Case Study
WATT+VOLT

CASE STUDY

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WATT+VOLT lead the charge with bespoke SuiteCRM solution

CUSTOMER NAME:
WATT+VOLT

CUSTOMER DETAILS:
Maroussi, Greece

ORGANISATION TYPE:
Utilities Company

EMPLOYEES:
200+ Employees

PROJECT GOALS:

- Single customer repository resulting in better contact and relationship management

- Increased efficiency by automating key business processes and data integration workflows

- Enhanced reporting due to single customer and operations database

Managing Programmes Seamlessly with SuiteCRM

WATT+VOLT are a rapidly growing and profitable Greek company providing integrated electricity and gas services. They are continuously innovating and developing to adapt to the new needs arising internationally in the Energy sector. As part of a major IT transformation initiative, WATT+VOLT required an easy-to-adapt CRM platform that could scale with them as they themselves grow but more importantly, allow them to enhance their customer relationships.

The Challenge

WATT+VOLT required a CRM system which allowed for a 360-degree view of their customers interactions across multiple channels & systems thus providing single point of reference for users whilst also improving communication and visibility between departments. The CRM system would support WATT+VOLT in streamlining the current processes involved in the day-to-day operations of the business and was seen as a crucial tool to efficiently manage these with a long-term goal of being able to scale with the business' substantial growth.

"For WATT+VOLT, the success of introducing SuiteCRM as our enterprise CRM can be attributed to various factors, including product flexibility, fit to our needs and agile project execution but, foremost, on the SuiteCRM team's strong commitment to share and transfer their deep product knowledge with us"

KOSTAS PETROU, CIO

Key Problem Solved

The SuiteCRM team worked with WATT+VOLT facilitating discovery workshops with the key stakeholders. Once the requirements were defined as User Stories and Acceptance Criteria, the team began developing the key functionality required for each functional area.

- **Centralised System:** Created a single repository for all Customer details and communication across all WATT+VOLT departments with adapted permission levels and custom layouts by field value and permission level.

- **Ticketing System:** Implemented a single system for the streamlining of Customer Case Management, whereby information can be passed along in a workflow manner, in order to avoid silos or bottlenecks.

- **Integrated Solution:** WATT+VOLT required a solution that would easily integrate with other enterprise systems such as telephony and billing systems so that data items such as invoices populate automatically from their billing system into the CRM solution thus enhancing data integration and harmonization.

- **Validation:** The SuiteCRM team provided custom checks such as VAT number validation to validate user input, authenticate customers and enhance data accuracy for implemented workflows.

- **Scalable & Maintainable to meet Future Needs:** The SuiteCRM team partnered with WATT+VOLT's internal IT development teams to train and mentor them on how to configure the system as well as how to modify the solution to meet their future needs.

WATT+VOLT now have a CRM system which is tailored to their unique requirements and delivers strategic benefits.

About SuiteCRM

SuiteCRM is the world's most popular open-source CRM, with over 1.7 million downloads and an estimated 5.8 million users worldwide.

It offers a cost-effective, flexible platform that helps organisations manage relationships and automate processes across sales, marketing, service, and reporting.

As the developers behind SuiteCRM, we specialise in delivering bespoke solutions and professional, end-to-end services. For organisations seeking additional assurance, we offer SuiteASSURED - a fully supported, secure version of SuiteCRM with a comprehensive total care package.

To learn more or schedule a personalised demo, visit: **www.suitecrm.com**