



Towards a digital customer relationship

Private individuals and businesses benefit from personalized and secure customer spaces for managing and controlling their energy consumption.

Summary

The second leading natural gas supplier in France, also present on the electricity market since 2017, Eni has 1 million customers on the energy market (gas and electricity) thanks to innovative offers and services that allow its customers to manage their energy bills better. In 2014, Eni decided to overhaul its personal spaces in order to provide a better service to its customers.

fr.eni.com

In Brief

BUSINESS SECTOR :

Energy

COUNTRY :

France

PROJECT TYPE :

Customer portals

KEY FEATURES :

Profile management, account administration, content management (news and documents), consumption monitoring and billing.

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Our new customer spaces meet the energy sector's digitalization challenges and offer our customers the means to monitor their contracts in a simple manner.

Emilie Reigneau
Digital Transformation Program Manager

Challenges

- To offer a better customer experience through self-service (downloading of bills, visualization of energy consumption, etc.)
- To offer more efficient customer spaces in order to reduce the number of calls to customer services
- To facilitate the maintainability of these spaces as well as their integration with the existing business applications (CRM, billing etc.)
- To secure the customer data

Added Value



REDUCTION OF CALLS TO CUSTOMER SERVICES

Each customer is autonomous in the management of its contracts



A SINGLE INTERFACE

that simplifies content management for business teams



FLEXIBILITY, CUSTOMIZATION

Features tailored to private individuals and businesses



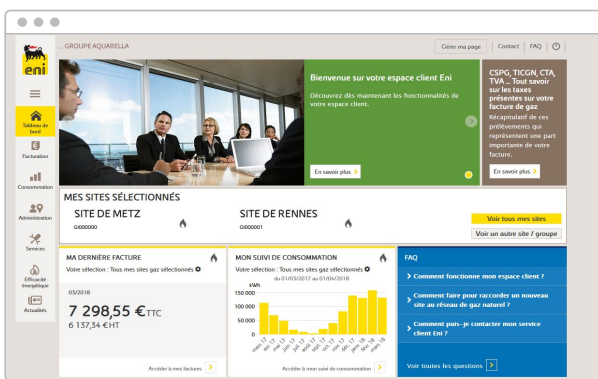
GROWING NUMBER OF USERS

660,000 personal accounts
50,000 professional accounts

A personalized customer space

With over one million private individual customers and 73,000 business customers, Eni places customer satisfaction at the heart of its concerns.

In 2014, the Group launched an initial overhaul of its customer space dedicated to professional businesses. Conducted by the IT department, the marketing teams, the project owners and customer operations, its objective is to better respond to customer needs while reducing the costs incurred by the specific development. The securing of data and the integration of existing systems were also among the objectives. From a business point of view, “we needed flexibility, autonomy and a single interface to simplify content management” explained Emilie Reigneau, Digital Transformation Program Manager.



The Liferay solution was selected following an invitation to tender, for its capabilities of personalization and integration with existing systems. In 2016, the customer space dedicated to private individuals has in turn been redesigned in order to meet the same modernization objectives.

From single site to multi sites

Contrary to the private individuals, business customers, such as a key account customer in the services sector, may have thousands of contracts to manage. This requires a multi-site architecture for better monitoring and analysis of each site.

However, private individuals and businesses benefit all the same from common features.

Data visualization : customers may modify their personal data and access the history of their consumption and billing data.

Documentation : the contractual documents and all invoices can be downloaded.

Billing : customers can settle their bills on line, subscribe to the direct debit scheme and electronic invoicing.

Automatic meter reading : thanks to a dedicated interface for billing that reflects the customer's actual consumption.

News : editorial content is provided to inform the customer about different topics.

FAQ & Contact : to support customers in their efforts and to contact customer services.

In addition to these features, each business customer benefits from customized administrative rights on their account. The administrator manages the customers' various sites and each site is able to view its account. Depending on their contract, they can benefit from daily consumption data and can configure consumption thresholds in order to be alerted if authorized thresholds are exceeded. Billing can be centralized or decentralized according to needs. Lastly, they can determine the monitoring indicators that concern them and compare a number of different sites or periods.

Going one step further

Marketing teams are autonomous in the management of content while customers make fewer calls to customer services. In terms of promotion, “new advertising campaigns and training courses for telephone advisers are planned for increasing the activation of these spaces and to better support customers in their use of it” concluded Emilie Reigneau.

In the foreseeable future, Eni aims to digitalize its customer relationship services further by integrating new digital tools such as web call-back, chats, chatbots, as well as internal messaging. The Group also wishes to integrate an e-commerce brick, with, in particular, an online subscription service. This will help boost the up-selling and cross-selling of their services.