known Microsoft look and feel was also an advantage, because many employees are already familiar with it. "The solution helps employees deal with customer requests faster, because it shows an integral customer image from one platform," says Sander Bockting, CRM consultant at Avanade. "Together with the new opportunity to offer product combinations that are in line with the customer's needs, the new system leads to an increase in the productivity and professionalism of customer service."

Avanade was chosen as the partner for the implementation and worked intensively with Eneco for a year and a half to carry out an impact analysis, the solution design, the preparation and the actual implementation.

"We designed the system so that an employee moves through it intuitively while assisting a customer. The employee clicks on a situation and immediately gets information about what questions he can ask the customer. The employee then sees all the possible answers and can use this information to offer advice or assistance with an issue very quickly," says Wouter de Nooij, Lead Architect at Avanade.

"In the past, employees had to use a number of separate systems to collect the right information and be able to provide an answer. The fact that everything is now available on one platform greatly speeds up the handling time," says Wouter.

Training the 1200 employees who were going to work with the solution was one of the critical phases of this project. Careful preparations were made for this crucial step; employees were trained to work with the system in six to nine weeks, using an e-learning program.

Results

The time spent on this preparation has proven very beneficial. Jolanda van de Meer, Product Owner from Eneco: "It has been really amazing to see how quickly our people got to grips with the system. On the day it went live, they were working with it within a few hours. Ten years ago, when we switched to the previous system, it took at least two years before we were able to work with the solution without any problems."

Eneco has now been working with the system for six months and the service levels were very quickly on a par with the situation before the switch to the new solution. "This is truly exceptional. We had anticipated having to initially take a step backwards, but the solution worked very efficiently right away," says Jolanda van de Meer.

Evert Jan Althuis, Manager of IT Retail at Eneco and the person responsible from the steering group, adds: "In addition to the fact that our employees enjoy working with the solution, it also offers us the opportunity to handle all the available data in an intelligent way. All the valuable information that the system gives us helps us to be able to serve our customers even better in the future."



About Eneco Group

The Eneco Group (Eneco, Stedin, Joulz and Ecofys)'s mission is making sustainable energy available to everyone. Our vision is for energy provision to develop sustainably and in a decentralized way and that this is done through collaboration. Our strategy is clear: you have control over your own energy. Companies and citizens are creating a revolutionary change in the energy landscape and Eneco Group wants to work with them to keep its leading position in sustainable energy. That is why we are focusing in the coming years on the growth of the "energy as a service", "smart sustainable solutions" and "client sources" domains. With the energy of our 7000 people we will be contributing to the energy transition.



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 29,000 professionals in 23 countries.

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