

IN2 CRM FOR UTILITIES

Customer management system
for the utilities industry



MULTI-UTILITY

- supports primarily electricity and gas supply, but can be extended to manage heating, various services, insurance or any other energy or non-energy related service.

MULTI-USER

- supports a large number of simultaneous users, accessing the system from different locations and varying level of access to transactions (roles).

MOBILE

- available on mobile platforms via a set of OS-agnostic custom applications.

LOCALIZED SOLUTION

- rapid and easy localization to practically any language.

UTILITY CORE

Everything is just a click away!

The solution relies on a tested data processing model. This significantly reduces implementation time. It integrates back-office and front-office systems into a common **Unified Service Desk** and enables quick routing of frequently used data, speeding up business processes. The communication is centralized: all communication channels – e-mail, SMS, social networks, self-care portal – are accessible through an unified user interface.

RETENTION

Use every opportunity to make a lucrative contact with customers

IN2 CRM for Utilities provides a comprehensive customer overview, and enables easy communication with other business entities at the market (e.g. DSOs). It provides support for management of pending claims, identifies and eliminates collection errors and exchanges data with collection agencies, issues debt warnings, manages customer complaints and contract extensions, predicts consumption based on data obtained from distribution system operator, etc.

ACQUISITION

Automate customer data analysis and improve acquisition process results

IN2 CRM for Utilities provides tools for acquisition of new customers, includes a module for management of sales agents and offers, customer retention tools, and market trends analysis and research data interpretation facilities. It also communicates in accordance with set marketing goals, suggests products and services for up-selling and cross selling. Win-back functionality automatically generates activities that need to be performed before the contract renewal deadline.

KNOWLEDGE

Unify knowledge within a single information source for customers and employees

IN2 CRM for Utilities offers field tailored support processes which guide agents through all mandatory

phases and steps. Agents can also rely on versioned, classified and searchable knowledge base that unifies Insurance Company's answers. Automatically generated status reports and forwarded to customer through preferred communication channel.

LEVERAGE

Monitor your decision making information in real time and react immediately

Key business information in **IN2 CRM for Utilities** is displayed using dashboards and reports, based on unified parameters at all company levels. Everything is tracked, from sales assistant efficiency, campaigns efficiency, number of new customers, to statuses of resolution cases, claims statuses, etc. Case management is sophisticated. E-mail prioritization and routing are predefined according to priority categories. Goals and KPIs: the retention module enables overview of data on the most successful activities sales assistants performed while retaining customers.

CONNECTORS

Connect **IN2 CRM for Utilities** with other software applications

IN2 CRM for Utilities uses connectors to connect with other software applications in the IT system. This significantly reduces software adaptation and adjustment overheads and shortens the implementation period. **IN2 CRM for Utilities** includes connectors for telephony and applications used by contact center agents, a DMS connector, DSO & billing application connector, analytics and GIS connector, mass/bulk e-mail connector, public databases and communications connector (both for SMS gateways and social networks), and a self-care web portal connector.

CHANNELS

Expand your view on a customer and understand their communication preferences

IN2 CRM for Utilities uses multiple communication channels – from SMS messages, social networks and public databases to communication via mass / bulk e-mail campaigns and self-care portal.