



LUMINUS RED

CUSTOMER SUCCESS STORY

Saving energy with Microsoft Dynamics, Resco & XperiDo

With 1.7 million consumer and business customers, EDF Luminus is a key player on the Belgian energy market. The company's core mission is to let their customers save money and save energy. No wonder they are looking for ways to save money and energy in the way they run their own operations as well. A great illustration of this is the technology-driven transformation of Luminus' Real Estate Development (RED) Department.

Luminus RED implemented Microsoft Dynamics to manage their 1,400 reselling partners in the Real Estate Development ecosystem. While the project's initial scope was merely to create a digital file cabinet, it has evolved to become a full-blown productivity solution. Two add-ons to the core Dynamics modules have been key to that evolution: Resco for mobility and XperiDo for document generation.

GENERATING AND SIGNING CONTRACTS ON THE ROAD

Jürgen Neysens, Channel Manager at Luminus RED, looks back on a very successful business transformation project: "The productivity gain for our sales reps is huge. Their target is to identify and onboard new reselling partners for our energy products."

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With Resco they have full access to their CRM data on the road. With XperiDo, a single tap on their tablet creates and handles all their paperwork. The integrated e-signing capabilities allow for new partnership deals to be sealed on the spot."

The combination of Microsoft Dynamics CRM Online, Resco and XperiDo is a major time saver. "Our commercial back office used to spend about a full day per week manually drawing up reseller partner agreements. And our sales reps needed at least two visits to close a reseller deal, one to shake hands on it and one to get the paperwork signed." For Neysens the mere fact of being able to close a reseller partnership deal end-to-end in one meeting justifies the investment. "To be able to do it in a professional way, keeping a digital trail to the signed documents in the cloud, is a great bonus".





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PROJECT PROFILE

Technology

Microsoft Dynamics CRM Online
Resco Mobile CRM
XperiDo for Microsoft Dynamics

Implementation Partner

NORRIQ

PERSONALIZED SALES KITS

Further on in the onboarding process, Luminus RED provides its partner with sales kits, containing ready-to-use contracts and sales collateral for their prospective end customers. The company has its own print room to cater for the demand.

"XperiDo has optimized our print room operations as well", says Neysens. "Instead of printing a generic sales kit, we can now generate a relevant subset of the documentation. The system also prepopulates certain form fields on the sales collateral our partners use. Dynamics CRM auto-generates a unique partner code for instance for each of our partners and XperiDo prepopulates that code on all paperwork." The net result is a significant cut both on print costs and partner sales administration.

The project itself was facilitated by the Belgian division of NORRIQ, who did a tremendous job. "A project that pays off immediately, like this one, hardly takes any change management", Jürgen Neysens concludes. "But nevertheless it takes technical skills to implement the software and communication skills to get everyone on board. The NORRIQ team excels in both disciplines."