

# Capgemini and Electricité de France Meet a Deregulated Open Market

## Enhanced Services for Electricity Customers

### The Situation

Faced with rapid deregulation, Electricité de France (EDF), Europe's largest utility, needed to prepare for the challenges of new customer demands, consolidation and vertical integration. By transforming its Retail operations to retain customers and improve sales and service capabilities, EDF stood ready to greet the expectations of 2.3 million customers who comprise the new, 70% open, highly competitive utilities market.

### The Solution

Since 2002, Capgemini worked with EDF's Customers Branch to develop, implement and market an operational client-centric system to enhance commercial capabilities from sales to service. The new sales and service capability was wrapped around the launch of two new brands to show a dynamic commercial approach through an expanding range of services with EDF Enterprises (for BtoB customers) and EDF PRO (dedicated to small business).

### The Result

Upon the official market open, EDF was up and running with newly branded products, offering a range of expanded services to 2.3 million industrial and commercial eligible customers and local authorities.

### How EDF and Capgemini Worked Together

EDF is Europe's largest Utility with an industry leading reputation for electricity generation and distribution to over 45 million customers worldwide (30 million in France). Together EDF and Capgemini formulated a collaborative task force to deal with deregulation issues as they impacted marketing, offers, organization, processes and IT solutions. To meet the demands of the new open market, the task force recognized the need to revise and revitalize EDF's

**“Throughout the project they [Capgemini] maintained an adaptive and collaborative partnership in dealing with the various issues stemming from the complexity and scale of this program.”**

**– Jean-Claude Viala, Head of the Electricity Market Opening Project for the Customers Branch**

commercial systems capabilities at every step along the sales & billing-to-service value chain. Taking advantage of Capgemini's deep understanding of utility businesses, leadership expertise in CRM, billing, and an ecosystem of technology partners, the task force required the implementation of an operational client-centric system to enhance EDF's commercial capabilities from sales to service.

The team implemented an extended customer database ready to take on EDF's growing customer base and a CRM tool implemented with Siebel software to manage commercial customer relationships and improve call center responsiveness. To handle billing and forecasting, a solution developed on Cordaptix (SPL software) was implemented for multiple sites, services and energies. All of the applications are supported with fully integrated electronic data interchange using a distributed network manager.

All EDF core systems went live before the required government imposed deadlines and over 1,000 users (and growing) are currently taking advantage of the system. EDF is experiencing increased invoice volumes and overall ROI assessment is still ongoing. Jean-Claude Viala, Head of the Electricity Market Opening Project for the Customers Branch, indicates in terms of system efficiency, reliability and sales force effectiveness that, "Capgemini delivered on their core competencies and deep Utilities industry expertise to implement EDF's complex billing, CRM and IT solutions. They held a constant respect for developing our marketing strategy relevant to a pressing go-to-market approach, in spite of tight deadlines, internal and external constraints."



#### About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience.

Backed by over three decades of industry and service experience, the Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of world-leading technology partners and collaboration-focused methods and tools. Through commitment to mutual success and the achievement of tangible value, we help businesses implement growth strategies, leverage technology, and thrive through the power of collaboration.

Capgemini employs approximately 60,000 people worldwide and reported 2003 global revenues of 5.7 billion euros.

With 900+ Million euro revenues in 2003 and 10,000 dedicated consultants engaged in Energy, Utilities and Chemicals projects across Europe, North America and Asia Pacific as of July 2004, Capgemini's Energy, Utilities & Chemicals Global Sector serves the business consulting and information technology needs of many of the world's largest players of this industry.

More information about our services, offices and research is available at [www.capgemini.com/energy](http://www.capgemini.com/energy).

France  
Energy, Utilities and Chemicals  
Consulting Services / Technology Services  
Customer Relationship Management / Application  
Packages Services  
Utilities Specific Solutions / Customer Care and Billing  
October 2004

In collaboration with

