

# DIGITAL EXPERIENCE FOR THE ENERGY SECTOR



## YOUR SUCCESSFUL CUSTOMER RELATIONSHIPS IN FOCUS - WITH ADESSO

*With adesso CX, we offer industry solutions for the areas of service, sales, marketing and customer data to flexibly set up your business for classic and innovative business models - for the ideal customer experience.*

### OUR CE & CRM SERVICE PORTFOLIO

With our expertise, we support you end-to-end in the modernization of your existing CX solution or in the selection of a new one.



### BROAD-BASED & IN-DEPTH EXPERTISE

From consulting to implementation - our work is based on many years of expertise gained with solution providers such as Salesforce, SAP, BSI, Microsoft and especially in the energy sector with Cursor. Of course, we also offer you the particularly important cross-industry know-how transfer. After all, customers don't compare their experiences at the customer touchpoint within a single industry, but with the best experiences they have across all sectors.

### SOLUTION NEUTRAL

We start the selection consultation in a solution-neutral way and initially focus on the „fit“ with the strategy, technological context and above all, the needs of end-users. We then incorporate other key aspects such as customer journeys, digital marketing, e-commerce, multi-channel and KPIs.

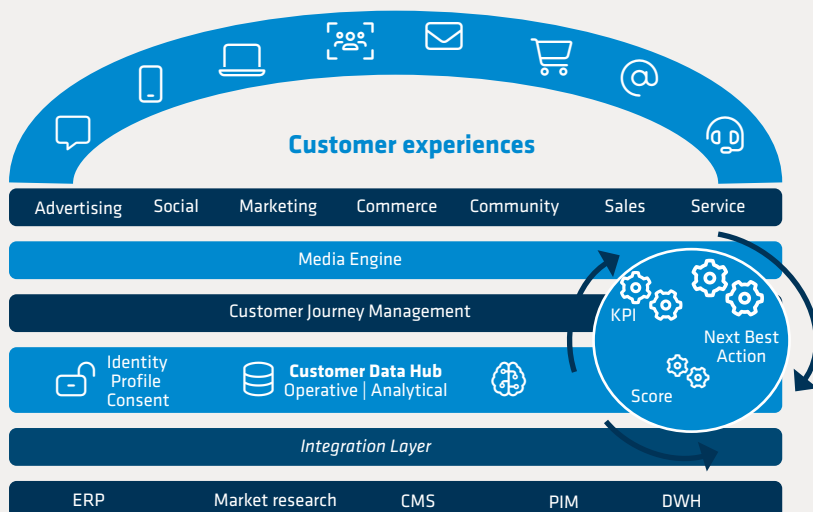
### END-TO-END UNTIL IT WORKS

After the selection consultation, we accompany you through the entire project phase right up to implementation and operation. We don't just look at operations from a technical perspective: we want your CX solution to achieve the desired result and are happy to support the development of an internal center of excellence or the implementation of marketing campaigns.

## CE & CRM REFERENCE ARCHITECTURE

Thanks to our many years of cross-industry expertise, we offer you a proven reference architecture:

- > Activation across all channels: omni-channel
- > Operational and collaborative CRM
- > Personalized media
- > Planning and automation
- > 360° customer view/analytical CRM
- > Backend/downstream



### Our strong adesso partnerships:

**Salesforce**

**Microsoft Dynamics**

**SAP CX**

**BSI**

**Adobe**

## ENSURING A 360° CUSTOMER VIEW THANKS TO DATA FOCUS

How you handle data today will determine your company's success tomorrow. Data is the indispensable basis for Gen AI, uncovers growth potential and strengthens the relationship with your customers. A 360° view of your customer data and an optimal data and analytics strategy are therefore essential. Do you want to know which data is relevant and how to get the best out of it? We'll show you.



**Do you have questions about our offer or would you like to know more about how we can support you in this context? Please feel free to contact us.**

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