

PRESS RELEASE

Two companies, one strategic goal: digital customer loyalty and marketing tools for energy providers

Fichtner IT Consulting (FIT) and GasVersorgung Süddeutschland (GVS) have been working together successfully for years helping energy providers to develop even more agile and more digital customer relationships. They share a joint objective: to further optimize B2B and B2C customer procedures and reduce exchange risks to a minimum. Whereas the first step comprised an integral CRM solution, Gas2Go concerns online pricing for schedules and Gas2Go Sales is the perfect white label product for municipal utilities.

Driving innovation without changing the culture

Comparison portals, competition, availability, Shopping Now emotions, customer fluctuation – the world of energy providers is increasingly complex. The GVS and FIT initiative adds value for all providers seeking to develop and expand new business models, offer better service, strengthen existing customer relationships and acquire new customers more easily. Points of contact and customer interactions yield valuable indicators for any municipal utility. What makes consumers “tick”, how will they react in the future, and what comes top of their wish list? This calls for a system that can capture, process and analyze such information in order to derive the right measures. For many years now, GVS – like numerous other energy providers – has relied on an integral CRM solution.

Efficient B2B sales support for municipal utilities

The Gas2Go and Gas2Go Sales products for energy trading were developed by FIT together with GVS in order to simplify schedule pricing. “Gas2Go Sales is a platform based consulting and sales solution that lets municipal utilities offer their industrial and commercial customers market-oriented products with real-time prices,” emphasizes Götz Karcher, Head of Business Development at GVS. “Validity periods can be individually adjusted and the contract is concluded digitally. That way, the utility can quote current prices straightaway during talks with customers.” It’s intuitive to use, the process and sales costs are low, and there’s no

replacement risk. Alternatively, the municipal utility can place a link to Gas2Go Sales as a white label product on its own website. The industrial customer inquires about availability – whenever, wherever and as often as they like – and clicks the price directly. The Sales department is hence even more effective and result-oriented, with a closed workflow and a reliable flow of data.

Main focus on changing B2C customer behavior

Customer behavior is changing rapidly and in many cases fundamentally, for instance the role of retail consumers has been transformed. This ultimate driver of market change has redefined the requirements for customer management. Johan Zevenhuizen, Director Business Development Digital Services at FIT, outlines the approach: “We help providers to address these requirements and to be closer to their customers so that with little effort they can attend to those customers more intensively and in line with their needs.” For years now, GVS and FIT have been jointly offering trendsetting solutions for commercial customers, and the strategic sales partnership which has just been signed for retail consumers represents the next logical step.

Götz Karcher: “Our long-standing cooperation is professional and goal-oriented – and it also includes collaborating on the development of products for energy trading. The benefits for the customer always take top priority; we listen to people’s opinions without prejudice and we test from an early stage. It’s a frank exchange of ideas that takes place close to the customer, and we tread unconventional paths together.”

Johan Zevenhuizen: “Digitally mature processes, intelligently applied technology, out-of-the-box creativity, plus of course the courage to make mistakes – which is vital on the way to game-changing customer expectation management – are frequently lacking in customer-centric mindsets. Our goal is to help customers significantly improve their customer communications, increase customer satisfaction, and strengthen customer loyalty with support from innovative apps. Payment, eShop, information on creditworthiness, chat(bots), and public participation models are just a few of the issues that are integral to these portals and apps.”

GVS

Stuttgart-based GasVersorgung Süddeutschland (GVS) is a partner on equal terms with municipal utilities, regional energy providers and industrial enterprises both within Germany and in other countries. In addition to gas and electricity products, GVS offers market partners a wide range of services. GVS is the leading provider of digital services for the energy sector with its E-Point energy

marketplace. Among its extensive online solutions are pooling mechanisms in a spirit of partnership such as the invoicing balancing group BIKpool Natural Gas and SPOTpool Electricity. Professional consulting services on strategic and operational issues are another of GVS's business segments. The company employees 68 people. EnBW is the sole shareholder.

FIT

Fichtner IT Consulting GmbH (in short: FIT), founded in Stuttgart in 1992, is a subsidiary and the center of expertise for IT of the internationally active Fichtner Group. With more than 100 employees, our HQ is located in Stuttgart and we also have branches in Berlin, Dinslaken, Dresden, Mannheim, and Hamburg. Our services focus on IT consultancy and IT development: we realize smart strategies and efficient solutions for energy, water, infrastructure, transport, public administrations and production. We combine our knowledge of the industry and process know-how with the latest technological expertise to deliver innovative and cost-effective solutions for your success. We are your competent partner for digitization projects and accompany you with experience and good judgment in the alignment of the IT strategy and the implementation of tailor-made, innovative applications.

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