

"Scient helped us think through and then bring to life a complete eBusiness vision. In particular, Scient helped match our overall strategic objectives with a tactical way to get there." spokesperson for Vectren

Vectren



situation

Vectren Corporation, a growing energy and technology solutions provider in the Midwest, engaged Scient to find ways to create and enhance its relationships with its customers. Vectren saw eBusiness as an opportunity to merge its recognized regional brands into one, find efficiency savings in a strong web channel, and to reach into new markets. Their online presence at the beginning of the engagement was essentially brochureware that supported minimal customer interaction.

solution

Vectren partnered with Scient to define its overall eBusiness Strategy. After conducting many interviews, performing deep immersive research, assessing the competitive landscape, and building cost/benefit models, Scient provided several regulated and non-regulated recommendations -- among them that Vectren "eEnable" its utility energy delivery organizations.

Scient designed and rapidly built the eEnablement platform through its Engineer Acceleration Center (EAC) in less than 6 months; the EAC used disciplined processes, reuse, and project management rigor to deliver this project on-time, on budget, with high client satisfaction. This platform provides utility customers, builders, gas marketers and shareholders with online access to frequently performed transactions and important information they would normally access by phone. From eBilling, to turning utility service on and off, to requesting a meter set or a gas nomination - all constituents were addressed. Most importantly, this platform's self-service nature is expected to take cost out of the business, increase satisfaction with each constituent, and provide one consistent face - one brand - to the world.

Scient further provided governance recommendations to formalize Vectren's new eBusiness operations going forward. With Scient's assistance, Vectren now has internal expertise in eBusiness strategy, project management, design and development. Scient also developed training and procedures for front-line employees to ensure timely, accurate, and brand-representative electronic communications with users.

benefits received

With an eBusiness platform in place, Vectren is now positioned to maximize cost reductions and improved service opportunities. Acting on Scient's recommendation, the functionality and content of the new Vectren eBusiness has already become fully integrated into contact center training and other internal and external message campaigns. In so doing, Vectren employees are encouraging use of the self-service tools, accelerating the payback, increasing customer satisfaction and creating a lasting brand perception that Vectren is easy-to-do-business-with and on the cutting edge of innovation.

