



KONICA MINOLTA

**PERFECT CUSTOMER CARE,
ACQUISITION AND
RETENTION IN A GROWING
ENERGY MARKET**

AMPER MARKET



Amper Market

Success Story Business Process Services:
Energy Sector

Giving Shape to Ideas

ORGANISED BUSINESS AND PERFECT CUSTOMER CARE ARE THE DRIVING FORCES BEHIND AMPER MARKET

Amper Market, a.s. in the Czech Republic offers electricity from decentralised, mostly renewable sources. End customers therefore benefit from the low and sustainable cost of power. The company builds on the use of the latest technology that is not only environmentally friendly but also economical. In 2018, Amper Market had a turnover of CZK 4.5 billion and served more than 40,000 points of supply, mainly in businesses and the community sector. Businesses and municipalities are also offered a natural gas supply. The growing amount of customers increased the difficulty of ensuring a high-quality service, because its original technological solution was based on Microsoft Excel calculations. Konica Minolta IT Solutions Czech implemented a Microsoft Dynamics 365-based CRM solution at Amper Market. It ensures more effective support for the sale of commodity utility products in client acquisition and retention.



Amper Market



“Even traditional fields such as power experience major changes and upgrades and we want to be there when it happens. That is why we are committed to keeping track of the latest trends in energetics, as well as in IT communication and energy technologies. Their intense use gives our business a significant added value.”

Viliam Grác
Director, Amper Market, Czech Republic



The original technologies were no longer sufficient for business processes

Amper Market entered the Czech market in 2011 and utilises electricity from decentralised, mostly renewable sources in the electricity market. The goal that Amper Market had when entering the market was met: Its commercial virtual power plan project has built its position as an energy concept of the future and the present. As awareness of the new concept of energy supply was spreading, the number of potential clients was increasing and the client base was expanding. Such a high number of customers increased the difficulty of ensuring that a high-quality service was provided.

But a personalised approach and care for each client are essential to the business activities of Amper Market. Its original technological solution was built on individual Microsoft Excel-based calculations. It did not, however, allow the user to monitor the opportunities and activities of individual sales persons or to use the central system to gain a solid idea of their business activities.



From identifying prospective clients to executing contracts

The basic requirements of Amper Market focused on comprehensive support for business processes, ranging from identifying prospective clients (lead management) to acquiring new clients and executing contracts. As a result of the old system, there was no effective process management and quality customer care promoting customer satisfaction. The company management team therefore decided to select a reliable technological solution to support the sale of utility commodity products. Konica Minolta IT Solutions Czech implemented a Microsoft Dynamics 365-based CRM solution at Amper Market.

With the solution Konica Minolta IT Solutions Czech provided a customised technological solution supplemented by effective business management tools. The main features of the implemented solution include extended product administration with information regarding the properties of commodity products. In addition, creating a new structure of price lists or the option to set up multi-level pricing, which is typical for utility products (e.g. peak and off-peak rates for electricity), is part of it. Furthermore, the primary business process and opportunity management using the Business Process Flow tools were set up. All in all, the Microsoft Dynamics 365-based solution ensures more effective support for the sale of commodity utility products in client acquisition and retention and thus meets all required criteria Amper Market demanded.



“Even traditional fields such as power experience major changes and upgrades and we want to be there when it happens. That is why we are committed to keeping track of the latest trends in energetics, as well as in IT communication and energy technologies. Their intense use gives our business a significant added value”, explains Viliam Gráčz, Director of Amper Market.

In 2018, Amper Market was incorporated into the Bohemia Energy group. The group took over also the customer care and the CRM solution.



CHALLENGE

- Personalised approach and care for each client were essential to the business, but:
 - Number of potential clients was increasing
 - Client base was expanding
 - Increased difficulty of ensuring a high-quality service
- Original technological solution was built on individual Microsoft Excel-based calculations:
 - No monitoring of opportunities and activities of individual sales persons possible
 - No effective process management
 - No quality customer care promoting customer satisfaction
- Basic requirements for a new CRM solution:
 - Identifying prospective clients (lead management)
 - Acquiring new clients
 - Executing contracts



SOLUTION

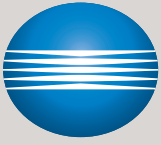
- Implementation of a Microsoft Dynamics 365-based CRM solution
- The solution was implemented in one organisation using a sandbox for testing purposes. It consisted of three parts:
 - Dynamics 365 – using the verified BASE and UTILITIES solutions, expanded by specific modifications thanks to customisation and development on .NET
 - Dynamics Portals – a partner portal for connecting external workers (vendors)
 - Integration into the existing systems using Microsoft Flow
- Scope of installation:
 - Dynamics 365 for Sales Enterprise Edition – 28 licences
 - Microsoft Dynamics 365 Portals (Partner Portal)
 - Exchange Online (Plan 1)
 - Microsoft Flow



ADVANTAGES

- More effective support for the sale of commodity utility products in client acquisition and retention:
 - Extended product administration with information about the properties of commodity products
 - Creating a new structure of price lists
 - Option to set up multi-level pricing, which is typical for utility products (e.g. peak and off-peak rates for electricity)





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