



CASE STUDY

# Creating Warmer Relationships for Energy Customers



Customer churn reduced by 20%

Cross-sell success improved by over 300%

Significantly reduced pressures on the call center and cost-to-serve

Medallia Experience Orchestration enhanced EnBW's ability to orchestrate relevant, individualized experiences at scale, taking the right action for every customer moment.

## Intent-Driven Customer Journeys

Having provided power for over one hundred years, EnBW is one of the largest energy suppliers in Europe. The emergence of new, nimble competition, an explosion of engagement channels, and tech meant that the energy market was evolving faster than ever. With an organizational focus on 'Customer Proximity' in a digital age, EnBW needed to adapt, therefore, partnered with Medallia and implemented Medallia Experience Orchestration (MXO) to satisfy its customers and minimize risk of employee attrition.

## A Big Challenge Ahead

EnBW sought to build positive and engaging relationships with its customers. EnBW suffered from common impediments of large organizations and its sheer size created departmental silos which did not allow information to be shared. This led to a spiraling cost-to-serve, operational inefficiencies, irrelevant customer messaging, and missed valuable upsell opportunities, leaving EnBW's most loyal customers feeling misunderstood and unknown.

The brand had various KPIs in its sights, but the ultimate goal was a significant boost to customer engagement - across all three major brands. To offer individualized service, EnBW partnered with Medallia to gain flexibility, responsiveness, and empathy to each customer's individual needs. With over 5.5 million customers and 20 thousand employees, delivering a one-size-fits-one-experience was no easy task.

## Powering a Customer-Led Solution

Supporting (and prioritizing) KPIs, MXO was mobilized within weeks to connect, understand, and communicate with millions of customers across EnBW's various brands and departmental divisions. MXO connected every single touchpoint, and for the very first time revealed a real-time, evolving view of every customer journey. Layering across and enriching existing EnBW tech, the customer-first approach powered a wide array of business capabilities, well beyond marketing.

Harnessing MXO's ability to orchestrate relevant, individualized experiences - EnBW could manage end-to-end customer experiences at scale, taking the right action for every customer moment by:

- Gathering all available context for each customer allowing EnBW to understand customer intent across every touchpoint at any given moment
- Identifying failed experiences in real-time triggering the business to step in and provide the 'next best conversation' to serve highly relevant experiences, driving down cost-to-serve regardless the channel of engagement
- Extending customer-centric cross-sell offers at the most opportune time eradicating tone deaf sales efforts, improving sales effectiveness, and supporting wide-reaching business growth
- Detecting churn signals in real-time to target customers with hyper-personalized actions designed to increase loyalty

The program exceeded targets in other areas of the business, delivering value across its three brands:

---

Customer churn reduced by 20%

---

Cross-sell success improved by over 300%

---

Significantly reduced pressures on the call center and cost-to-serve

## Deep Impact

In less than six months, EnBW was able to shift from its 'one message to all' approach to individualized, next best conversations - resulting in an incredible 60% uplift in customer engagement.

By capturing and harnessing new and evolving customer intent, EnBW enriched the data in their customer profiles. This information was priceless, allowing the business to better understand, focus on, and orchestrate for, customer needs.

Medallia was key in EnBW's transformation into a customer-led enterprise. Using MXO, EnBW increased engagement, built long-term trust, and is no longer siloed by departmental goals making its 'Customer Proximity' philosophy a meaningful reality.

We'd love to tell you more about how Medallia Experience Orchestration is helping our other clients:

[Request a Demo →](#)

### About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://www.medallia.com)