Czech energy supplier's customer growing pains

1 PROBLEM:

The company expanded rapidly in a period of growing energy markets. This fast commercial growth mainly required the ability to make new contracts quickly.

Within a very short time the number of clients increased from tens of thousands to hundreds of thousands. However, there was not enough time to devote to the proper automation of processes.

Most requirements were solved by paper contracts and amendments , changes were made manually in several different systems, and a lot of information stayed only in scores of excel sheets and in users' heads.

After the market began to change, new customers were on the decrease and it became more and more important not only to acquire clients but also to keep them.

This situation proved to be a great problem. Customers were leaving dissatisfied as the handling of even a simple requirement took several days.

2 SOLUTION:

The company did a thorough review of architecture and processes. It showed that the majority of existing applications could be used, but it was necessary to define their function and to add more to support all the users' needs when dealing with a client.

And, above all, they needed to be connected with the help of an integration platform in order for all the data to be synchronized automatically, quickly and reliably.

Data that had already been entered into systems had to be double-checked as it was in a very inconsistent state.

3 RESULT:

Most processes are now fully automatic. The operation entered data into only one system and are then transferred automatically into all other necessary applications.

As there was only one source for all the information in the systems, other possibilities appeared for the company.

It gained a quality database for reliable reporting. In a short time the company launched a web application where clients could input new requirements by themselves and follow their progress.

Moreover, there was also an application for field salespeople who work with clients. In this way a completely new channel was opened that was impossible before.

> *"The time it took to solve a client request was reduced from 2.5 days to 48 minutes."*

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