

Utilities sector – Response processing case

Request: Issued by one of the largest utility suppliers in the Netherlands

Profile: The concern issuing the request is one of the largest utility providers in the Netherlands and supplies electricity, gas and heating to its customers in the private and corporate sector. This progressive business aims for an even larger and more competitive stake in the utilities market at both the national and international level.

The briefing: This utility supplier makes use of direct marketing and telemarketing activities to (personally) approach current and potential customers. The resulting flow of data is recorded in an extensive database, which, amidst a continuous process of database management and analyses, needs to be kept up-to-date on a daily basis. The entire course, from response receipt and processing to sending out confirmation letters, incentives and data outbound calls, needs to be documented in a clearly defined digital manner.

The company has chosen DDC as its partner because DDC excels in professional qualities such as handling, data processing, IT-specialisation and project communication. In addition to its expertise, DDC's motivation and cooperative thinking within the project teams have been crucial elements in the utility concern's decision to partner with DDC. Moreover, DDC's extensive and durable experience in the Direct Marketing sector demonstrates DDC's strong reputation in managing comprehensive projects with a large number of complexity factors dispersed over various business sectors.

Our solution: A data-entry and IT-specialist, DDC Europe presented a complete and integrated solution to the utility supplier and became the central player in the company's process of data supply and data delivery. This daily routine forms both the core and the basis of the qualitative output of all current and new (follow-up) actions. The total package presented by DDC entails the following daily activities:

- Collection, handling and sorting of all incoming regular mail
- Report on received mail items
- Scan and enter data from response cards and response forms
- Process documents received via internet and third parties
- Deliver digitalised documents via secured connections
- Process all mail response processes
- File all correspondence in hardcopy archive and digital database

Communication about all current and new projects occurs at DDC's department for Project Management, which is responsible for all operational processes of the current projects and for the set up and implementation of new projects. A team of professionals is available to assist with questions and to offer advice. The most recent technological developments are monitored carefully and continuously. As a result, several advanced secured web portals have been created, attaining even faster and more efficient communication and data transport.

The result: Both the utility supplier and DDC Europe are very satisfied with the collaboration, which is better described as a partnership. Every day, we work side by side towards effective and efficient response processing in order to present all data for follow-up activities and analyses quickly, accurately and comprehensively. Significant cost reductions and savings of time have been realised while the high level of quality is always guaranteed.