

Utility Modernizes Management System with Software-as-a-Service

Capgemini optimizes state-of-the-art Salesforce.com solution with Informavores software for leading UK energy company

The Situation

A British utility wanted to improve its conversion rate of opportunities to sales to increase its income. The company decided to replace the existing, ageing call center and sales team planning applications to help meet its ambitions.

The company approached Capgemini because of its established relationship and its first class delivery track record. Other factors included Capgemini's collaborative approach, its breadth and depth of skilled professionals, and its experience of working in a multi-client environment with many large and diverse enterprises.

The Solution

Capgemini implemented a Salesforce.com solution combined with a call scripting package provided by specialist vendor Informavores to replace the existing Siebel Call center system. It designed and built a new 'diary management/appointment booking system' for fixing customer appointments, developed new call scripts for the call center, and integrated the solution with legacy applications.

The new solution provides the utility's management with an end-to-end view of each customer throughout the sales and implementation lifecycle. The company has a clearer view of each sales lead from start to finish and tighter controls to mitigate sales lead slippage.



The Result

The new solution provides the utility's management with an end-to-end view of each customer throughout the sales and implementation lifecycle. The company has a clearer view of each sales lead from start to finish and tighter controls to mitigate sales lead slippage. Furthermore, since the introduction of the new system, the utility has reduced the risk of losing time between gaining a sales lead to making an appointment with the customer.

How the utility and Capgemini Worked Together

In order to increase the sales conversion rate, the utility's management identified the need to provide a new lead management system to replace the Siebel system used at the call center site, Sitel. This was the first phase of the utility replacing its suite of information systems. The primary benefit of this initiative was to increase the conversion success rate. Other advantages included becoming more responsive to the market place and more flexible, reducing costs and improving the tracking of sales leads through their lifecycle.

The organization also envisioned simplifying its methods of working and allowing greater control of actions and decision making at the local level.

The Capgemini Software-as-a-Service (SaaS) team deployed the customized Salesforce application to replace a landscape of legacy systems. In addition, the application was deployed to connect the Salesforce system to a host of other systems in order to give customers a better experience. The solution leverages leading processes such as call scripting, scheduling, postcode lookups and telephony solutions. The evolutionary nature of development also supports parallel continuous process improvement with fluid development negating the need for a protracted design phase. This "Start-Small, Grow-Big" approach

significantly reduces the risk of investing large amounts of money in advance and provides tangible results early on in the project lifecycle.

Because it was not a standard Salesforce implementation, the SaaS project was complex. It involved integration with legacy systems, and customer development of specific Salesforce modules around calendar and diary management. Working collaboratively to achieve the same ultimate objective, Capgemini's

Rightshore® team based in the UK and India shared technical knowledge with the utility. The project was designed so that the utility could provide IT support in-house in the future, and to ensure that the detailed requirements of interfacing with legacy systems were documented accurately.

Thanks to the success of the first phase of the project, Capgemini has won the right to deliver phase 2.



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