SOLUTIONS FOR THE SALES COMPANIES OF THE ENERGY & UTILITIES MARKET

In an increasingly competitive market, the ability to attract, retain and efficiently manage customers is the key success factor to maintain high profit margins. In this regard, Utilities in Italy have already invested a lot and are getting ready to improve themselves in order to maximize the services supplied to their customers and increase their profits.

CUSTOMERS PORTFOLIO MANAGEMENT TO MAXIMIZE PROFITS

Power Reply offers its expertise and deployment skills to define, plan and effectively implement business and sales strategies through the different customer relationship channels.

THE NEEDS OF THE UTILITIES

Know customers' purchasing values: get, maintain and effectively analyze information on customers and prospects in order to update the business strategy.

Adjust the business strategy: build the right mix of products, price and services to maximize the value offered through different channels differentiated by customer segments with the aim to obtain the best customers portfolio.

Maximize sales and customer retention: maximize sales effectiveness through the different channels, minimizing sales costs.

Serve the customer with efficiency and quality: use the available channels and automate processes to offer the highest quality at lowest cost.

Leverage on partners: integrate product and service partners into business processes automating back-office activities.

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POWER REPLY SERVICES FOR ENERGY SALES COMPANIES

Power Reply is supported by a skillful and cohesive team of professionals, with resources which have worked successfully for more than 10 years in the Energy & Utilities industry and have operated in the most important Italian Utilities leading large and complex projects aimed at transforming the major business areas of this industry: the team has addressed strategic, organizational, and implementation issues.

Power Reply is therefore a point of reference for the Utilities which want to get a real ROI in the CRM area and offers the following Consulting and System Integration services:

- **Strategy**
  Define product, price and service strategies to be implemented through the different channels.

- **Organization and People**
  Align the organization with the skills of the staff in contact with customers.

- **Processes**
  Adjust sales and management processes in front and back-office for the correct implementation of the sales and service strategy.

- **Metrics**
  Define and deploy the measurement system of sales and service processes through the different channels.

- **Technology**
  Design, deploy, and adjust CRM systems to provide the necessary support in terms of information, functions, technology and connectivity.

- **Change Management**
  Manage the business development process to achieve excellence in customer management.

MAXIMIZE PROFITS OF SALES COMPANIES

Power Reply believes that many Energy sales businesses can increase their profits earned with the support of their customers thanks to the investments they made in the CRM area. In order to improve the organizational structure of the business area, Power Reply suggests to:

- use tools which allow knowing margins by segment/product;

- align the business strategy with the operating/organizational structure;
- reduce costs of sales and service processes by managing the sales force more efficiently;
- integrate the operating processes with those of service/product partners;
- increase the specialization of the internal staff;
- implement adequate tools to administer the personnel;
- adopt information systems which further optimize business processes;
- use adequate technological infrastructures.

Reply can promptly carry out a detailed audit of customers' capabilities and develop a deployment plan aimed at achieving immediate and concrete results. The plan is defined within a development path, supported by a realistic cost/benefit analysis.

The plan steps get the customer to gradually achieve a strategic, operating, organizational, and technological structure able to sustain competitiveness and growth.

Power Reply is the Reply Group company specialized in the Energy & Utilities industry. Power Reply's mission is to support customer businesses in the process of optimizing IT investments by offering innovative solutions and services oriented toward introducing greater efficiency into processes. Power Reply is the ideal partner in terms of value chain management, process consulting, system integration and application management. Power Reply customers profit from the consultants' sound knowledge of the industry and a cooperative partnership. The inclusion in the Reply network of the European-wide IT service providers gives Power Reply access to the knowledge of over 3,000 IT experts. In 2010, the Reply network of companies had a turnover of over 384 million euros in the main offices in Italy, Germany and the United Kingdom. For further information, visit www.reply.de.

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