



## Case study

# Online Enrollment Process Improvement and Customer Portal Development for US-based Energy Major

LTMindtree streamlined a purchase-to-cash process and enabled personalized information availability at the end-user level, resulting in increased online sales for a US-based energy company.

## Client

The client is a USD 14 billion American company, involved in energy generation and retail electricity. Their portfolio includes nuclear generation, coal generation, wind generation, utility scale generation, distributed solar generation, and oil generation. It serves ~2.9 million customers across various states in the US.

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## Challenges

- Increase online sales and improve customer satisfaction by optimizing and simplifying the business processes.
  - Non-availability of a dashboard for enrollment and account management for electricity accounts.
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## LTIMindtree Solution

LTIMindtree undertook following initiatives to fulfill the client requirements –

- Projects related to changing/introducing the processes in the online enrollment or online account management areas to enhance the user experience and customer satisfaction or to support new acquisition.
- Project for integrating different new retail companies with the client's base processes.
- Project to enable small business customers to maintain and operate their profile using enhanced portal.
- Developed an online portal for customer management.

## Business Benefits

- **Increased online sales by streamlining the online enrollment process by using geo-targeting, adding prospect save offers, and eliminating unnecessary steps for enrolments originating from affiliate sites and direct marketing campaigns.**
- **Increased customer satisfaction by streamlining the shopping process.**
- **Increased online non-commodity revenue by creating the ability to offer targeted products based on specified demographics.**

- Supported new acquisition and thus achieved operational cost savings.
- Online portal provided facilities as account management, auto pay, and enrollment facilities.

## Technology

J2EE, Spring Hibernate, SOA, JQuery, ajax, Log4j, ant build and Websphere 7.0, geo-targeting.

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