



Success story

E.ON

Industry

- Utilities

Solution

- OpenText Exstream™



E.ON offers customers personalized communications

OpenText Exstream adds power to strengthen company's marketing material

Results



Reduces document production lead times from up to 10 weeks to just a matter of days



Improves document effectiveness using flow charts, diagrams and images for greater clarity



Reduces the amount of paper used with environmentally-friendly results



Reduces call times and produces contact center savings due to clearer communications

"OpenText Exstream 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."

Louise Pearson
Fulfilment delivery manager
E.ON





E.ON offers customers personalized communications

In a crowded market, E.ON wanted to gain competitive advantage and attract customers. As part of its ongoing drive to improve its communications with customers, E.ON is using OpenText Exstream™ to help produce a one-piece, full-color fulfilment communication with individually tailored messages that respond to exactly what customers want.

Challenge

E.ON is a leading energy supplier in the UK with about 4.6 million customers. In an increasingly crowded market, E.ON wanted to improve its communications with its customers and differentiate itself from other energy suppliers.

The company held focus groups with 80 customers from all service process segments, including mobile phone companies and mortgage providers, to learn what kind of fulfilment document they liked most.

Two options were offered—the traditional black and white letter (including a leaflet/pamphlet) or a four-color, all-encompassing 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.

Solution

Trusted technology

Exstream had answered the call in 2001 to migrate complex mainframe document applications to UNIX® without extensive programming when E.ON selected Exstream to create the “OneBill” program, which combined all energy details for each customer into one statement for greater clarity.

In response to the focus group findings, E.ON once again looked to Exstream, which had so successfully met its earlier technology challenges. ***“Our staff found Exstream to be easy to use, and its capability for targeted messaging ensured every customer document was personalized and relevant,”*** said Louise Pearson, fulfilment delivery manager for E.ON. ***“We knew 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 latest business requirements of targeting new customers more effectively, Exstream was the right solution in place.”***

Benefits

More effective communication

Using Exstream, and working with writing and design consultants, And/Or/If, on the creative design, E.ON redesigned the fulfilment it sends to new customers and created a customized, full-color communication.

The new order fulfilment form walks E.ON customers through the whole transfer process, using flow charts, diagrams and images to explain exactly what they will receive, when they will receive it and what the process is. The documents are personalized using Exstream’s rule-driven targeted messaging, thereby increasing efficiency and providing a flexible platform for future marketing initiatives.

This clear communication helps manage customer expectations and, as a result, customers are asking fewer questions and calling E.ON’s contact center less as they understand more. This results in reduced call times.

“Exstream has now enabled us to respond to our research findings and reach out to our new customers in a more efficient and personalized way than ever before.”

Louise Pearson
Fulfilment delivery manager
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Measurable results

Traditionally, new E.ON customers have received a black and white letter with a colored leaflet insert. The communication was generic, so customers would sometimes receive information on products and services they already had or that were not relevant. As part of E.ON's ongoing efforts to improve communications for its customers, Exstream has helped E.ON to create more targeted, customized communications and detail its individual pricing and payment structure and helped reduce the amount of paper used, with environmentally-friendly results.

Previously, approximately 40 different inserts had to be split into separate print streams and many different postal runs. Now E.ON has one single print stream that can be mail sorted instead of going standard tariff. ***“This is unique and E.ON is very pleased to be the first utility company to produce fulfilment in this format,”*** said Pearson.

E.ON can now react to customer requests and get key messages to market faster because document production lead times have been reduced from up to 10 weeks to just a matter of days. Because materials are now all prepared in-house, there is reduced external coordination and therefore, less margin for error.

“Exstream 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,” said Pearson. ***“We can change a content component in one place and it is automatically replicated in every application where it appears.”***

“A key driver in initially selecting Exstream was its modularity, which gave us the flexibility to easily implement new ideas. Exstream has now enabled us to respond to our research findings and reach out to our new customers in a more efficient and personalized way than ever before.”



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](https://www.opentext.com).

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