

More Customer Communication. Lower Costs.

Digital Customer Communication with the M/ Series

Initial situation

Their motto is „MORE CUSTOMER. LOWER COSTS.“, and eprimo are focused on high quality service and customer friendly contractual conditions. In addition, eprimo is perfect for environmentally conscious customers, offering low price green electricity and green gas contracts. A multitude of honors from press and consumer organizations, not to mention an impressive growth rate, show that the combination of price, service, and environmental concern has been well received by the market.

OMS Project

Of course, the quality of customer communication is very important for a company that takes their customer service so seriously. Against this backdrop, a project was created for reforming document creation and introducing an Output Management System (OMS) to centrally control the output process for company communications. After a multi-step bidding and selection process, the M/ Series emerged as the system best suited to the job. Some of the deciding factors included the software's mastery of all physical and digital output channels, the ability to integrate with the existing IT infrastructure in accordance with SOA standards, and the fact that the entire process chain, from document creation to output, comes from a single provider.

Milestones

Over the course of approximately one year, the M/ Series was introduced as a central OMS with integrated document creation. It collects print files from various sources in different formats (raw XML files, test documents) and processes them into individually designed business documents in the corporate design.

- Batch printing and standard communications are automatically created, output, and archived from SAP files.
- Individual letters and smaller mailings from other source systems are integrated into the central processing.
- The program established ambitious corporate design, with clear colors and design vocabulary, whitespace management, and more.

Resources such as text models, forms, or graphics are efficiently administered and maintained with help from the M/Workbench design tool. All business documents are created from this central template pool - this provides flexibility during product development and is a prerequisite for consistent corporate design.

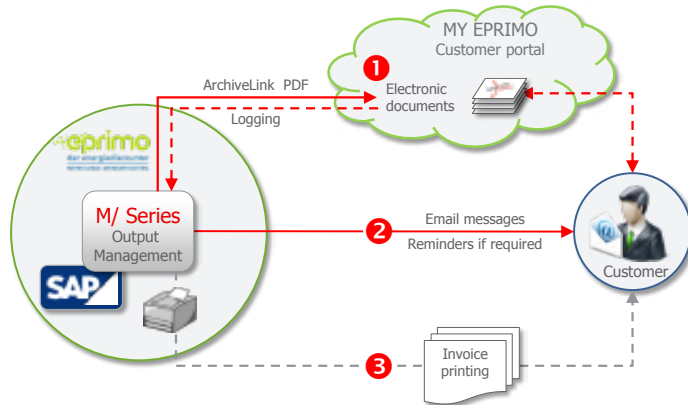
The Company

eprimo GmbH was founded in 2005, and has been a discount sales company for electricity and gas since 2007. eprimo is the regional utility provider for electricity in southern Hesse. They offer attractive green power and green gas deals, and have successfully established themselves as a provider of green energy products.

The company is continuously honored in market studies and provider comparisons for outstanding service and contract conditions. Today, eprimo is one of the leading federally active energy sales companies in Germany.

Digital Trailblazers

As an innovative energy provider with a dedicated ‚green‘ profile, epimo committed to strategic reorientation towards digital customer communication over the course of the one-year project. The new OMS offers the required basic functions and works as a platform for managing and analyzing all participating document processes. For example, flexible output of customer or event related documents to digital or physical output media. In practice, it looks like this:



- 1** The OMS creates all documents required for the customer relationship (batch printing and individual letters) and saves them in a document archive.
- 2** For customers taking part in the digital process, the OMS, after the document has been successfully saved to the archive (recorded), sends an email message with information that there are new documents in their personal epimo portal. If the customer does not open the document within 3 days, the OMS sends a reminder message.
- 3** In the case of invoices that, 7 days after the message is sent, have still not been downloaded by customers, M/OMS starts the printing process and ensures the customer receives the message via post.

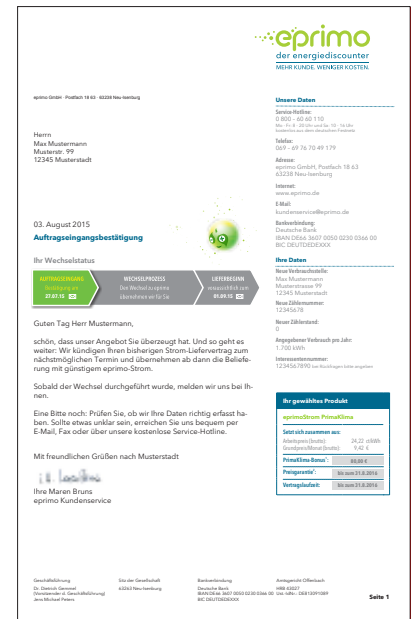
epimo runs campaigns sharing the enormous advantages of digital communication with both regular and new customers.

- Massive time savings; no need to wait for the post
- Saved securely on the portal, available at any time
- Environmentally friendly: no printing, no paper, no transport
- Serious savings that are passed on to the customer

These campaigns are so successful that the number of participants doubled in each of the first two years, and continues to rise. Printing and shipping costs have already dropped by around 20%.

Result

The project has been successfully completed, and all project goals have been reached. Customer communication is central and efficient, and the new corporate design makes a lasting impression with customers - on all communication channels. The planned savings and organizational improvements have been realized. Not only that, the multi-channel OMS, the hub of the document process, has paved the way for a future of digital communication. There is still enormous economic and ecological potential within the system that will be put to good use in the years to come. The infrastructure is already set up and ready to go.



Corporate Design

This is what documents in the new corporate design look like, whether they are in the electronic archive, on the customer portal, or in the customer's letterbox.

Contact

Want more information? Would you like to speak to one of our partners directly? We would be happy to set up an appointment for you.

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