



Lyse Energi AS
Stavanger, Norway
www.lyse.no

Industry:

Utilities
Communications

Annual Revenue:

US\$693.453 million

Employees:

783

Oracle Products & Services:

Oracle Database
Siebel CRM
Siebel CRM Call Center
Siebel eMarketing
Oracle Communications EAI
Manager
Oracle Fusion Middleware
Oracle Integration and Enterprise
Service Bus
Oracle BPEL Process Manager
Oracle Web Services Manager

“It is incredibly important for Lyse to have a scalable architecture. With Oracle, we went from one server to 12 without any problem, and we can house all our customer and transaction data in a single system.” – Jone Voll Joakimsen, System Owner CMR/BI, Lyse Energi AS

Lyse Energi AS Grows From Energy Supplier to Multi-Channel Service Provider and Increases Sales by 34%

Lyse Energi AS is an energy and communications business responsible for infrastructure construction and operations as well as production and sales. The company offers electricity, natural gas, heat, and cooling services, as well as mobile telephony, broadband IP-TV, voice over internet protocol, and alarm products. Lyse is also responsible for the building and operation of large energy plants.

Challenges

- Grow from the utilities sector into the telecommunications sector by introducing new telecommunications products and gaining new customers and partners
- Organize necessary support functions to streamline order processing and product delivery processes
- Optimize dialogue with customers in connection with sales and services using a robust, scalable customer relationship management (CRM) infrastructure

Solution

- Increased order capacity and grew total sales by 34% from 2007 to 2008 without increasing staff
- Reduced the number of infrastructure-related inquiries to customer service by 10%
- Minimized the need for training and first-line support, reduced staff intervention in the order-to-assets process by 25%, and slashed the order-to-delivery time for mobile customers by 20%
- Improved communication with customers and provided greater sales support by integrating infrastructure and consolidating five interfaces into a single customer interface
- Doubled the number of industry partners without a corresponding increase in relevant resources thanks to efficient order processing and online services
- Routed all telecommunications customer orders through a multivertical Siebel CRM ensuring that all data, correspondence, documents, and short message service (SMS) messages to and from the customer are available to case processors and sales staff
- Enabled customers to send and receive information through numerous communication channels, including SMS, letter, computer-telephony integration, user self-care on the internet, and developed a closed intranet for partners