

A photograph of an industrial facility, likely a power plant or refinery, at night. The scene is illuminated by numerous bright yellow lights, creating a starburst effect. Two tall, cylindrical smokestacks are prominent, with a complex network of pipes, walkways, and structural steel surrounding them. The sky is a deep blue, and power lines are visible in the foreground. A semi-transparent white banner is overlaid across the middle of the image, and a solid red banner is at the bottom.

Energy Provider

Industry - Utilities (Electric)



Products Used - Energy & Utilities Cloud
CPQ



Industry

An ASX-listed public company headquartered in Sydney. The company is a major integrated electricity generator and electricity and natural gas retailer.

Products Used

-  Energy & Utilities Cloud
-  CPQ

Phase 0

Challenge



Our client was limited in its ability to identify and recoup unpaid debts from retail and business LPG (liquid petroleum gas) customers. This gap resulted in persistent revenue leakage.

Pre-implementation pain points included:

- The energy retailer's existing CRM did not provide a comprehensive view of customer activities across all product lines; service representatives had limited visibility into customers' overarching journeys and experiences.
- The company wanted to improve its self-service offerings, as the existing interface required customers to log into multiple portals to manage their accounts
- Our client needed a robust proof-of-concept providing that a replacement CRM could support moderately complex processes and business operations without significant (and expensive) custom development work

Value Delivered



Gerent developed a minimally-customized proof-of-concept for a solution encompassing Salesforce Industries Energy & Utilities (E&U) Cloud and CPQ. We also proposed a centralized self-service interface that would allow customers to shift between portals without needing to login multiple times. Our team:

- Designed a Salesforce Industries solution that would meet our client's operational requirements and provide all requested functionality
- Proposed a plan that would require some custom work; however, the proposed customizations aligned with our client's stated budget
- Configured Salesforce's customer data model to provide a comprehensive (360°) view of consumer activity across all of the energy retailer's Business Energy products
- Established a centralized self-service interface that would allow customers to seamlessly shift between portals without needing to log in multiple times

Results



After its Phase 0 engagement with Gerent, the energy retailer has the proof it needs to set aside its outmoded CRM and adopt a tailored Salesforce Industries solution.

The company looks forward to advancing its transformation with Gerent in future phases.