



“Contextor improved processes, data consistency, productivity, and first call resolution.”

Pierre Chalut - Consumer Sales Manager, GDF-Suez

Executive Summary

BUSINESS CHALLENGES

- » Evolving from historical system to SAP CRM, causing a loss of productivity.
- » Improving processes in a timely fashion, without modifications to existing applications.
- » Improving the information systems with quicker evolutions.

SOLUTIONS

- » Optimized, controlled, and automated existing processes.
- » Improved applications ergonomics.
- » Proof of concept made in 2 days.
- » Solution implemented without structural changes.

RESULTS

- » Productivity improvement.
- » Lowered stress on call centers agents.
- » Increased motivation in employees.

KEY FIGURES

15 Million

Phone contacts per year

5,000

Workstations installed

27

Improved processes

2 Days

Proof of concept

4 Months

Time to Market
(First Process)

4 Years

Partnering with Contextor



Contextor positively impacted users, who welcomed it and used it fondly.

Users became actors, picked up on the tool and identified processes to be improved.

A great success!

PIERRE CHALUT
Consumer Sales Manager
GDF-Suez

Client

GDF-Suez group is a worldwide-leading energy and environmental services supplier. The company was created in 2008 from a fusion of Gaz de France and Suez. Currently ranked worldwide number two in energy, the company employs over 200,650 people and in 2009 achieved revenues of €79.9 billions.

Business Challenges

GDF-Suez consumer business is changing a lot. Furthermore, major informations systems and business processes evolved in a very short time span, strongly impacting users in their daily operations. The question was how is it possible to quickly improve processes and consistently meet business needs without major implementations in the information systems? GDF-Suez was researching proven solutions available on the market.

Solutions

Contextor was chosen by GDF-Suez to supply a proof of concept and a prototype. It quickly proved successful and motivated the deployment industrialization.

Amongst improved processes, Contextor SAS focused on the most recurring and time consuming operations, and seamlessly supplied to the CRM application:

- » An improved and quicker contractualisation, from proposal to contract management.
- » A one stop shop diagnostic page for common operations.
- » A consumer data qualification and consumption estimation web application.
- » Automated mail preparation and edition.

Without requiring changes in the existing systems, Contextor demonstrated:

- » Business processes improvements.
- » A reduction in error rates and back-office operations.
- » Full automations on lengthy and tedious tasks.
- » A reduction in the call center agents stress.
- » A strong agility to bring solutions in weeks, if not days.

About Us

CONTEXTOR SAS is the European leader in creating functional integration solutions for workstations. For analysts (Gartner, Forrester, CXP), Contextor provides a simple and unified automated work environment for customer-focused employees. Contextor has been deployed in different industries: Banking/insurances, Distributions/Telco, Energy, Public sector and services.

Contextor has demonstrated:

- » Quick and sizable agent professionalization
- » Better compliance with standards and legislation
- » Lowered operational costs (ROI of a few weeks)
- » Reduced user stress and increased motivation
- » Increased up-sell revenues

Contextor maximizes your customer relationship. Contextor has accelerated its "SMART SOLUTIONS" international growth.



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