

# E.ON

## Personalised Customer Communications Puts E.ON Ahead of the Competition

E.ON is the world's largest investor-owned energy company. E.ON's retail business, branded Powergen, is a leading UK energy supplier, with over nine million electricity and gas accounts.

In an increasingly crowded market, E.ON needed to differentiate itself from the competition to gain a competitive advantage and ensure it continued to attract and exceed the expectations of its new customers.

The company held focus groups with 80 consumer customers in 2006 from all service process segments, including mobile phone companies, mortgage providers, and existing and prospective customers to learn the most preferred fulfilment document style. The E.ON research provided respondents with two fulfilment options: the traditional black and white letter (including a leaflet/pamphlet letter) or a four-colour, all-encompassing, glossy leaflet. The survey found that consumers preferred the information in a single document instead of separate communication pieces, and they preferred an A3 document folded to A4.



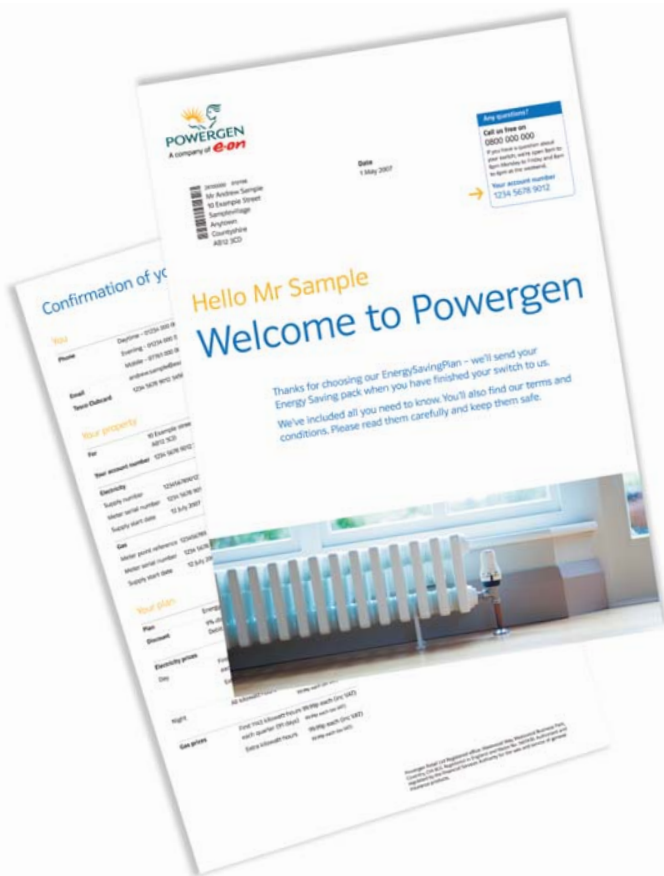
### TRUSTED PARTNER, TRUSTED TECHNOLOGY

Exstream Software's Dialogue answered the call in 2001 to migrate complex mainframe document applications to UNIX without extensive programming, saving E.ON training and labour costs. E.ON also had an Information Systems (IS) staff with a predominately mainframe background, which meant they had to work through the issue of retraining. The technology solution had to be easy to understand and implement. Dialogue significantly reduced development time, allowing E.ON to get to market faster with critical customer communications. E.ON selected Dialogue to create the "OneBill" programme, which combines all utility charges for each customer into one statement for greater clarity.

So in response to the 2006 research findings, E.ON once again looked to Dialogue, which had so successfully met its earlier technology challenges. "IS staff found Dialogue to be easy to use, and its capability for targeted messaging ensured every customer document was personalised and relevant," recalled Louise Wells, Fulfilment Delivery Manager for E.ON. "However, we knew back in 2001 that we wanted a product that would allow us greater flexibility with marketing messages and campaign management in the future. So, when it came to meeting our business requirements of targeting new customers more effectively, we knew we already had the right solution in place."

*Using Dialogue, E.ON created customised, full-colour order fulfilment forms for new customers that save money and reduce call times.*

Using Dialogue, and working with writing and design consultants, AndOrlf, on the creative design, E.ON redesigned the fulfilment it sends to new customers and has created a customised, full-colour communication using Dialogue.



The new order fulfilment form walks E.ON customers through the whole transfer process, utilising flow charts, diagrams and images to explain exactly what they will receive, when they will receive it and what the process is. This clear communication helps manage customer expectations and, as a result, customers are asking fewer questions, calling E.ON's contact centre less as they understand more. This results in saved money and reduced call times for E.ON and its customers.

The documents are personalised using Dialogue's rule-driven targeted messaging, thereby increasing efficiency and providing a flexible platform for future marketing initiatives.

### MEASURABLE RESULTS

Traditionally, new E.ON customers received a black and white letter with a coloured leaflet insert. The communication was generic, so customers would sometimes receive information on products and services that they already had or that weren't relevant. Dialogue has not only enabled E.ON to create more targeted, customised communications that use the customer's name throughout the document and detail customer pricing and payment structure, but it has also helped reduce the amount of paper used, with environmentally-friendly results. Previously, there were approximately 40 different inserts that had to be split into separate print streams and many different postal runs. Now E.ON has one single print stream, significantly reducing costs.



"Instead of sending a traditional letter and insert, E.ON now produces a one-piece, full-colour communication with individually tailored messages that respond to exactly what the customer requested. This is unique. E.ON is very pleased to be the first utility company to produce fulfilment in this format," added Louise Wells.

E.ON can now react to customer requests and get key messages to market faster, and lead times have been greatly reduced from up to ten weeks to just a matter of days. Because materials are now all prepared in-house, there is reduced external co-ordination and therefore less margin for error, as E.ON agents no longer have to direct external suppliers.

Wells explained, "Exstream Software's Dialogue is very object-oriented, providing reuse of content so we don't have to invest vast amounts of time when it comes to making changes. We can change a content component in one place and it is automatically replicated in every application where it appears."

### LEADING THE PACK WITH DIALOGUE

"A key driver, in initially selecting Dialogue was its modularity that gave us the flexibility to easily implement new ideas in the future," said Wells. "Dialogue has now enabled us to respond to our research findings and reach out to our new customers in a more efficient and personalised way than ever before."

