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MARKETING AUTOMATION TO ADVANCE ECO-FRIENDLY ENERGY SOLUTIONS

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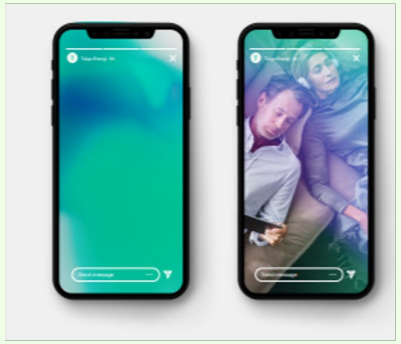
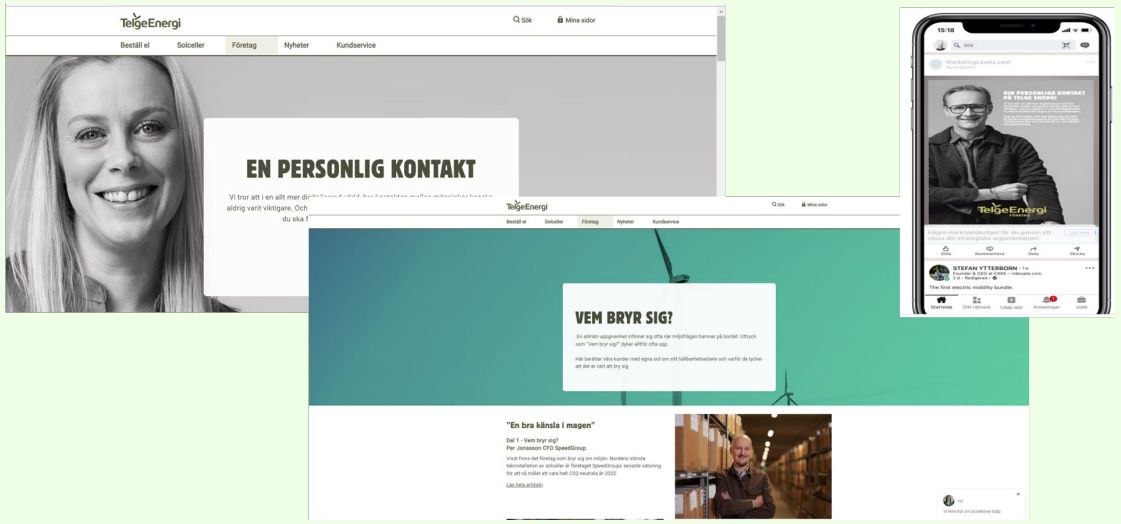
WHAT TELGE ENERGY STAND FOR

ENERGY WITH A CLEAR CONSCIENCE

We want to demonstrate and embody what no one sees but everyone appreciates, the energy we give our customers. The energy that toasts perfect bread on the weekend, charging the car for the next trip or making sure your phone is always ready for that podcast you love. We give endless energy and a clear conscience that leaves an imprint.





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WHY DATA-DRIVEN CUSTOMER COMMUNICATION IS OF GREAT IMPORTANCE TO TELGE ENERGI

THE DRIVE FOR A CUSTOMER & DATA-DRIVEN ORGANIZATION

Customer and Data-driven organization (incl. customer-driven processes /customer-driven IT support)

Act on Customer & Business Insight (analysis & regulations for customer processing)

Data-driven Customer processing (customer journeys, customer dialogue, customer interaction)

WE HAVE AN OMNICHANNEL STRATEGY

The right information for the right customer
in the right channel and at the right time

WHAT JOURNEY ARE WE ON

FROM EMAIL MARKETING TO OMNI

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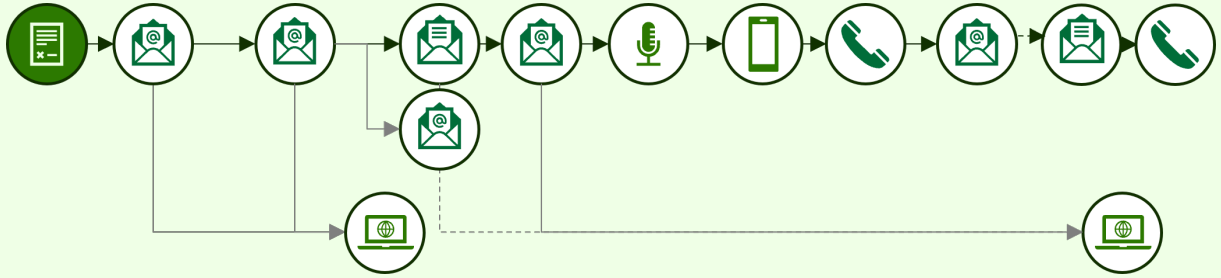

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WHY WE NEEDED A MARTECH SOLUTION

Personalization

Automation

Streamlining

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WHAT WE HAVE DONE & WHAT IS OUR WHY

OUR WHY IS..

The customer at the center

To be relevant for all our costumers

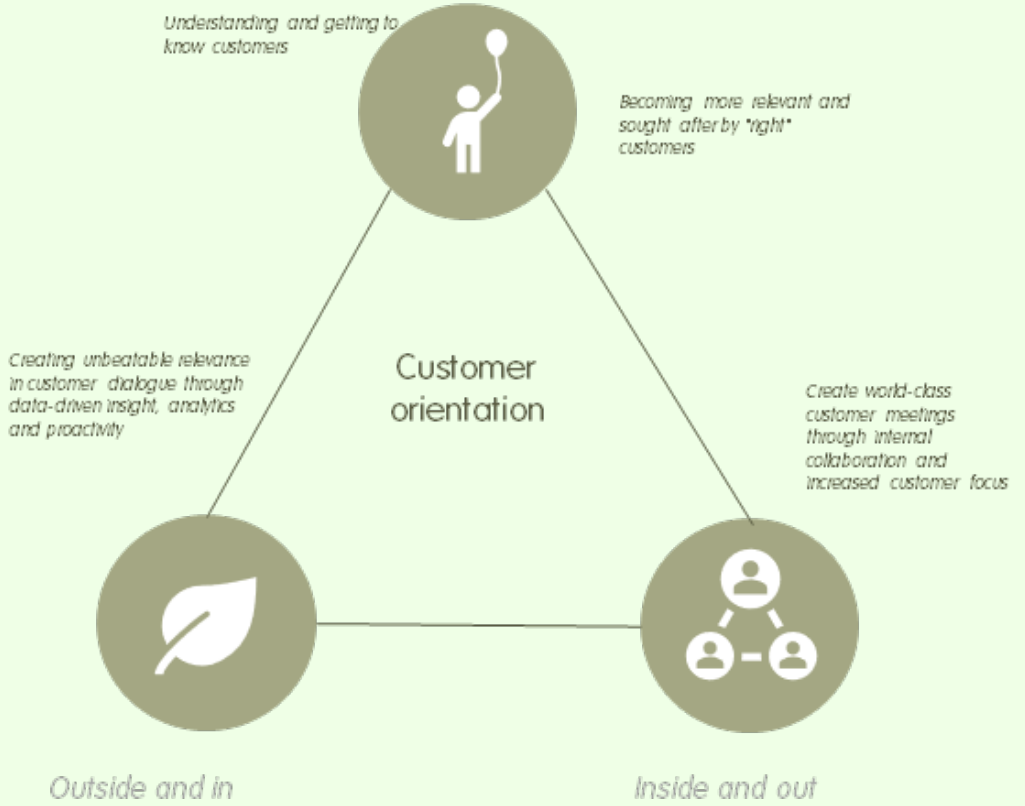
→ We want to be personal and relevant to every on!

And that we can do with our Martech plattform

OUR WHY – THE CUSTOMER AT THE CENTER

Increased profitability through a increasing customer base of more "right" customers = Loyal customers

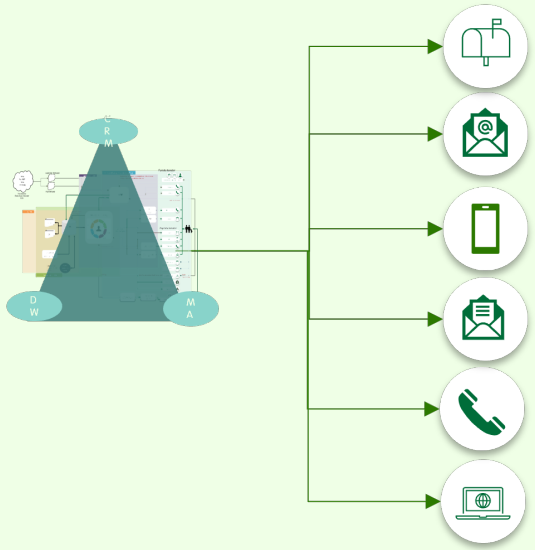
	Disloyal customers	Loyal customers
New customers		
Existing customers		

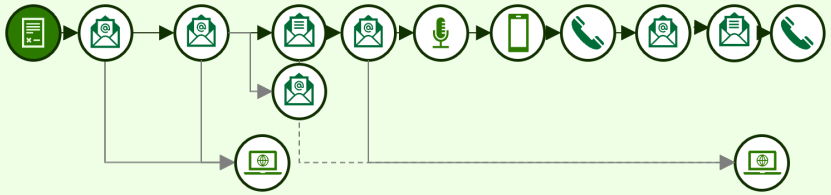


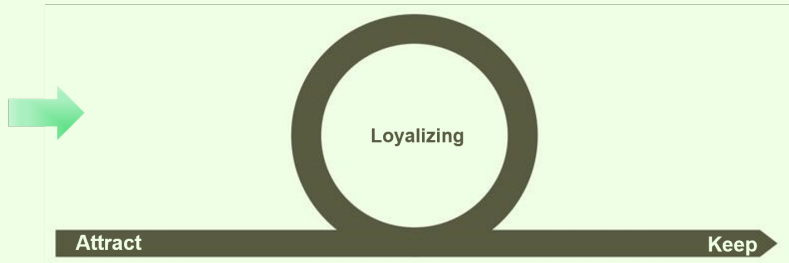
IT'S ALL ABOUT RELEVANCE AND TIMING

Event-driven processes where different communication points reach recipients through different channels, and where timing, channel and content are determined by the recipient's behavior and interests.

We personalize our communication so that each customer feel and understand that we talk to them as an individual/company.







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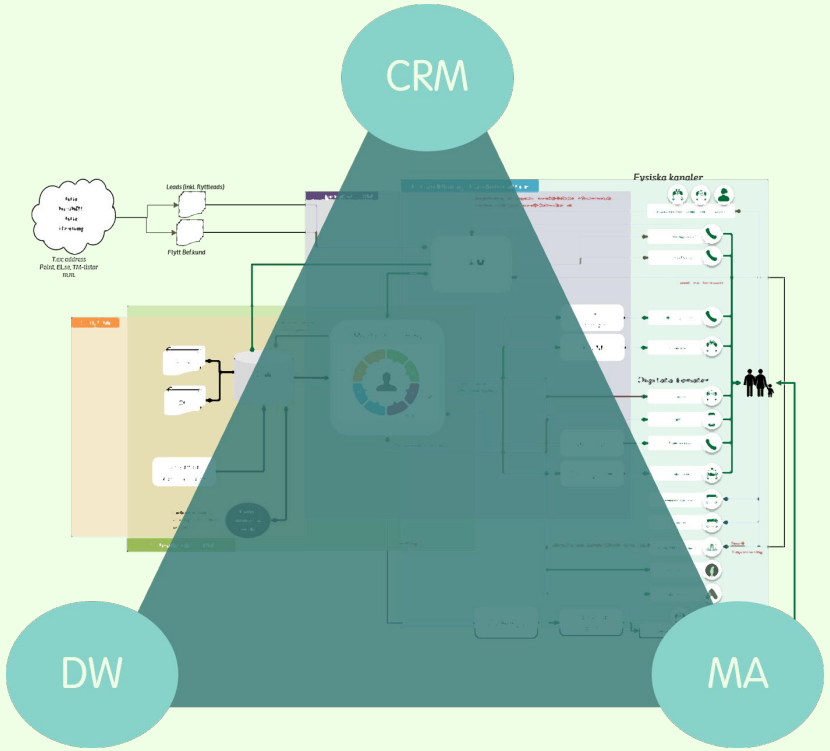
OUR MARTECH PLATFORM

CREATE GREAT CUSTOMER EXPERIENCES IN THE RIGHT PLACE AT THE RIGHT TIME



Have we created an enabler to create a lot around digital customer journeys ahead. With connections

- between different channels
- between different systems

Customer journeys create development and loyalty to customers where each customer is unique to Telge Energi.

SOME EXAMPLES OF EFFECTS IN THE BUSINESS

"We do not have to work manually in list imports, mailings that take place regularly."

"Gives us the opportunity to follow the customer's path throughout the customer journey, we see who received emails and which ones renewed - automagically"

"Enables lead management on a whole new level, which should generate more sales"

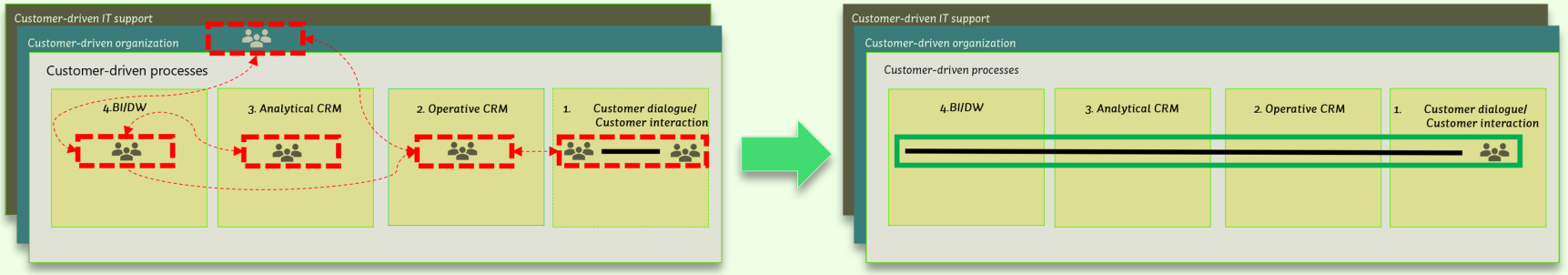
" The customer communication will be right and we get the opportunity to validate what is sent before it expires and get a direct follow-up. Today, we depend on customers to get in touch when things go wrong.

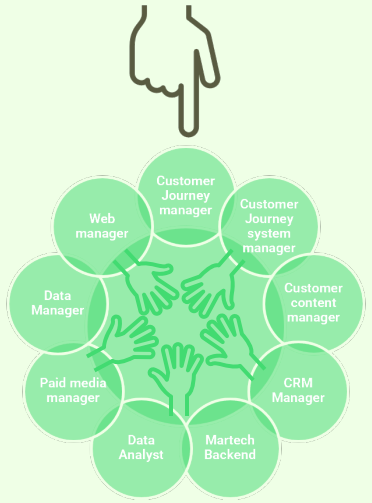
"A lot of hand-laying can disappear"

"We can obtain and act on our customers' behavioral data, such as what content they clicked on"

"Can see who is not engaging and which ones need more information. You can take the customer's hand in a different way."

HOW DO WE WORK – ONE COMMON GOAL





The agenda is set together without a dividing line between the client and the executor.
A cross functional over time!

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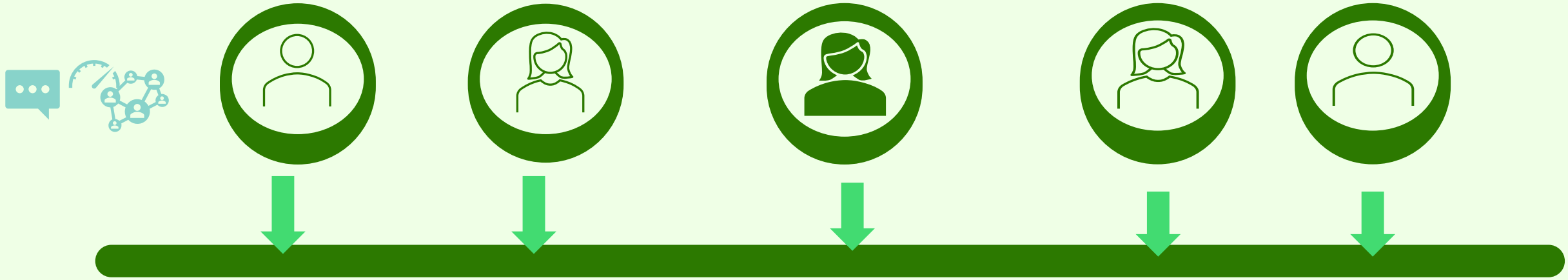
THE GREATEST OPPORTUNITIES WITH MA FOR US

STREAMLINING IN CUSTOMER PROCESSING

To achieve our customer-related goals, we must work methodically and structured based on every opportunity in the customer life cycle

CUSTOMER JOURNEYS CUSTOMER STATUSES



CUSTOMER PROCESSING

CHALLENGES

GOALS

ACTIVITIES

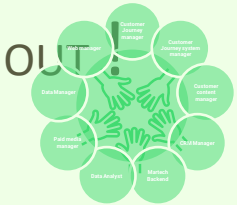
DATA-DRIVEN CUSTOMER PROCESSING → TO MEASURE THAT WE ARE DOING THE RIGHT THING

- Measure engagement
- Measure the quality of digital contact information
- Measuring conversion
- Measuring customer life cycle
- Measuring sales

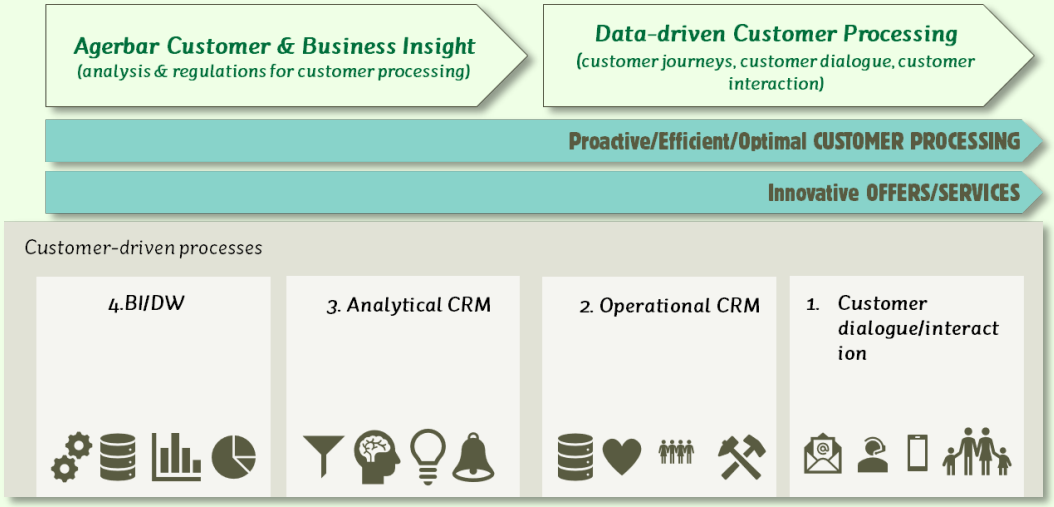
GOING FORWARD

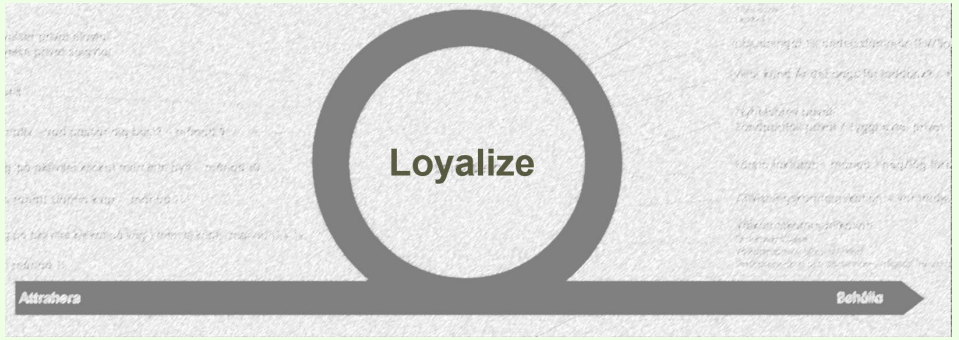
DATA-DRIVEN CUSTOMER PROCESSING - THE CUSTOMER AT THE CENTER

CROSS-FUNCTIONAL WORK THROUGHOUT

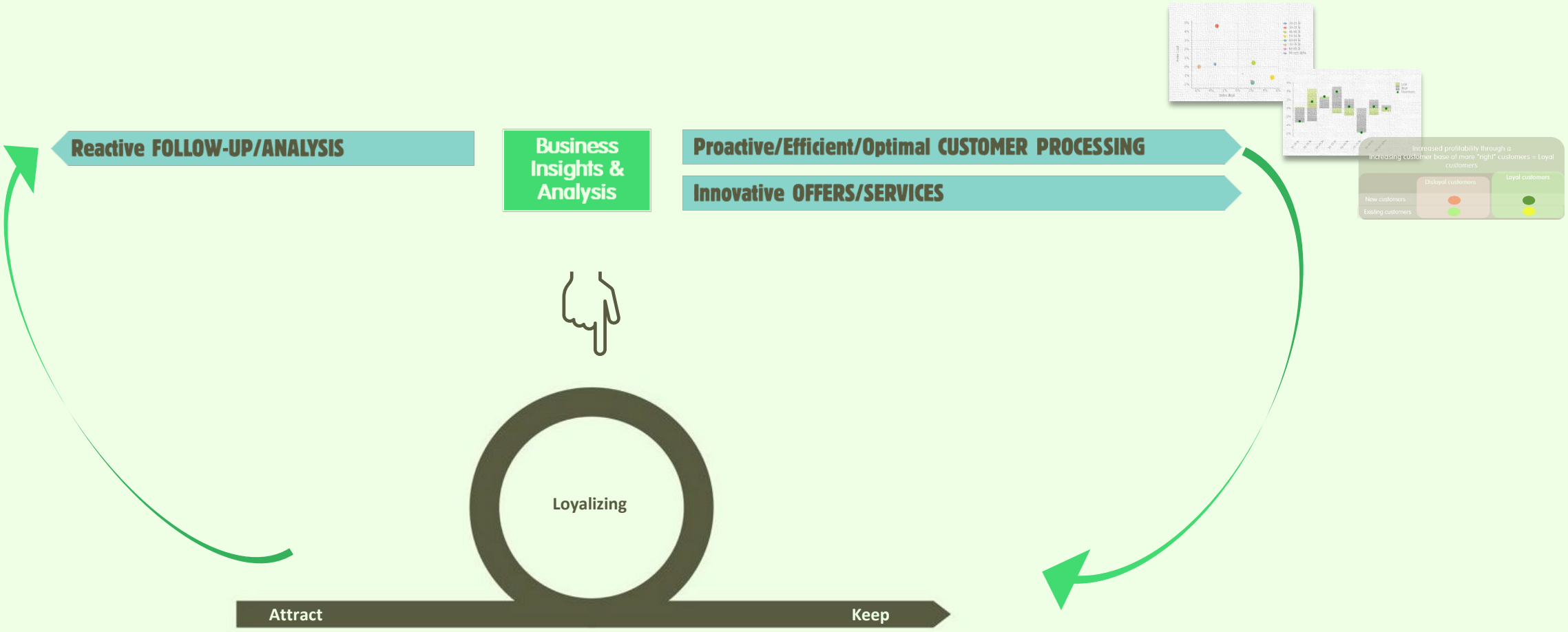


Prioritize - doing the right thing





PRO ACTIVE MODULS – ACT ON INSIGHTS



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