

CASE STUDY: SALESFORCE

# Engie

"If you need strong consultants that can deliver high quality results at an acceptable price rate, then The Customer Link is your answer. They offer us proactive consultants who think about innovative solutions with us."



# Summary

APRIL 2018 - NOW — STATUS: ONGOING

Services provided:

- Consultancy services in Sales Cloud, Service Cloud, Marketing Cloud and Vlocity Industry Cloud.
- Hybrid team of local and nearshore specialists to offer a correct price/quality ratio at all times.
- Technical Analysts and Salesforce Developers to take up their role in Engies Salesforce Chapter Team.
- Release Management to setup the whole release strategy and governance of different environments



Engie has been using SAP as its ERP and CRM system in the past. In 2018, Engie chose to start a migration from SAP to Salesforce to offer greater flexibility for every end-user of Engie. The Customer Link guided Engie throughout the whole migration project with technical expertise, benchmark guidance and by designing smart technical solutions within Salesforce.

After implementing we've stayed on board, for the implementation of Salesforce Service Cloud and the creation of online services to better serve Engie's large network of installation partners. With in-depth knowledge and understanding of Engie's business, The Customer Link is continuously able to make a genuine difference in advising Engie.

## Who is Engie?



Engie is one of the main providers of energy and gas in Belgium. They have over 2.5 million customers and more than 4200 full-time employees.



They work with Boxx, smart meters and they were the first energy & service company to offer complete control to their customers about their usage.



In 2018, Engie chose to start a migration from its SAP system to Salesforce as a one-stop shop for sales, service and marketing to improve its internal efficiency and service offering.

## Implementation approach

The Customer Link's team follows an **agile project approach**. Engies Business Analysts deliver the right user stories and The Customer Link ensures compatibility on architecture level, correct and timely implementation and custom support afterwards.

- **Phase 1: Out goes SAP, in comes Salesforce Sales Cloud.**  
Our team advised and guided Engie during this extended migration project with specific knowledge of release management, migrations, enterprise architecture and specific technical Salesforce knowledge.
- **Phase 2: Setting up a 360° view on the customer with Salesforce Service Cloud.**  
Next to 'Sales Cloud', Engie decided to implement 'Service Cloud' for their customer service. Here, the integration between their telephony call center solution & Salesforce is crucial.
- **Phase 3: Adding Vlocity Industry Solution** to the Salesforce environment to even better serve the Utilities niche market.

Today Salesforce is implemented at Engie for **both B2C and B2B** and continuous improvements are taken up through the same agile way of working.

## Challenges

Engie has been using SAP as its ERP and CRM system. They found it slow, not user-friendly and complex to maintain. Engie looked for preferred partners with a strong & proven track record in migrations, complex integrations and high-level technical expertise in Salesforce Technology as well as agile working, innovation and knowledge transfers.

In a next phase, Engie needed a full 360° view on its customers for ensuring appropriate and high-quality customer services. Because of a complex offering with multiple energy package deals, Salesforce Vlocity Industry Cloud solution was added to the platform. The Customer Link was there to advise on specific solution for the Utilities industry.

## Key results

Engie has been enjoying many benefits since they started working with Salesforce, including:

- Accessibility on mobile.
- More user-friendliness within a very flexible tool.
- Integrations with other 3rd party platforms are quick & easy to facilitate.
- Orders, quotes, and offered energy packages are more easy to define and to manage in Salesforce with Vlocity Industry Cloud.
- A dedicated partner with The Customer Link for their Salesforce development, architecture,...



## What does Engie think?

"If you need strong consultants that can deliver high quality results at an acceptable price rate, then The Customer Link is your answer. They offer us proactive consultants who think about innovative solutions with us.

And they know the energy market. They join us for long-term periods as genuine team members - and that makes all the difference!".

- **Robbie Dugardijn - Chapter Lead Salesforce**