



Southwest Gas Corporation with PositiveEdge Solutions on Microsoft Dynamics CRM



SOUTHWEST GAS CORPORATION



PositiveEdge Solutions facilitates Southwest Gas Corporation (SWG) to leverage Microsoft Dynamics CRM in enhancing their present and upcoming business undertakings in sales and marketing sectors. We have carefully selected specialized and highly trained personnel in achieving this divergent Microsoft Dynamics solution.

COMPANY INTRODUCTION

Southwest Gas Corporation (SWG) is one of the esteemed publically traded companies; engaged in business of purchasing, distributing and transporting natural gas service. Their business wide spreads to more than 1.8 million residential, commercial and industrial customers across Arizona, Nevada, and several other parts of northeastern and southeastern California. Southwest Gas Corporation engages approximately 2,200 employees.



Company's strategic endeavor is the development of natural gas production and reserves.

As part of corporate approach, SWG believes in accomplishing the below fundamental principles:

- Acquire gas properties that give them maximum working interest and operational control
- Amplify value of their properties by improving production while regulating costs
- Persistent focus on operational units located at an extensive stretch in United States
- Engage highly skilled and experienced team of land men and engineers

BUSINESS CHALLENGES

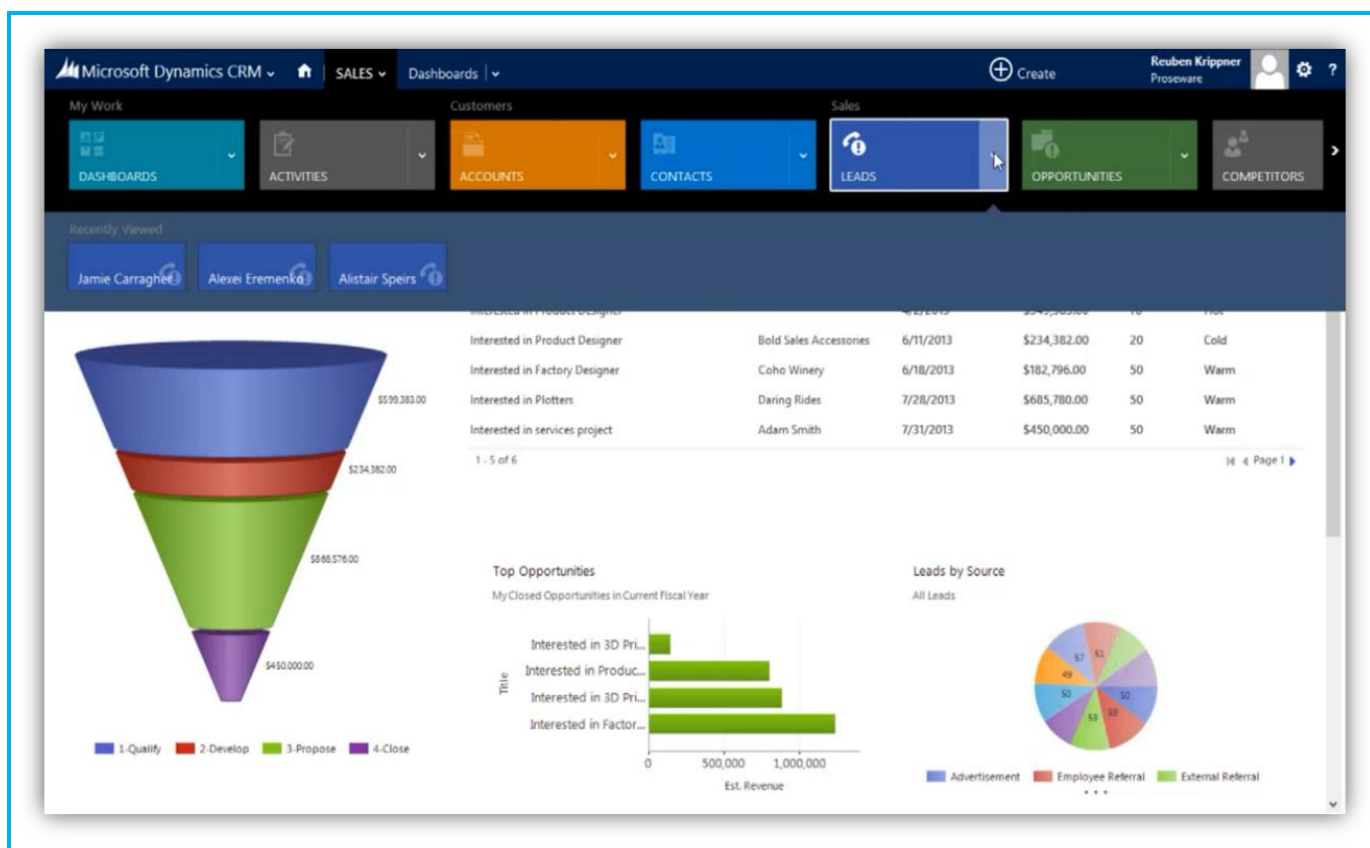
Potential businesses confront varied opportunities that demand different solutions. Recognizing and acknowledging them with the best approach becomes important for a continued growth.

Being a regulated utility, SWG primarily serves gas, electricity and green energy options to a wide range of metropolitan at United States. SWG acquires natural gas and through distribution channels, provisions it to its valued customers. Consumers have an option of purchasing gas either for domestic or commercial purpose.

Some of the key SWG's business needs that were addressed by PositiveEdge Solutions were:

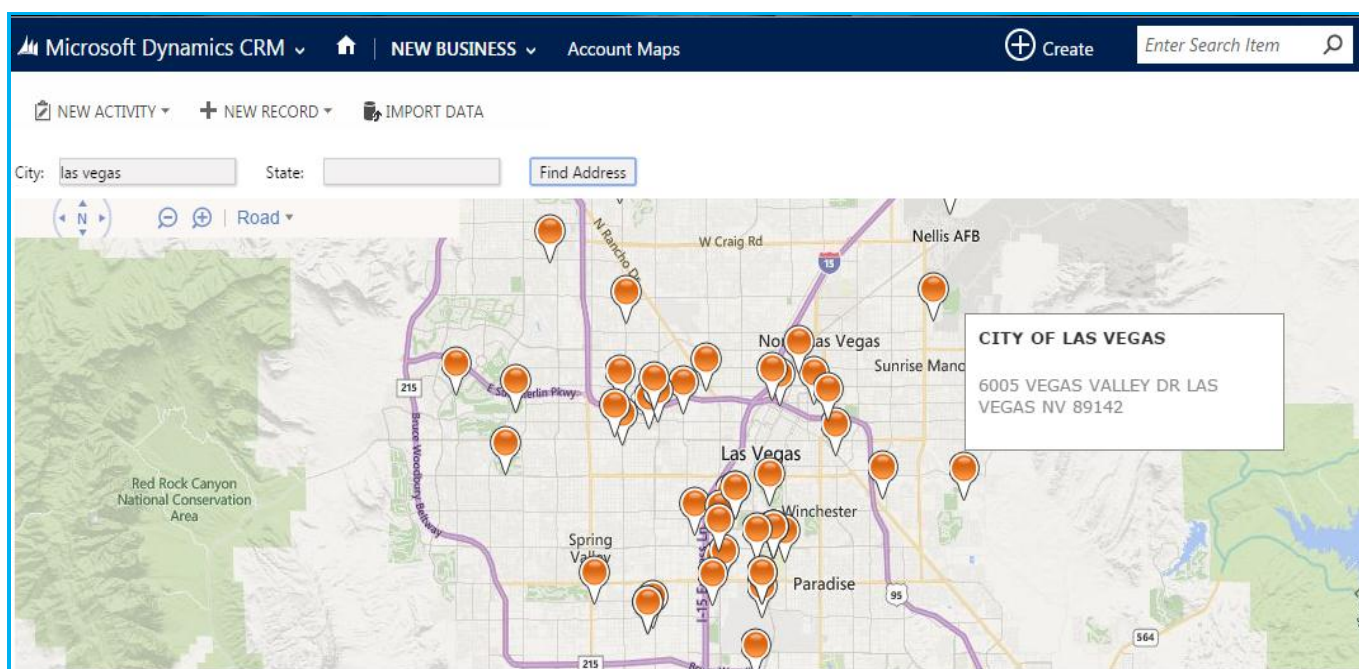
- Standardization of repository design to accommodate information for all accounts and contacts
- Accumulating all of customer communications across multiple channels and creating deeper customer insights using interactive dashboards and scorecards
 - Since every interaction at all times with the customer gives new information, capturing all of it in one place makes things easier and simpler. Therefore, the need of introducing the concept of historical view of customer interactions, account/ contact activity was introduced
- Need for mobile strategy integrated with core CRM system
 - Usage of mobile devices such as phones, tablets and laptops have put consumer's life at ease. The customer can now connect from anywhere, anytime with just a single click to get up-to-date information on the area of his interest within SWG and also enabling SWG sales & Marketing team to serve its customers across multiple channels of their choice.
- Support promotions and rebates to a wider range of residential and commercial customers with deeper social media interactions like LinkedIn and Facebook
 - It's a privilege for the customers to take advantage of rebates which reduce their investments for energy efficiency & improvements. Therefore, PositiveEdge Solutions has come out with a model which will give an ability to link customers to trade allies (and vice versa) using an application named **'Insideview'** that connects to social media such as LinkedIn and Facebook
- Energy management
 - For the SWG project team to analyze and prioritize their outgrowing demand, it was important to first delineate their potential sectors of turnovers as Commercial and Residential as a part of new CRM solution

- Reporting – currently, reporting is a manual processes and is extensively dependent on spreadsheets with no single source of truth. The new CRM solution must support role based reporting, enabling predictive analytics
 - In order to meet certain reporting needs with ease, designing ad-hoc reports (downloadable as MS Excel, PDF and MS Word) to analyze business insights was important to SWG. This opportunity was taken up with high precedence by PositiveEdge ensuring rich set of data security



- To control and secure the system, SWG felt the need of having an ability to manage changes based on Internal and External Environmental factors. This need was successfully sufficed by PositiveEdge Solutions by developing a solution which was readily accepted by SWG

- For the ability of achieving graphical mapping display of contact and account information;
 - PES has designed a user friendly solution with simplified implementation and maintenance. It is extremely customizable for medium-to-large enterprise-sized workforce



PositiveEdge's CRM Solutions

THE SOLUTION:

PositiveEdge Solutions has successfully implemented Microsoft Dynamics CRM to address the business needs of Southwest Gas Corporation. The Online solution of MS CRM is federated with Office 365 services and is accessible through multiple mobile devices. Well-designed Reports and Dashboards are formalized leveraging dynamic analytical tool for powerful data visualization and real-time results of SWG's sales.

BENEFITS:

SWG achieved significant tangible benefits with the Dynamic CRM online solution implemented by PES:

- Manage leads and opportunities to generate prospective business clientele
- Provide with one place solution pitch to keep all of customer information
- Manage all aspects of account and activities for an amazing customer experience
- Graphical mapping with proven track record of existing or new accounts
- Access to CRM solution through any web-enabled devices such as laptops, tablets and mobile phones
- Streamline solution for marketing operations, planning, executions and analytics across varied channels such as digital, social and traditional
- Predict customer behavior and facilitate targeted marketing campaign
- Generate analytics on campaign initiatives to determine an insight into return on marketing investment for each campaign
- Provide flexibility to adapt to regulatory changes and evolve new business processes
- Ready availability of detailed understanding on demographics, geographic, contractual and customer interaction information

DASHBOARD AND REPORTING

- Personalized data views, dashboards and navigations
- Import and export of Microsoft Office Excel spreadsheets in real-time
- Use built-in traditional and customizable reports with Report Wizard
- Track and quantify opportunity pipeline and set goals to the organization, business units, teams and individuals
- Use of inline visualizations of Key Performance Indicators (KPI) as they help to increase productivity and profitability

PES CRM SOLUTION - KEY FEATURES

- Assess the profitability of customers and determine their lifetime values
- CRM solution enables client analysis and forecasts future customer demands. This in turn helps the energy companies to make more informed capital investments and infrastructure upgrade decisions
- Improved Employee Productivity - by automating mundane tasks, employees are more productive while business processes such as dispatching field technicians, handling overdue payments, or promoting new services are handled more efficiently
- Solution enables leading power and utility companies in segmenting customers for collections, service calls, and infrastructure monitoring to predict potential power failures

Why PES?

BETTER CUSTOMER INSIGHT –

PES helps Energy; Utility and Service organizations to gain a better understanding of their customers through Customer Data Integration (CDI) and Master Data Management (MDM) solutions. Ensuring content consolidation/transformation and data governance and stewardship further reinforces our solutions.

EFFICIENT AND SCALABLE SOLUTION –

PES customer-centric approach helps Energy; Utility and Services organizations design and execute CRM solutions effectively and at optimal costs. It is achieved by employing best practices-based business process and leveraging domain expertise gained over years of successful CRM implementations.

CUSTOMER RETENTION AND REVENUE ENHANCEMENT –

PES customer-centric solution design addresses the needs and challenges related to customer and loyalty management solutions. We leverage new channels, including partner channels, customer self-service channels with full service offerings, integrating with legacy business application improving ROI on technology investments and reducing TCO

MOBILE AND SOCIAL MEDIA PLATFORMS –

Mobile and Social media platforms are essential for business survival and are integral part of strategic business plan. Organizations are taking first steps towards building the next- generation customer management solution platform. They are investing in technology that supports all multi, mobile and social media channels. The need to gain customer insight is critical, enabling organizations to communicate and assist on a more personal level. What better way to accomplish this need than through PositiveEdge Solutions coupled with social media and Microsoft Dynamic CRM combined.

The PositiveEdge Solutions Advantage

OUR ENERGY UTILITIES AND SERVICES - CRM OFFERINGS INCLUDE:

Highly Experienced and specialized resources from leading engineering and management schools and industry experts have been chosen for implementing this solution. We gratify bright and ambitious minds to work with us.

PositiveEdge provides a complete range of service offerings, including business and technology consulting, customer operations strategy, CRM road map definition, package evaluation, implementations, upgrades, rollouts, support and maintenance.

Our competent team also delivers pre-built solutions on specific industry verticals, frameworks, methodologies and templates that can reduce the project execution cost by 15% - 20%. Furthermore, we have accelerated our excellence in Energy Utility and Services along with successful execution of large and business critical engagements in Utility & Energy sector.

THE RESULTS

PositiveEdge has successfully deployed a comprehensive Microsoft Dynamic CRM solution for one of our best valued customer – Southwest Gas Corporation.

SWG with custom features; is now a very convenient centralized system that incorporates all of the aforesaid business challenges.

Today, Southwest Gas has a highly sophisticated and functional CRM application that allows them to track, monitor and increase sales, marketing which is apt with consumer energy consumption.

With the efficiency of maximizing their performance and achieve their vision, SWG has been able to implement technology prominently. This has helped them to improve their productivity and competency. They are one of the high-performance businesses across well-known geographical areas of United States.

Implementation of Microsoft Dynamics CRM caters to a comprehensive view of functionalities across varied sectors. With its elementary feature of high flexibility and powerful CRM solution, CRM business personnel can easily manage configuration of products on different industry and processes.

Connect | Contact Information



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