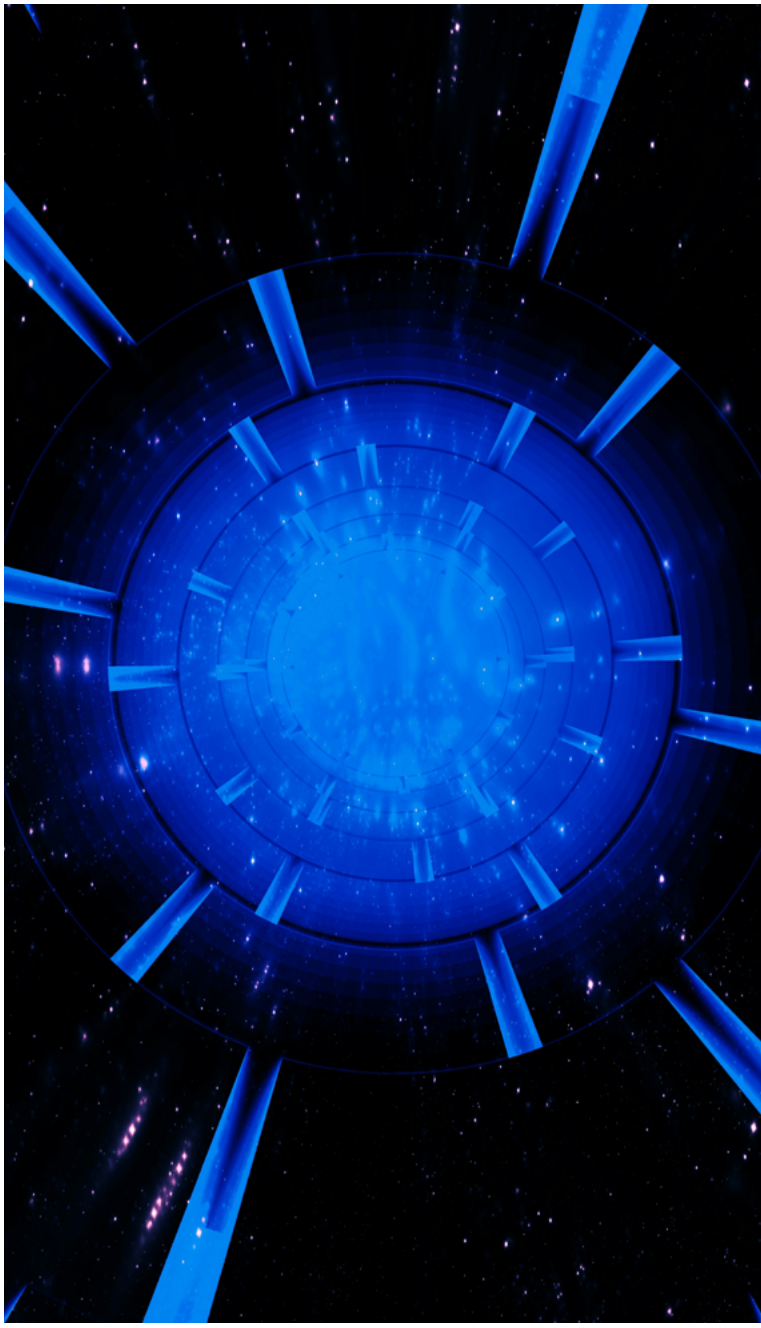
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Case Study

Eni gas e luce and Doxee: 360° digitalization

Eni gas e luce

Eni gas e luce is a company founded in July 2017 and 100% controlled by Eni SpA for the retail and business **market of gas, electricity, and energy solutions**. The company is the market leader for the residential and business market, and it has **more than 9 million customers in Europe**. In addition to Italy, the company operates in **6 countries in Europe**, with **1,600 employees**.



Today, the company serves as a partner for its customers that is able to support them in choosing the innovative products and services best suited to their needs, with the goal of enabling all of their customers to use energy more efficiently.

Consuming the right amount, avoiding waste, providing a quality service, transparency, and reliability, with innovative solutions tailored to the customer... these are the values that inspire Eni gas e luce every day. Not surprisingly, their mission statement is:

“We work together with passion and courage to transform the relationship between the person and energy, so that everyone can use it better to use less of it.”

The needs and the collaboration with Doxee

Eni gas e luce has always been a digital organization, open to innovation, ideas, and new technologies for improving the entire customer journey and optimizing the use of energy.

With these objectives in mind, **Eni gas e luce has entered into a collaboration with Doxee**, a hi-tech cloud company that has always worked alongside companies to offer innovative tools capable of creating and distributing effective and engaging digital communications.



Specifically, the needs of Eni gas e luce were to:

- Create post-billing and credit **communication services** for consumer customers;
- Enrich the **digitization process of its customer** base with innovative and interactive back-end services;
- Communicate digitally and more **effectively** with customers;
- Reduce the use of paper;
- Increase and encourage digital payments.

Why Doxee?

Doxee is the ideal supplier to meet the needs of Eni gas e luce, which adopts all three Doxee product lines. Why? Doxee starts with billing, payment, reporting, and contract data and processes it through the Doxee Platform®, a cloud technology platform through which products are delivered.

In 2018, the digitization journey began on a cluster of 50,000 residential customers with paper and email bills. The initiative included the creation of an interactive bill (Bolletta Smart), through **Doxee Platform**, with which to lead the customer to choose a digital relationship. The initiative was immediately successful, so it was decided to extend it to a much larger cluster of customers.

In May 2020, the Smart Bill was extended to all customers' digital addresses, reaching a **digital customer index of over 30%**.



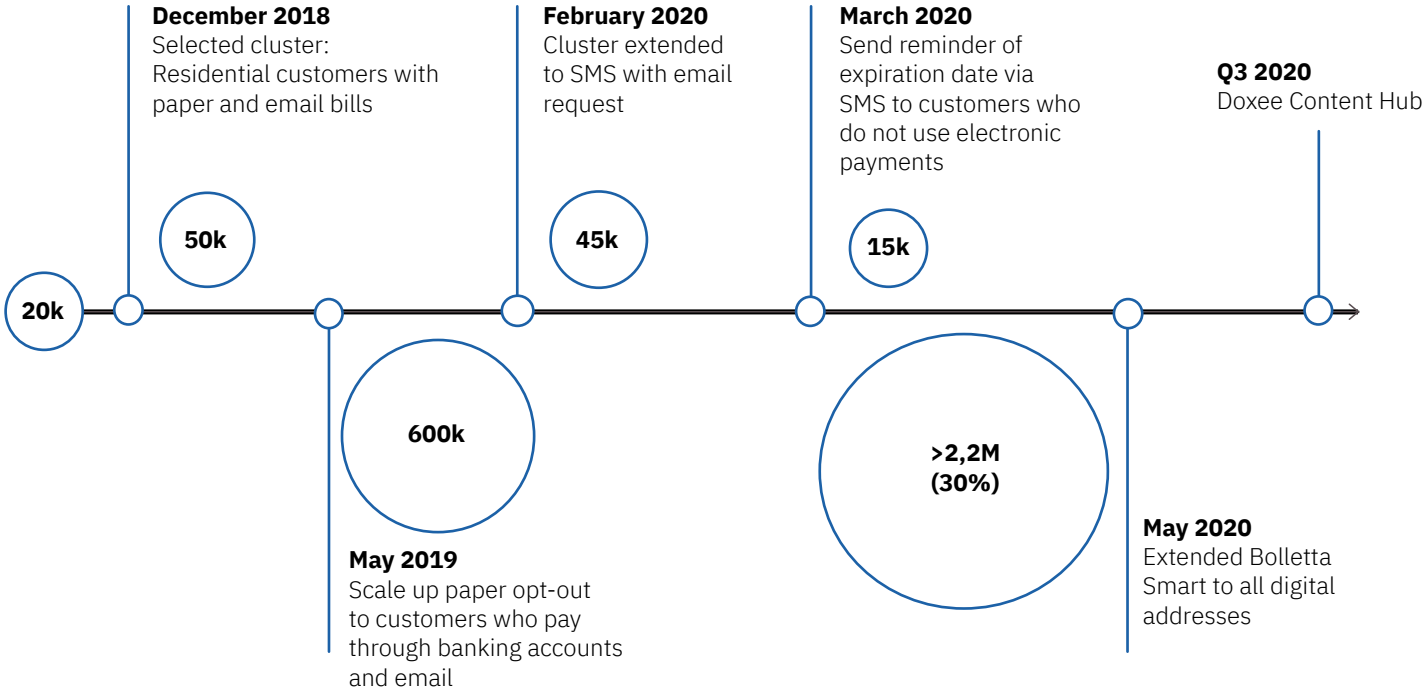
The communication also mentioned further digitization activities based on Doxee services, including:

- In February 2020, a campaign to enrich customer registries was issued by sending an SMS to a segment of customers (about 45,000 customers) to ask them to associate their email address, using the Smart Bill as a key form of communication;
- In March 2020, a pilot was also carried out for non-domiciled customers, for which the Smart Bill will be associated with the sending of SMS reminders of the due date to customers, directing them to the digital payment experience.

From the results of these pilots, it was decided that in Q2 of 2021, the Smart Bill service will also be extended to customers who are not yet digital, both in the bill receipt mode and in the payment mode, with the aim of **stimulating and guiding them towards digitalization**.

Each cluster has a distinct journey and each customer has the right to change the bill reception mode, at any time, on traditional contact channels.

The road to digitalization



Doxee Platform for Eni gas e luce

Together with Eni gas e luce, Doxee has developed the **"Bolletta Smart"** (Smart bill) based on **Doxee Pweb® technology**, which allows the customer to be involved in a digital and interactive experience in line with Eni gas e luce's digital transformation strategies.

Doxee Pweb® is the Doxee interactive experience product dedicated to the production and distribution of personalized micro-sites, based on customer data. It enables personalization with maximum flexibility and according to the variables of the recipient, virtually every aspect of the micro-site, from content to navigation.

How does it work?

Every Eni gas e luce customer receives a **personalized URL** (called PURL) that is linked to individual content and allows each customer to access their Smart Bill.

The data and information of the bill, which can often be complex and difficult to present to the customer, are thus exposed in a **personalized micro-site**, in an immediate and understandable form.

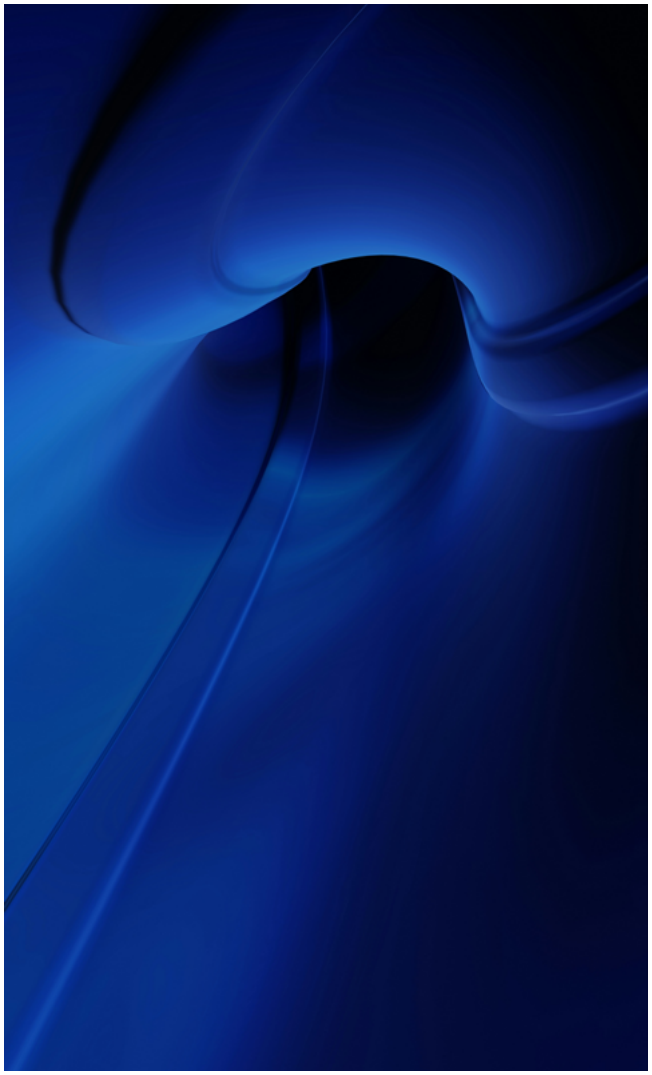
Thanks to features such as interactive graphs and navigable and filterable tables, it is possible to offer customers an interactive way to explore and represent their data, but also to obtain information in a transparent and engaging way.

In fact, thanks to Doxee Pweb®, the Smart Bill exposes the customer to countless interactive services, such as:

- **Self-reading of the bill**
- **Consultation of consumption metrics through graphs**
- **Making digital payments**
- **Activating online direct debit**
- **Saving deadlines in the customer's own calendar**

In addition to the customer advantages, it also opens up a range of possible **commercial initiatives**. **The Smart Bill makes it possible to carry out customer loyalty activities** for Eni gas e luce, thanks to the possibility of creating and displaying targeted and personalized content that really interests the customer.

And that's not all: Doxee Pweb® offers countless tools for **monitoring and reporting** that allow clients to learn more about how customers interact with your Smart Bill. With **behavioral analytics tools**, you can track every interaction, action, and all other useful KPIs to find out if your personalized content is performing as you expect. The data is presented clearly and immediately with dashboards and reports.



Doxee document experience and the road to digitization

Eni gas e luce has decided to rely on Doxee and the **Doxee document experience** product for producing multi-channel communications in the appropriate formats, such as:

- Printing and delivery: alimentazione parametrica, with balanced production volumes, for selected printing and delivery providers;
- Web publishing (customer area and app);
- Publication from customer care.

Some aspects are characteristic of the Doxee document experience services available to Eni gas e luce:

- **Flexibility and speed** in the management of digital channels (email, sms) according to customer targets;
- **Integration with campaign manager** (GenialBill project): In each invoice issue, commercial communication is personalized for each customer and aligned with current campaigns;
- **Scalability of production** to manage peak volumes of communications, thanks to a cloud-based service infrastructure, a guarantee of quality.

Doxee paperless experience for Eni gas e luce

Doxee provides **production and storage of active electronic invoices** to the Interchange System (SdI) and monitoring for different types of customers, B2B, B2C and B2G.
Doxee supports Eni gas e luce systems with electronic invoices in XML - SdI and PDF format, integrating the different invoicing systems and normalizing production processes.

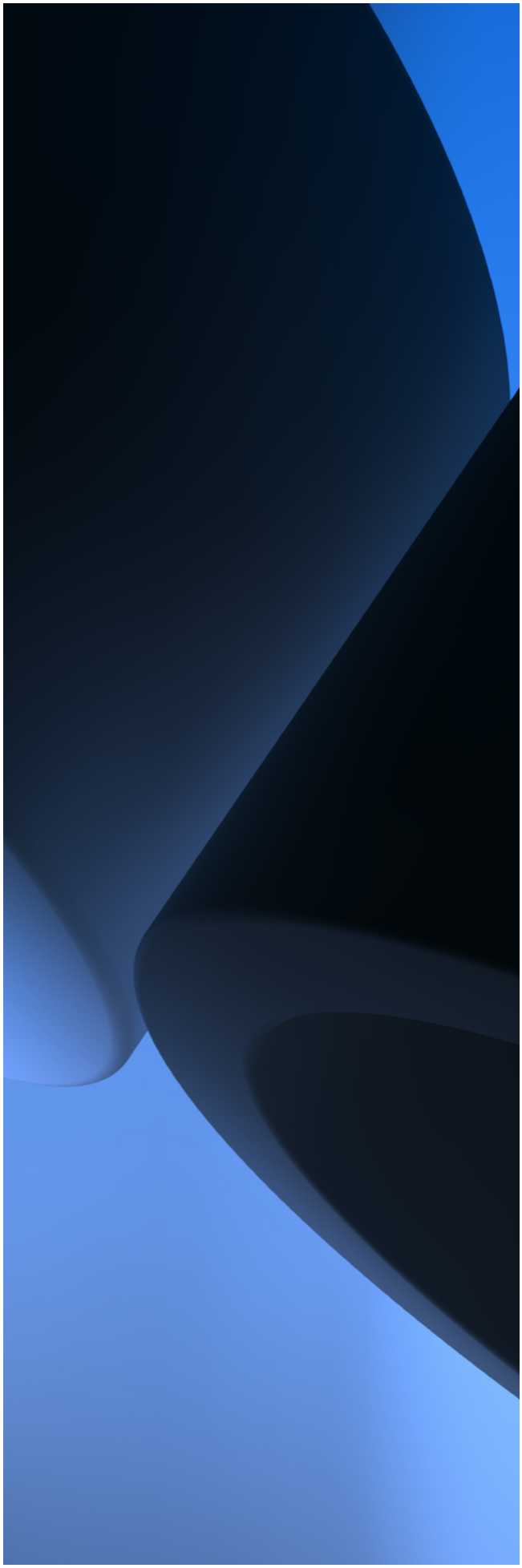
Doxee provides Eni gas e luce with **web portals for managing electronic invoices that are discarded**, thus allowing maximum flexibility and autonomy in the timely management of the life cycle of the electronic invoice issued.

More digitization for Eni gas e luce

Thanks to the use and implementation of Doxee products, Eni gas e luce has been able to increase the **digitalization of its customer base** and therefore improve the **customer experience, creating lasting and valuable relationships** with its customers.

The main benefits of digitizing the user base:

- **Reduced calls to the call-center,** thanks to preventive effective digital communication;
- Opening a **new digital channel (Smart Bill)** for campaigns aimed at marketing new services;
- **Cost savings and efficiency**, exploiting architecture synergies, organizational and process rationalization, and simplification;
- **Accelerate the digitization** of processes and innovation in communication with customers;
- **Reduced time to market** for the payment of invoices and decreased credit risk.



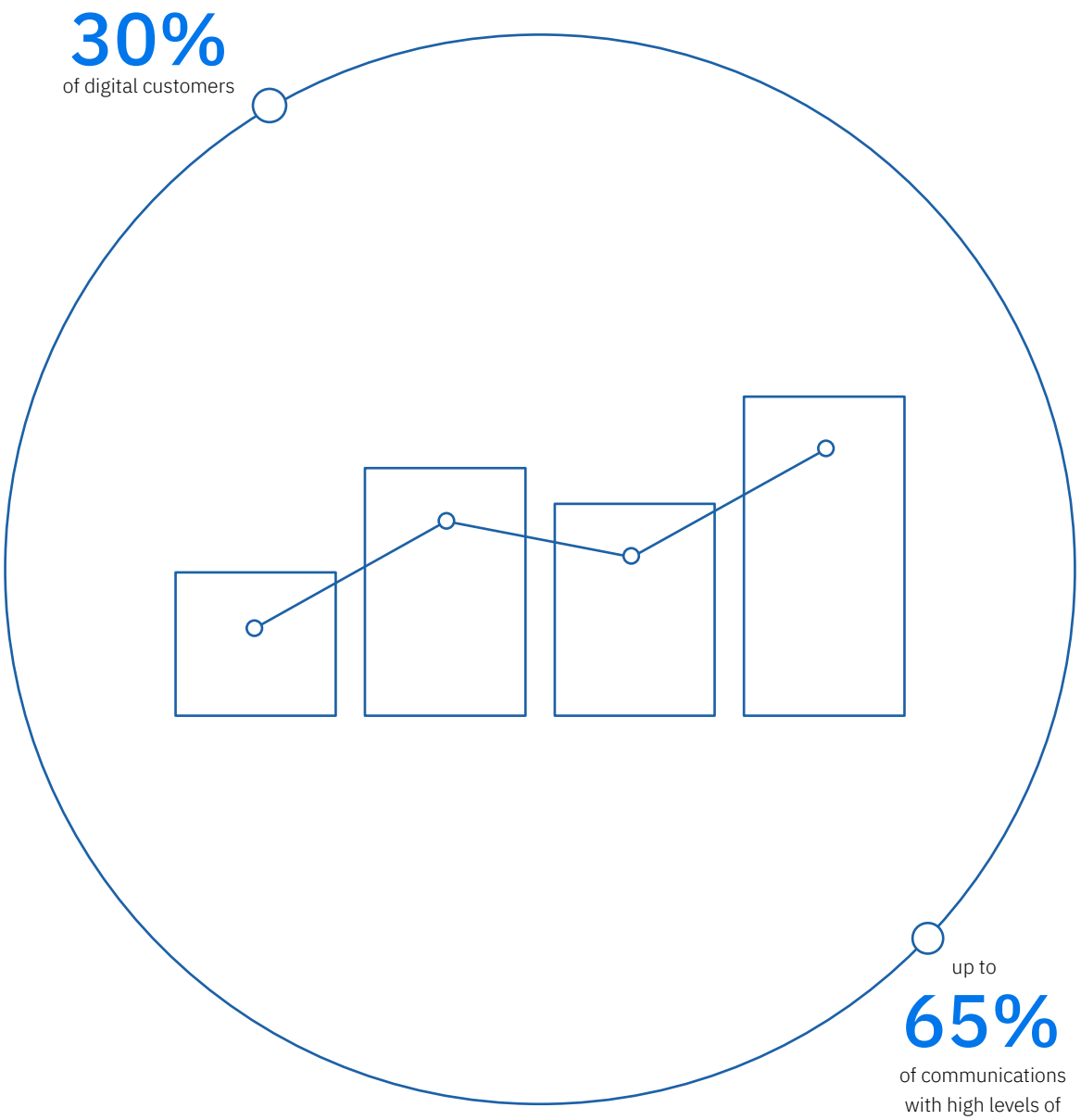
Results

Doxee products have enabled Eni gas e luce to transform communication processes through **digital transformation**, moving from mandatory communications to **new digital experiences**.

The digitization path, which will be expanding during 2021, has made it possible to go from 15% to about 30% of digital customers in 24 months.

During the contingency phase, in the first half of 2020, high levels of digitization were achieved for credit processes, up to 65% of communications.

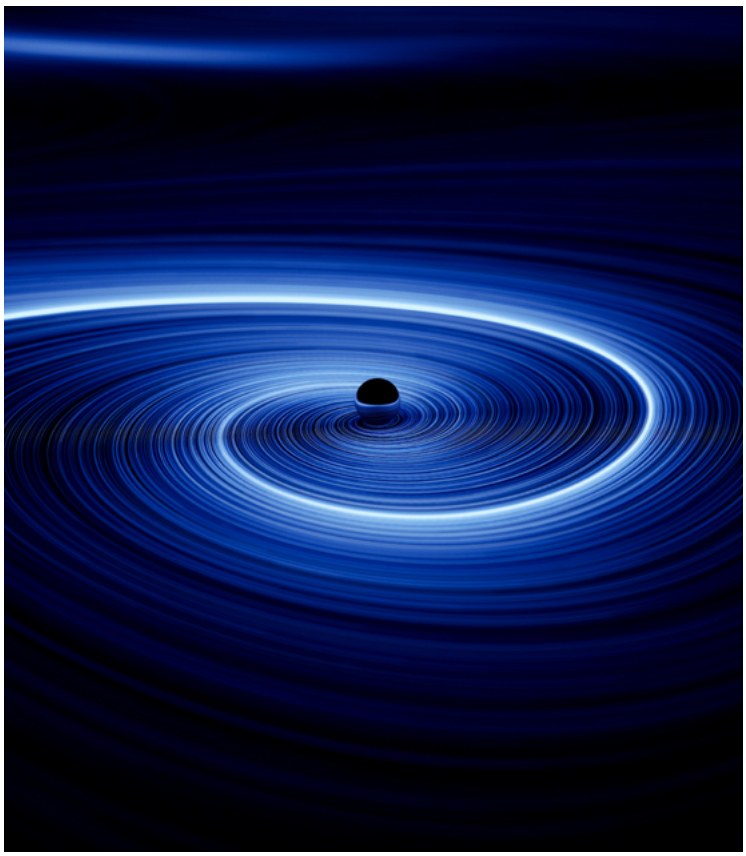
Thanks to the proprietary cloud platform that can be integrated into any ecosystem, Doxee provides ideas, development, and support, for a **360° service**, aimed at **anticipating customer requests** and trends and **promoting innovation of processes** and communications.



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Connect with the leader in cloud-based customer experience

At Doxee, we revolutionize the customer experience with innovative technologies that help businesses communicate and interact with their customers more effectively, creating strong relationships that lead to lasting business growth. Our cloud products dedicated to CCM, Digital Customer Experience, and Paperless offer our customers and partners a comprehensive and integrated set of applications that fully support their customer journey.



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