



Sitecore Case Study:

energie**direct.nl** direct duidelijk



EnergieDirect – Using Sitecore’s Online Marketing Suite to deliver superior visitor experience

Summary

Energiedirect.nl is the biggest online energy supplier in the Netherlands and was the fastest growing energy company in 2010 (research conducted by GfK). With 200 employees energiedirect.nl is supplying energy to more than 500,000 consumers and businesses. As the name suggests, energiedirect.nl is focused on doing most of their business online.

Energiedirect.nl’s mission is to be the most promoted energy company in The Netherlands. They realize that to meet that goal, it is important to really satisfy their customers. By bringing a personalized online experience and providing excellent online services, Energiedirect.nl is aiming to exceed their customers’ expectations.

Energiedirect will be presenting their case study in person at Sitecore’s Digital Trendspot event in The Netherlands, in September 2011. For more information, please visit www.sitecore.nl/Trendspot.

Challenge

As an online energy supplier it is important to be very flexible and to reduce the time to market for new and innovative online services. Energiedirect.nl supplies energy – or as they call it, commodities. To differentiate from the other energy suppliers delivering excellent customer services is very important. On every touch point customers’ expectations should be met, or even better, be exceeded. To do so Energiedirect.nl wanted to have a better understanding of their customers’ behavior and to provide a more personalized experience.

Solution

Energiedirect.nl was already successfully using Sitecore as its web content management solution. They were eager to implement Sitecore’s Online Marketing Suite (OMS), in order to better understand and serve their customers.

Working with Sitecore partner, Redhotminute, Energiedirect.nl was able to implement the Online Marketing Suite in a short period of time. Redhotminute hereby shared their knowledge with the energiedirect.nl’s development team on how to best develop within OMS providing real flexibility.



EnergieDirect Site
www.energieirect.nl

energiedirect.nl direct duidelijk



“With the excellent effort from Redhotminute and the power of OMS, energiedirect.nl is now able to develop a customer service oriented platform to provide the best online service.”

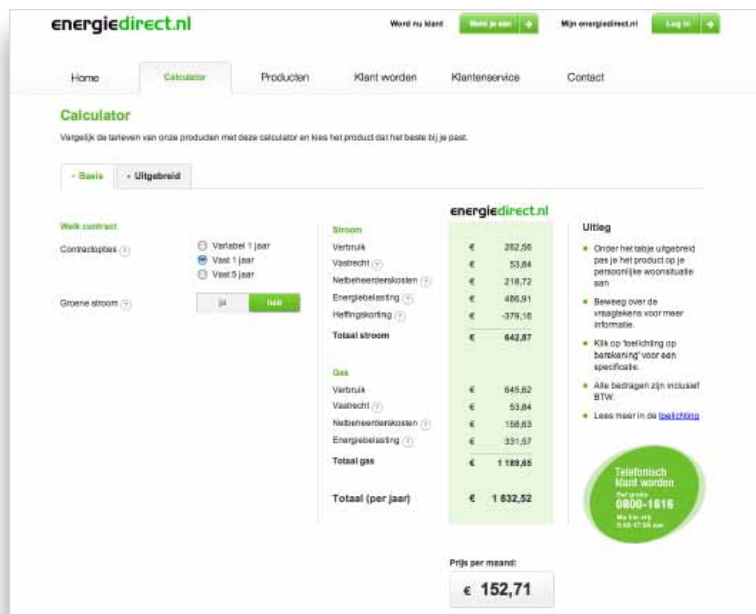
— **Damian Bott, Online Marketing Manager, Energiedirect.nl**

Result

Energiedirect.nl is now able to really engage website visitors and provide personalized online services. As the implementation is recent, the real results are still being measured. For Energiedirect.nl, the solution already brings better insights into their customers' online behavior. With Sitecore's OMS, Energiedirect.nl is able to engage site visitors with a personalized experience that improves conversions and delivers a superior visitor experience. Energiedirect.nl is now able to provide content based on visitor behavior, trigger personalized offers and calls to action and increase site stickiness with targeted content.

The first results give deep insight into the visitor experience and identify patterns which lead to conversion. Energiedirect.nl can now focus on the experiences that deliver the best results.

According to Damian Bott, Online Marketing Manager, Energiedirect.nl, “With the excellent effort from Redhotminute and the power of OMS, energiedirect.nl is now able to develop a customer service oriented platform to provide the best online service.”



The screenshot shows the 'energiedirect.nl' website's calculator interface. It features a navigation menu with 'Home', 'Calculator', 'Producten', 'Klant worden', 'Klantenservice', and 'Contact'. The main content area is titled 'Calculator' and includes a sub-header 'Vergelijk de tarieven van onze producten met deze calculator en kies het product dat het beste bij je past.' Below this, there are sections for 'Werk contract' (with options for 'Verleidelijk 1 jaar', 'Vast 1 jaar', and 'Vast 2 jaar'), 'Stroom' (with a table of costs), 'Gas' (with a table of costs), and 'Uitlog' (with a list of tips). A large green button at the bottom right displays the price per month: '€ 152,71'.

energiedirect.nl	
Verbruik	€ 252,00
Vastrecht	€ 53,84
Netbeheerskosten	€ 218,72
Energiebelasting	€ 406,51
Hetfngskorting	€ -379,16
Totaal stroom	€ 642,87
Gas	
Verbruik	€ 545,62
Vastrecht	€ 53,84
Netbeheerskosten	€ 158,83
Energiebelasting	€ 331,57
Totaal gas	€ 1.189,86
Totaal (per jaar)	€ 1.832,52

Prijs per maand:
€ 152,71

EnergieDirect Site

www.energiedirect.nl



Sitecore's Web Content Management System (CMS), portal and marketing automation software solutions enable companies to deliver compelling Web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore's industry leading flexibility and scalability allow companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies, utilize Sitecore solutions for their websites. These organizations have created and now manage more than 24,000 dynamic websites with Sitecore including ATP World Tour, Computer Associates, ISS, LEGO, Lloyd's of London, Microsoft, Omni Hotels, Sara Lee, Siemens, Thomas Cook and The Knot. Connect in the Sitecore Community to experience Sitecore's success and that of its customers, partners and developers.

Sitecore
www.sitecore.net

Energiedirect.nl
www.energiedirect.nl

Redhotminute
www.redhotminute.com