



Stadtwerke
Eisenberg
GmbH

The customer portal for the utility industry - the smart way to process efficiency and increase customer loyalty

About Eisenberg public utility:

Founded in 1898, Stadtwerke Eisenberg, Germany is serves as utility company the region around the municipality. Being a subsidiary of E.ON Thüringer Energie AG it operates the local gas and electricity grid with 12,000 metering stations.

www.stadtwerke-eisenberg.de

Preface

Companies in the utilities industry are facing difficult challenges. In addition to complying with legal regulations, such as the offer of daily and load-variable charges as well as invoicing during the year, they are increasingly exposed to competitive pressure. It is therefore essential to invest in long-term customer loyalty and to differentiate themselves from the competition through attractive value-added services.

Project Definition

To meet these requirements, Stadtwerke Eisenberg decided to develop an online portal for end-customers. In specific terms, the following tasks had to be solved:

- ▶ Modelling and implementation of efficient, legally compliant business processes in the portal
- ▶ Visual and technical conception of the portal front-end, and overall content
- ▶ Preparation and visualization of consumption data in accordance with data protection guidelines
- ▶ Mapping of tariff selection and contract conclusion in a complete shopping cart process
- ▶ Integration of additional value-added services such as contract inspection, tariff calculator, marketing campaign functions and extensive shop functionalities
- ▶ Integration into existing IT systems, simplification of interfaces and prevention of media breaks

Project progress

The basis for solving these tasks was the comprehensive analysis and modelling of business processes with full consideration of legal requirements. Based on this, it was decided to develop and implement a customer portal based on Intershop's commerce platform. The solution provides real-time data of electricity and gas consumption and visualizes them in a customer-oriented manner.

Now, self-service, smart metering visualization, and e-commerce are seamlessly combined. Customers can choose their preferred tariff according to their needs and close the corresponding contract directly online. A comfortable tariff calculator supports them with the selection of the best matching offer. Extensive shop functionalities such as catalog management, shopping cart processes or cross-selling features enable the direct sale of own and third-party energy-saving products.

Scope of service

- ▶ Requirement analysis and consulting
- ▶ Modelling of business processes according to legal requirements
- ▶ Content-related and technical design of the online customer portals
- ▶ Realization and implementation
- ▶ Integration into existing IT landscape

Results

The efficient combination of customer self-management portal, smart metering visualization and e-commerce offers customers clear advantages with which energy suppliers are one step ahead of the competition. Reporting during the year enables transparent information, increases customer satisfaction and counteracts bad debts. Additional value-added services on the portal ensure regular use, interaction and intensify customer relations and loyalty. Online sales of products from the energy sector offer new revenue potential and sharpen the profile of the energy supplier as a customer-oriented service provider.

The efficiency of customer-related processes and employee productivity increases noticeably through self-services and the Internet-based integration of back-office systems. This results in shorter throughput times and satisfied customers. What's more, the energy suppliers also score on the cost side thanks to the seamless integration into the existing IT landscape, reduced maintenance effort for interfaces and processes without media breaks.

In Eisenberg, electricity not only comes from the power socket, it also looks good online. The new customer portal of Stadtwerke offers many value-added services and detailed insights into one's own electricity consumption - a strong competitive advantage in the battle for customers.

"We wanted a site that offers users the convenience they are accustomed to from many Internet offerings - from the first search for contract details to paying the shopping basket," reports Bettina Pohl, Head of Customer Service at Stadtwerke Eisenberg, on the requirements.

Thus, the way was paved by the management at the regional energy provider for an attractive Internet offering. It required precise modelling and implementation of efficient and legally compliant business processes. With the data protection guidelines in mind, the company wished for an attractive presentation of consumption data. This point was particularly important in connection with the use of smart grids. Above all, however, customers should be able to book the desired rate with just a few mouse clicks, just like in any other online shop.



CUSTOMER PORTAL EISENBERG PUBLIC UTILITY

After an extensive evaluation process, Intershop proved to have the best technology for the needed requirements. The project was realized together with an implementation partner.

For Bettina Pohl, the advantages of the portal are now clearly visible: **"We can now save a lot on customer service costs in particular. The cost of the portal pays for itself in such a short time."**

The use of e-commerce in a targeted manner, e.g. in the placement of energy-saving appliances or package offers, enables the public utilities to set themselves apart from the competition very well. The value-added services of the offer provide for a regular use and interaction on the site and help to intensify customer relations.

"Our marketing team can implement campaigns in which the portal is integrated without much IT support," reports Bettina Pohl. The efficiency of processes through customer self-management has increased significantly and the productivity of employees has also risen considerably.

ABOUT INTERSHOP

Intershop is the leading independent provider of innovative and comprehensive omni-channel commerce solutions.

How do you achieve ambitious goals in times of change? All you need is a partner who can help make complexity simple.

Unlock your potential with the exciting possibilities of Intershop's unrivaled technology and extensive market knowledge.

For more information on our solutions and services, visit www.intershop.com.

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