

CASE STUDY

Leading energy sales company

53,038.23 EURO USING THE ANALYSIS OF HISTORICAL DATA

SITUATION

Identify factors to decrease the cancellation of contracts sold and activities to be implemented to increase the closure rate of cancelable contracts. You want to predict the ROI on the implementable activities.

SOLUTION

Machine learning analysis on historical data to identify:

- factors influencing the cancellation of electricity and gas contracts sold
- activities that can be implemented to increase turnover
- Return on investment for identified assets

IMPATTO

Data analysis enabled identification of the activities to be implemented in order to reduce the "contract cancellations" problem.

Specifically:

- Online bill receipt
- Online invoice payment
- Delegation for Contract Activation

Estimated increase in 12 months of

+ 4,8%

OF RENEWED CONTRACTS,
EQUIVALENT TO € 53,038.23
TURNOVER

+ 2,5%

TURNOVER FROM SALES



CASE STUDY

Leading energy sales company

CAPITALIZE € 19.400 THANKS TO ACTIVE CUSTOMERS

SITUATION

Increase the revenue from active customers by reducing the timing of interaction and conclusion of contracts.

SOLUTION

Design and implementation of a cross-selling campaign that leads active customers to buy an additional supply service compared to the existing one.

IMPACT

Forms were created for the collection of data to define the segments on which to run the cross-selling campaign. A multi-channel customer journey was created to capitalize on different segments and increase revenue.

In 12 months of campaign generated...

2,5% CONVERSION RATE ON
EXISTING CUSTOMERS

+ € 19.400 REVENUE



CASE STUDY

Leading energy sales company

EXPAND THE HOLDING COMPANY BY OFFERING PARTNERSHIPS TO SALES AGENCIES

SITUATION

Increase the size of a 14-agency holding company and revenue by creating partnerships with new agencies to offer recruiting, back office, and team building services.

SOLUTION

Created an indirect agency acquisition campaign through Facebook by a communication strategy that can enhance the benefits of the partnership.

IMPACT

The development of the campaign included 4 phases:

- Analysis of the target to understand the characteristics of the users
- Creating a landing page to capture user data
- The launch of a hyper-targeted and geo-localized sponsorship campaign in the most interesting expansion areas.

Thanks to the partner acquisition campaign....

3% OF USERS LANDED ON THE PAGE

18,4% OF LANDINGS APPLIED FOR THE OFFERED BENEFITS

+135% EXPANSION POTENTIAL