

CGI's Customer Relationship Management (CRM) Solutions



Enabling a single view of the customer for sales, service and operational staff

CGI has an established history of implementing, integrating and supporting fit-for-purpose Customer Relationship Management (CRM) solutions for our energy retail clients, enabling efficiency and improved customer experience through a single customer view.

Having integrated leading CRM solutions for major Industrial & Commercial and Mid-Market business-to-business (B2B) energy suppliers in the UK, CGI has a deep understanding of, and ready accelerators for, customer & user journeys across marketing, sales and service domains.

BUSINESS AND MARKET CHALLENGES

- Customers are expecting enhanced experiences also from their utilities providers.
- At the same time, energy suppliers are looking for ways to differentiate in a fiercely price competitive market, and looking to take a much more customer centric approach (seeking to refresh their businesses around 'customers' rather than 'meters' and 'sites').
- There is a focus on moving from providing reactive customer service to more proactive customer 'experience', from prospecting through sales to service.

CGI SOLUTION

- **End-to-end implementation:** We implement end-to-end programmes, run efficiently by utilising relevant accelerators that we have developed through recent implementations, to integrate the right CRM solutions with our clients' existing technology landscape – our approach to design is founded on selecting functionality that drives business value jointly with our clients.
- **Accelerator Team:** We also have an 'accelerator team' approach where we deploy an experienced team using an Agile/DevOps model to complement our clients' existing CRM projects.



Key Success Factors

- Experienced professionals from across the GB energy retail sector
- Established vendor relationships
- Customer journey design
- Accelerator for common functions allowing focus on differentiators
- Digital channel integration for seamless multichannel experience

BUSINESS BENEFITS

- Reduced cost to acquire and serve through optimised marketing, sales and service business processes
- Improved up-sell and cross-sell opportunities through improved quality of customer data and insight
- Enhanced customer experience driven by single internal view of the customer
- Easier regulatory compliance
- Greater ability to scale the business

WHY CGI?

With decades of experience in implementing a range of solutions for energy suppliers across the UK, we can support your organisation to either lead the delivery of your change projects end-to-end, or support in specific areas using our industry and product knowledge.

Our delivery experience spans across the entire range of the energy supply solution ecosystem from digital customer interactions, through core billing system replacements, to industry flow management. We work in partnership with our clients to deliver innovative solutions to their most complex business challenges, enabling them to succeed in their chosen markets.

Improving
customer
experience at a
lower cost to
serve, by
enabling a
single view of
customer data

About CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 77,000 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally

For more information

Visit cgi.com/uk/utilities

Email us at enquiry.UK@cgi.com