

You want to learn more about BE-terna and  
our industry solution?  
[www.be-terna.com/de/industries/energy-suppliers](http://www.be-terna.com/de/industries/energy-suppliers)



CRM industry solution  
for the energy industry

# The CRM industry solution for the energy industry

Companies in the utilities industry and especially energy suppliers are confronted with many challenges: Increased competition due to market liberalisation, customers willing to change and massive changes, especially in sales and customer management - all this leads to the necessity of making the processes in sales, marketing and customer service more efficient.

The focus of current CRM initiatives is therefore less on sales realignment than on increasing internal process efficiency and improving support for existing success factors.

In order to manage your processes efficiently and to align the sales organisation to interesting market potentials, BE-terna has incorporated the expertise from more than 60 CRM projects in the utilities industry into our industry solution BE-Energy.

Our CRM industry solution is adapted to the specific requirements of the energy industry and offers industry-specific functionalities for sales, marketing and customer service.

With BE-Energy, we provide you with a preconfigured CRM solution for the energy industry - based on the investment-safe CRM standard software from Microsoft.

**Basis: Microsoft Dynamics 365**

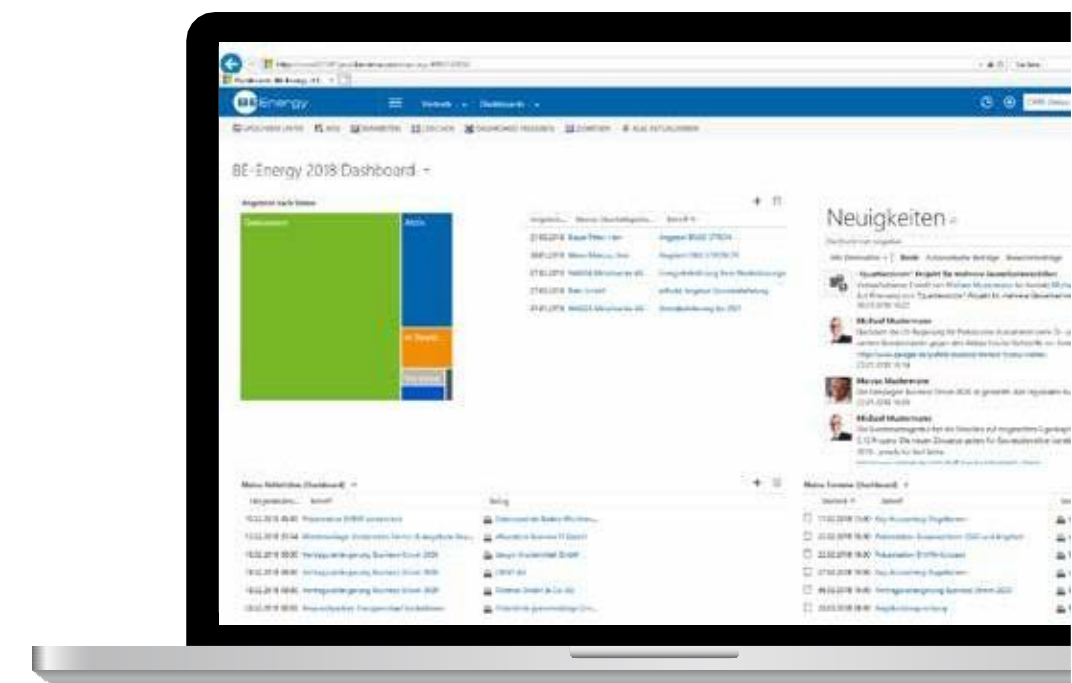
## Facing up to challenges

## Our Solution: BE-Energy

## Industry-specific functions

# Passion for CRM!

We support companies in their transformation to a dynamic, customer-oriented organisation by equipping their employees with the right tools and encouraging them to perform at their best. With our industry solution BE-Energy we help to increase customer service and customer loyalty, manage processes efficiently and differentiate from the competition.



## Highlights of BE-Energy

### CRM for the energy industry

With our CRM industry solution BE-Energy we offer you a CRM industry solution pre-configured for the energy industry with a comprehensive and Customisable functionality based on the investment-safe standard software Microsoft Dynamics 365 Sales.

### User-friendly

BE-Energy's user-friendly interface provides an optimal basis for working quickly and productively with your CRM solution. The Microsoft "Look & Feel" as well as the integration with Outlook and Office ensures a fast and high user acceptance.

### Scalable CRM platform

Whether a group-wide CRM system or a departmental solution

- The Microsoft Dynamics 365 Sales basis means you are always flexible. Our industry solution can be introduced and expanded step by step - in so-called releases - adapted to your needs.



### Sales

360°-Customer Overview  
Activity Management  
Sales Processes Relationship Management



### Marketing

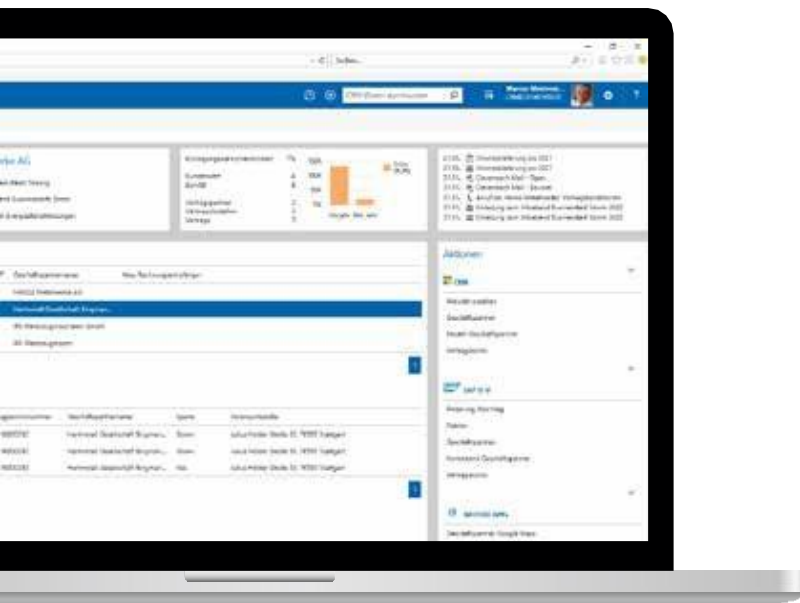
Campaign Management  
Target group segmentation  
Outbound Processes  
Event Management



### Customer Service

Interaction Center  
Front office Processes  
Contact Management  
Case Management

Everything revolves around your customers

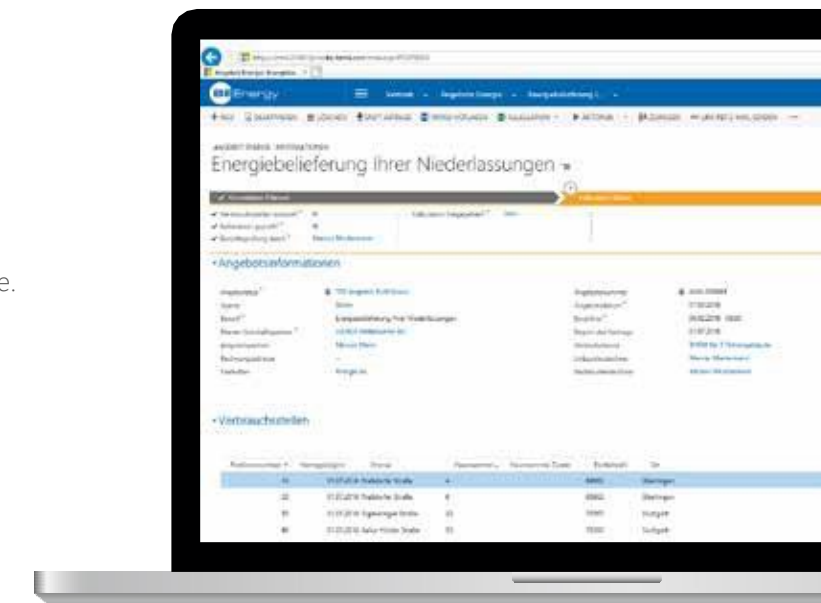


### Sales Interaction Center

The Sales Interaction Center gives you a quick overview – even of complex customer structures, key notices and cross-selling potential. Thanks to the integration of all relevant peripheral systems all processes can be handled quickly and seamlessly.

### Efficient quotation processes

Enjoy rapid quote processing with the quote assistant, workflow management and a clear user-friendly interface. Here, sales processes for new fields and services can be mapped together with existing lines of business.





With BE-Energy you build successful business relationships, score points with proactive service and ensure lasting customer loyalty.



## Utilities CRM Capabilities



### Sales support

- 360° Customer Cockpit
- Business Partner, Lead, Contract and Relationship Management
- Activity and contact management
- Efficient search functions
- Customer classifications and segmentation
- Complex business partner structures
- Multisectoral customer views and processes
- Competitor information
- Mobile CRM apps
- Customer Service Management (removal, change of address, technical disturbance, requests and complains, ...)
- Offer management for SLP, RLM and non-commodity (Solar Energy, E-Mobility, Energy related Services)

- Campaign activities
- Efficient and user-friendly data selection
- Target group segmentation
- Multichannel campaigns
- Response processing
- Event Management

- Customer-specific expansion and adaption
- Standard integration of SAP IS-U and Innosolv IS-E
- Integration of ene't and GETAG WebServices
- Analytical CRM including BI and AI technologies
- CTI (computer-telephone integration)
- Workflow management
- Integration of Microsoft technologies such as portals, apps, etc.
- Flexible implementation and expansion options

### Campaign management

### Scalability

# 5 good reasons for Microsoft Dynamics 365

## One platform for all business processes

The Dynamics-365 applications include ERP, CRM and BI processes and take advantage of the power of "One Microsoft". Data is the new currency, of which companies are generating more and more, and to which they have more and more access - faster than ever before.

## Customised for your company

Use applications that suit different roles, industries and types of companies. This way, you can start with (and pay for!) exactly the functionality you need today and support your growth at your own pace.

## Seamless integration for increased productivity

Use familiar tools - directly in the context of your business processes. Dynamics 365 ensures higher productivity exactly where your employees need it. The key to increased productivity lies in the seamless integration of familiar tools such as Outlook and Excel, which are directly available in the context of your business processes, roles and tasks.

## Technology for the future

Dynamics 365 is the perfect basis for integrating digitisation topics such as IoT, Machine Learning or Industry 4.0 into your business processes. Whether you choose the cloud, the on-premise or a hybrid variant, Dynamics 365 makes you fit for the future!

## Familiar look and feel

The appealing, intuitive user interface and the familiar look and feel make your employees more productive from the very first moment. The seamless integration of the tools in Office 365 means that all applications are available in a common environment.



## Gold Microsoft Partner



As Gold Certified Partner, we are distinguished and certified by Microsoft in all our core areas. This confirms the outstanding competence of our consulting and development teams to implement and develop software according to Microsoft guidelines

