



# Case Study: Electrabel GDF Suez

Uses Showpad To Increase

Sales Efficiency by 25%

The logo for Electrabel GDF Suez is displayed on a white rectangular background. The word "Electrabel" is written in a large, bold, blue, sans-serif font. Below it, the words "GDF SUEZ" are written in a smaller, blue, sans-serif font. A thin, horizontal blue line is positioned directly beneath the "GDF SUEZ" text.

Showpad. Sales made easy.

# Setting up a Mobile Digital Office at Electrabel GDF SUEZ

## About Electrabel GDF Suez

Electrabel is part of GDF SUEZ, a world leader in energy and the environment. The company is active in the production of electricity and in the selling of electricity, natural gas and energy services to retail and business customers. Electrabel is number one on the Belgian market and employs about 5400 people.

The group GDF Suez is active in almost 70 countries across the globe, and reached EUR 97 billion revenue in 2012.

## What Electrabel needed

Due to the fast evolving energy market situation, Electrabel reorganized its sales department. The goal? Increase efficiency of the sales organization by 25%, resulting in more and better sales visits, and ultimately reaching the ambitious sales targets. This goal called for an innovative solution, and the Digital Mobile Office for account managers was born.

Electrabel was looking for a cost-effective solution to:

- extend the interaction with the customer,
- bring a uniformed and structured message to the customer,
- reduce preparation time and office visits,
- improve communication.



## Results

- ✓ 25% time saved
- ✓ 5 extra visits per rep/week
- ✓ 67% reps presented more products
- ✓ 41% reps sold additional products or services
- ✓ 5 month payback period

## What Electrabel did

Electrabel set up a program to use tablets with Showpad as the app to access their digital content library, centrally managed by marketing. This “develop once, use many times” approach helped to create coherence and maintain quality in the sales speeches the account managers deliver. New content is regularly pushed to the tablets by marketing, keeping all sales material up-to-date, everywhere.

For this innovative project, Electrabel gave a small, dedicated project team a mandate and a deadline; thereby creating a “start-up company” way of working that generated results fast.

The solution and project proved to be easy to copy, as other business lines share the challenge of creating a better presence in the field whilst keeping the budget under control.

## Results and Numbers

### Internal efficiency:

- 25% time saved, resulting in 5 additional customer visits on average per account manager per week
- low startup fee - short 5 month payback period
- NPV (net present value) of EUR 4000 per account manager over 3 years
- 345kg less CO2 emissions per account manager each year
- 2300 sheets of paper printed less per account manager each year

### Sales impact:

- 58% of the account managers report easier contract negotiations.
- 16% of contracts positively impacted
- 41% of the account managers report selling more additional products and services
- 13% of sales visits more successful
- 67% of the account managers present additional products and services than initially foreseen before the meeting
- 25% of sales visits conducted with additional products and services presented

“Implementation is easy and can be adapted to each country or business line. The solution can re-use existing content, which reduces costs and increases time to market, resulting in an overall profitability.”

Hendrik Van Asbroeck  
Manager Sales BeLux



## Why Electrabel likes Showpad

- **Short time to market:** Showpad is an app readily available on the Internet, avoiding long and expensive in-house developments.
- **Electrabel sales approach:** the app can be customized and personalized in order to perfectly suit the specific sales approach of the account managers at Electrabel
- **Flexible and transparent cost:** the use of Showpad is based on a monthly fixed fee per user license, including all maintenance and upgrade costs, and providing full flexibility to increase or decrease the amount of users without loss on investments.
- **“Develop once, use many times”:** the marketing department creates and manages the content, and puts it at the disposal of the sales reps through their tablets. The content is locked for changes.
- **Always up to date, everywhere:** content updates are pushed to the tablets via mobile 3G or Wi-Fi connection, ensuring sales content is always up-to-date.
- **The best sales speech in class:** The Showpad online platform lets you monitor the usage of the sales content. This way, the marketing department can take targeted actions knowing what content is used and what isn't. Account Managers can then be coached accordingly.
- **Paperless customer visits:** The digitalization of the printed sales brochures reduces Electrabel's ecological footprint, facilitates distribution of the content and reduces printing costs.

