



Deloitte client story: CRM solution for a renewable energy provider

A fast-growing Dutch renewable-energy provider helping other companies become environmentally sustainable was experiencing growing pains. Deloitte ensured that business success didn't overwhelm the client's ability to manage the burgeoning amount of data and processes associated with their critical products and services.

The Challenges



Rising to the top of your industry is thrilling, rewarding and daunting. After our client grew into a major green-energy provider through a series of mergers and acquisitions, they gained a diverse portfolio of products and services, but also a monumental amount of data associated with their offerings and business-to-business customers.

Part of the problem was too many sources harbouring that data, custom-built applications, Salesforce, spreadsheets and across various Microsoft technologies. As the business continued to expand rapidly, the client's IT strategy failed to keep up, resulting in **disorganised data** and **disconnected business processes**.

The Solution



We recognised the need to design a scalable CRM strategy and technology suite adaptable to future acquisitions, with a **data migration strategy** to consolidate customer data into a single source.

We defined **end-to-end customer journeys** and **audited business processes** to align with the CRM strategy.

The client selected **Dynamics 365** as their single source CRM, implemented using Azure, Power Automate and SharePoint, with a third-party digital signature tool supporting contract management and sales requirements.

We minimised technology customisations with a **design committee** guiding D365 operations.

The Impact



With a single, enterprise-wide Customer 360 picture of their entire customer base, the client now enjoys **streamlined customer-data management**, without any fragmented records across multiple legacy systems.

This has led to more **personalised, timely engagement with customers**, who receive faster responses to enquiries.

The organisation is well on their way to **improved service outcomes, greater customer satisfaction** and more **informed commercial decision-making**.

For more information, please contact:



Peter van Tilburg
pvantilburg@deloitte.nl



Tiemo Koopman
tkoopman@deloitte.nl