opentext™

Success story

MVV Energie AG

Industry
• Utilities

Solution
• OpenText™ Communications Center CRM

**Results**

$ **Reduced processing costs**
by 50 percent

Decreased cost of
customer acquisition

Generated high user acceptance
thanks to seamless integration with
Microsoft® Office and SAP® CRM

MVV·Energie·CZ

MVV Energie accelerates customer communication with OpenText

OpenText Communications Center CRM reduces effort and cost of customer acquisition with high user acceptance

"Users employ the OpenText solution without leaving their familiar interfaces and systems. If they want to send the completed proposals as a PDF, including a tailored letter, by email, all that is needed is a single click."

Thorsten Lünborg
Product Manager
MVV Energie AG
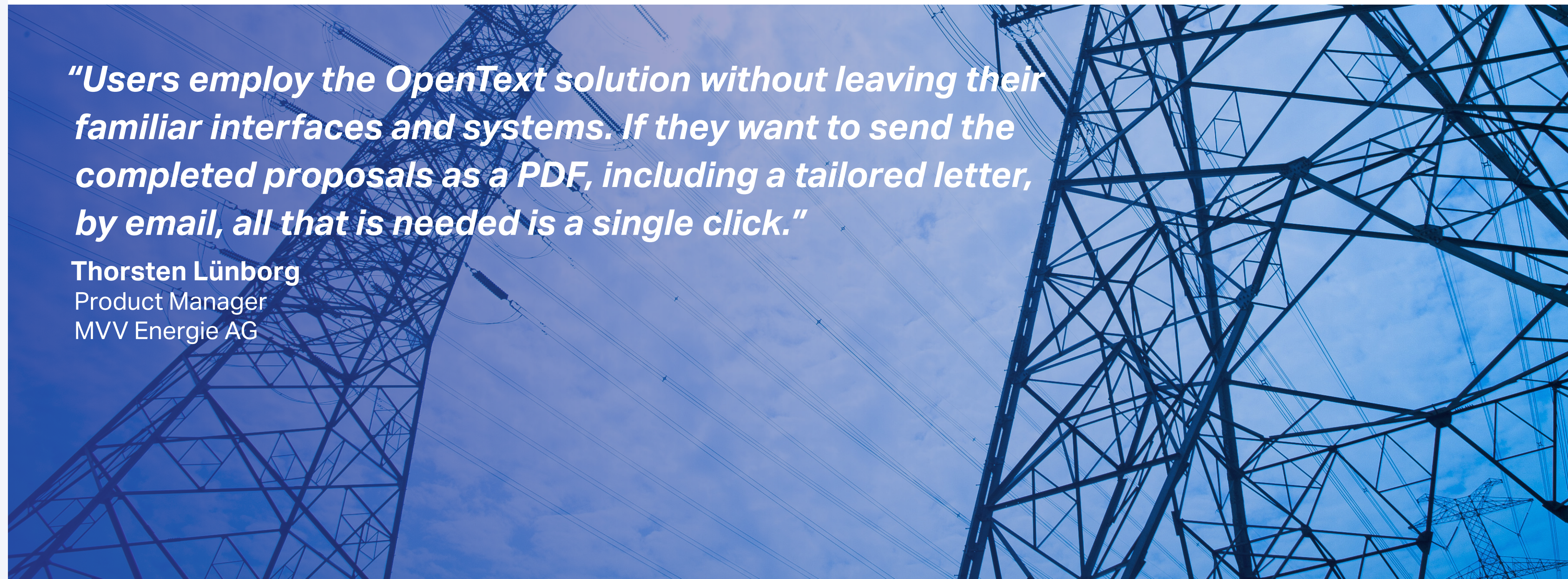
MVV Energie AG, listed on the Deutsche Börse XETRA stock exchange, is one of the leading energy companies in Germany. The group of companies, headquartered in Mannheim, relies on sustainable growth in the renewable energy field, improving energy efficiency, combined heat and power systems, intelligent effective networks, professional future-oriented products and services and innovative business models. The company focuses activities on the needs and expectations of its customers and is creating the basis to perform its role as a pioneering provider in the future reconstruction of the energy system. With around 5,300 employees, the company generated revenue of EUR 3.4 billion in the 2014/15 financial year.

In the increasingly competitive energy market, being able to create and modify customer documents quickly and flexibly, especially in the key accounts area, is crucial for MVV Energie. Whoever is first to offer and provide contracts and proposals, perfectly tailored to customer needs, has a greater chance of success in winning customers' business. In the past however, the speed of communication in this important area of customer service was less than optimal. Adapting documents to the individual customer took a disproportionately long time, but since the introduction of OpenText Communications Center CRM (originally implemented as OpenText PowerDocs), this problem is a thing of the past.

Automation reduces user effort by 50 percent

"In the key accounts area, we prepare 2,000 to 3,000 proposals each year. These are individual documents with a variety of information on prices and delivery points. Every step in the process that we can automate means we can contact customers more quickly," said Thorsten Lünborg, product manager at MVV in charge of the OpenText project.

Before Communications Center CRM was implemented, the templates from the company's CRM system were populated with very little customer information. Price information and delivery point lists had to be manually printed and added to proposals. Templates in Microsoft® Word were also poorly adapted to different customer situations and employees entered their own additional text modules. The templates were based on a Microsoft® Access® database and used a Microsoft Word macro, which meant any necessary changes in format were time consuming.

"We have now automated most of these tasks using Communications Center CRM," said Lünborg, *"The templates are populated with all the required data from the CRM system—address lists, contacts, prices and proposal items are fed in automatically."* Sales staff use more than 60 templates and 300 text modules to prepare individual letters with only a few clicks. The letters are then stored automatically and are associated to the correct proposal in the CRM system. There is also a full audit trail and letters don't normally require any further additions. Staff in the specialist department responsible for the process manage the templates themselves and can keep track of all changes with document versions. *"As a result, we're saving at least 50 percent of users' time,"* added Lünborg.

OpenText the best option to meet extensive requirements

MVV Energie decided to implement OpenText due to the introduction of the company's SAP® CRM system based on SAP HANA®. This solution was intended to be the central repository for all customer data and documents, to guarantee all employees had access to the latest information available and to avoid redundancies in storage and processing. This necessitated the renewal of its output management system. The new solution was intended to enable around 150 CRM users to work more quickly and flexibly. Users will be able to modify templates themselves,

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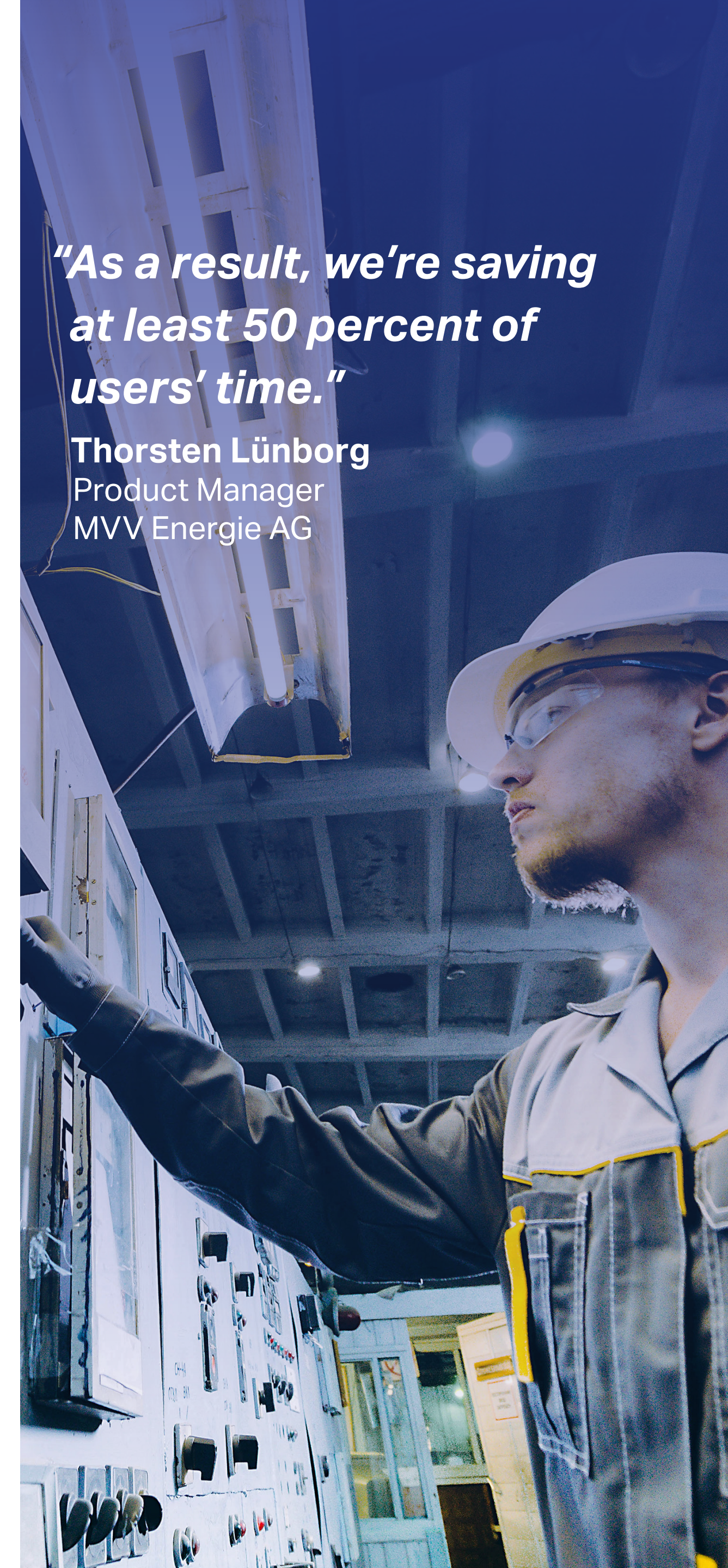
all seamlessly integrated with SAP CRM. It was also to enable continued support for Microsoft® Office 2003, but could no longer be based on macros. With this in mind, MVV Energie compared various proposals from solutions available in the marketplace and the cost of developing something themselves in-house. *"OpenText came out best of all the options,"* said Lünborg.

Integration capacity ensures user acceptance

"From a user's viewpoint, a solution is a good one if it simplifies their work, does not require specialist knowledge, meets expectations and is tolerant of errors, or so ergonomics experts say," Lünborg explained.

For MVV Energie, this means that the solution must function in the same way as Microsoft Word when documents are created. With OpenText, the functions are indeed the same and what is displayed on screen looks the same on paper or as a PDF document. A solution like this also helps avoid errors during editing by preventing changes to information that should not to be modified. This is all guaranteed by the seamless integration of OpenText Communications Center CRM with both SAP and Microsoft Office.

"Users employ the OpenText solution without leaving their familiar interfaces and systems. If they want to send the completed proposals as a PDF, including a tailored letter, by email, all that is needed is a single click," said Lünborg. *"Due to this, user acceptance has been extremely high from the start and the time and effort for training was low too, just two days. For these reasons, the OpenText project is a complete success."* Initial discussions about extending the use of the OpenText solution in other areas, have already taken place.
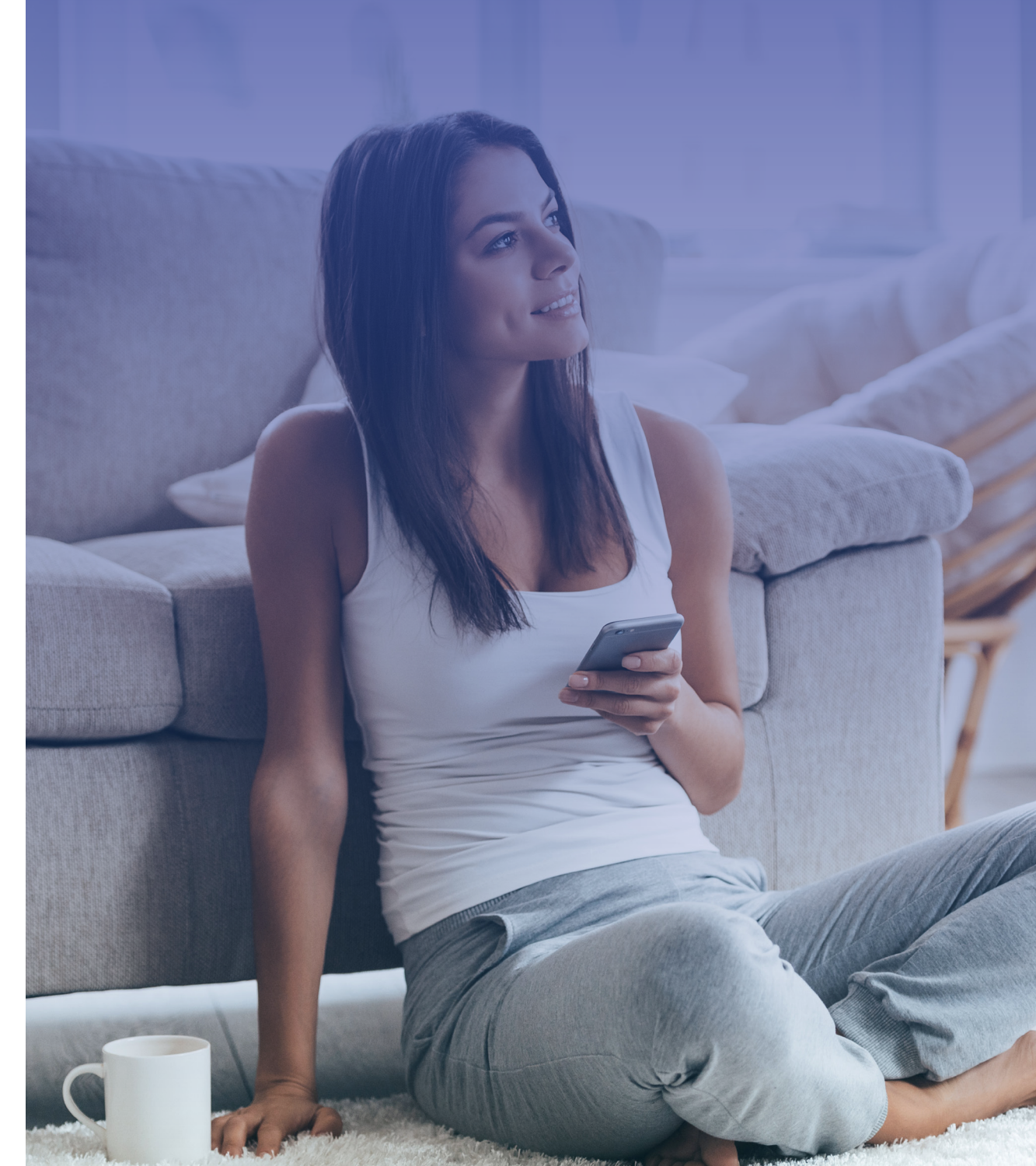
About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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