

An all-round view of the customer



In 2006, Interelectra, Iveg and WVEM joined forces to form Infrax, who operate and develop utility services through a network of pipes in more than one hundred towns. A CRM application will soon be managing all the customer data from a central location. Luc Bolsens, Head of Services at the customer contact centre, tells us: "This will result in uniform front office processes, higher data quality, and an improved flow of information. The reporting will help us to pinpoint any problem areas in our services. Infrax is the first company in Belgium that is linking SAP solutions for utility companies to CRM."

In many areas of Flanders, Infrax is managing the distribution networks for natural gas, electricity, cable television and drainage. Every day, the call centre, the branches and energy shops process a few thousands of customer queries. These may relate to connections, meters, consumption, rational energy and water policies and premiums.

CENTRALISED KNOWLEDGE

Kristel Verwaest, SAP Program Manager, explains: "Bringing the three distribution network managers together has generated new perspectives. This means that, in the future, Infrax will be able to operate much more efficiently thanks to this centralised know-how, providing our IT systems support and promote the integration process. For company-wide management of customer contacts and front office you inevitably need CRM."

"CRM enables you to operate the entire service department as one. You hold all the customer data in a central and accessible system. Has contact already been made with the customer? What agreements were made? What was the cor-

” The SAP webclient surprised us.

respondence about? Has the customer already shown an interest in rational energy use? With the CRM system we are building a panoramic platform, providing us with an all-round view of the customer."

OPTING FOR SAP CRM

For its back office processes Infrax is using the SAP sector solution for utility companies (IS-U). Has Infrax explored CRM solutions other than SAP? "Yes, but integration with SAP was the deciding factor", confirms Kristel Verwaest. "We were charmed by a few neat niche products, but you then get stuck with having to fill the gaps. We opted for the SAP solution, with Ordina. The SAP webclient surprised us: it is much more powerful than the traditional user interface."

"In 2007, Infrax decided to work with another call centre. This actually pushed



Kristel Verwaest, SAP program manager,
Infrac; Luc Bolsens, head of services,
Infrac customer contact centre



the project into a higher gear, because the all-familiar reporting disappeared. This put us under pressure of time to implement the new solution, but we achieved our target. On 27 May 2008, we went live with our phase one."

UNIQUE LINKING TO THE SAP BACK OFFICE

"The system is currently used by sixty people, all working at the call centre with a number of branch counter staff in Hasselt", explains Luc Bolsens. "In the long term, we are looking at 350 users. The project will take place in stages. In the first phase we will limit ourselves to logging the customer contacts. CRM is linked to our knowledge database and to SAP IS-U. CRM sends the customer data and the user location to SAP IS-U. With this link, Ordina has scored a first in Belgium."

CUSTOMER COMPLAINTS PROCESSING

"At the start of 2009 release 2 will go live. This goes quite a lot further. One of the new functionalities is processing complaints. The government has set standards and demands reports, for example,

about volume and processing times. CRM enables us to handle incoming e-mails, letters, faxes, and complaints. The system is linked to our digital archive, which we use to store scanned incoming letters, among other things. SAP Business Intelligence provides us with all the necessary reports. This gives us a good insight into the number of customer contacts and the content. Furthermore, it also enables us to pinpoint problem areas, such as long processing times of customer files. This in turn helps us to coach our CRM users."

CRM FOR IMPROVED SERVICE

"In release 2 we will also be connecting our brochure manager. Is a customer interested in a brochure about connections or premiums for rational energy use? This can be logged into CRM, and our call centre staff can send this particular customer a useful information pack. Furthermore, we are also further developing the integration with our knowledge database and the SAP Enterprise Portal. This contains well-defined procedures, but also a well-structured database of questions for the call centre. This enables our staff to provide our customers with a much faster service."



“Customers feel that their file is receiving good follow-up.”

"Another new thing in release 2 is the service tickets. Just imagine: a customer calls in with a problem. Our first line support logs the query, but does not know the solution. On the basis of the product and the postcode, the system will direct the follow-up to the appropriate department. When the problem is solved, the system changes the status of the service ticket. The call centre can then update the customer on the latest status."

STEP BY STEP CHANGES

"We have opted for a step by step approach", Kristel Verwaest goes on to say. "This enables you to launch

your first release much quicker. The end users soon become familiar with the application, which means higher quality feedback. If you test the application thoroughly with a small group of people, then you also reduce your risks when you go live on a large scale. If the first users are convinced of its benefits, the others will soon follow. The involvement of the users is crucial for the success of the process of change."

LESS CALLS ASKING THE SAME QUESTION

"Whether the users are noticing any progress? Certainly. In the past, cus-

tomers often called repeatedly asking the same question. Now our staff can see the whole background history at a glance and they know the status of every single problem, without them even having to disturb the back office. Customers also feel that their file is receiving good follow-up. Repetitive calls are less common now."

Luc Bolsens concurs: "The CRM solution has increased quality and has lowered our operational costs. "Customer details are held in one place; consistent and up-to-date. The service is much more efficient, with less manual intervention."

PULLING TOGETHER

"Ordina have done a good job", concludes Luc Bolsens. "They have proven their technological expertise throughout the various stages of integration. However, for me the most important thing is this: Ordina have given us the feeling of being an important customer. It is good to see how people in the team pull together to help each other. This is also the feeling that we wish to give to our customers with the help of our CRM system." //

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// CRM COMPONENTS AT INFRAOX //

- ▶ SAP CRM 5.0 Interaction Centre WebClient (ICWC)
- ▶ Integration with SAP R/3 IS-U 4.72 (Industry Solution for Utilities)
- ▶ Integration with SAP Enterprise Portal 6.0
- ▶ Reporting in BW 3.5
- ▶ Integration with an E-mail Response Management System
- ▶ Integration with a Document Management System
- ▶ Integration with Lotus Notes
- ▶ Data migration from legacy systems (e.g. iSeries)