

CASE STUDY: LEADING ENERGY RETAILER

CRM specialist increases inbound sales and triggers business development for Swedish energy retailer

Reorganizing its operations in Sweden, a leading retailer of heating oil and diesel decided to entrust the management of its most valuable resource to a CRM specialist. Its wish: to keep down the costs, while augmenting the quality and quantity of, its customer service.

Business Challenge

In Sweden, the client company was undergoing a process of change. Twelve local offices were to be merged into one central office. And a primary concern was the cost and standard of the company's customer service. This was further complicated by the heavy seasonality of the Swedish heating oil market, demand leaping in the winter and dipping in the summer.



Aiming to rationalize its CRM operations, save costs and increase service levels, the energy retailer started to look for a CRM partner who could quickly and effectively take its B2C and B2B customers' energy orders. In addition to absorbing the fluctuating inbound call volumes, the chosen provider would need to handle communications with the distribution chain and efficiently perform customer and distributor-related administrative tasks.

In October 2001, the company connected with Transcom. The parties closed a partnership deal in which Transcom was to tackle the following business challenges:

- Provide a breed of customer support that would be outstanding in both quality and cost-effectiveness
- Manage the entire national market from one single site, selling heating oil and diesel to the company's private and business customers, and answering delivery-related questions
- Develop the energy retailer's distribution chain by initiating contact and aiding in discussions with transport companies
- Handle 80% of the customer contacts within 45 seconds, flexibly adapting to the volume surges and troughs that typify this industry

Transcom's Solution

Before stepping into the field of action, Transcom undertook a thorough analysis of the client's CRM situation. Informed by the empirical data, Transcom forged a strategy that married optimised use of human resources with unique, carefully tailored technology.



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To safeguard the service quality and effectiveness, Transcom appointed a team of highly competitive Customer Service Representative (CSRs) and enrolled them in its own training centre. The choice of team members was particularly important, since selling products on incoming calls requires a rare combination of character traits; patience and service mindedness are just as essential as excellent sales skills.

To facilitate the dialogue with the energy retailer, Transcom established a single point of contact – a Business Manager – responsible for channelling the two-way information flow.

A customized, Transcom-produced CRM system was implemented to help the CSRs keep track of their interaction with each unique customer. Logging different call types and recording all volumes, this system would also provide the client with valuable customer statistics and the ability to foresee volume trends.

Transcom's agents are our agents, says the energy company's CEO. An attractive and greatly efficient face, creating value for both us and our customers.

Achieved Results

From its state-of-the-art facilities in Borås, Transcom's skilled and committed CRM professionals serve the energy retailer's private and business customers across the whole of Sweden with heating oil, diesel and information.

Transcom handles all contacts with the client's customers, contributing to increases in sales volume and service quality, further strengthening the client's position in the private home energy market. In addition, via outbound calls and email, Transcom supports the energy company in setting up and managing relations with the transport companies in its distribution chain. Meanwhile, the heightened efficiency and accuracy of Transcom's back office processes keep the whole project running smoothly.

As a joint result of the centralization and the cost-efficient CRM solutions provided by Transcom, customer service costs have gone down considerably. Moreover, having a single point of contact saves the energy company's management precious time and energy.

The detailed feedback on call types and customer profiles made available by Transcom's CRM system is a never-ending source of product and business development. These customer statistics also give the energy retailer a huge advantage when negotiating its agreements with various logistics firms. And Transcom's know-how, systems and reporting endow the company with the ability and flexibility to successfully deal with volume surges and troughs.



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Clearly, the client is working hand in hand with its CRM partner to ensure continuous improvement—and to create the business of tomorrow today.

Facts: Leading Energy Retailer

- Provides private individuals as well as businesses with heating oil, diesel and heating solutions
- Headquartered in Gothenburg
- With its beginnings in southern Sweden, the energy retailer now covers the entire country
- Recently purchased a company in the Shell group
- Among the top 5 in Swedish market share

Facts: Transcom

- Established in 1995 by the Kinnevik group
- Europe's largest geographic CRM solution provider
- The services offered include inbound and outbound customer contact, Interactive Voice Response (IVR), Internet services, legal services, CRM consultancy and Credit Management Services
- More than 20,000 employees in 29 countries across Europe
- Delivers services in 33 languages to over 120 major clients



For further information, please call: +34 93 600 4190 or visit: www.transcom.com