



Commission de Régulation de
L'Énergie (CRE)
Paris, France
www.cre.fr

Industry:

Public Sector

Employees:

23

Oracle Products & Services:

Oracle CRM On Demand

Oracle Partner:

Business & Decision
www.businessdecision.com

“With Oracle CRM On Demand, we have a sturdy CRM platform that enables us to respond rapidly to a growing number of requests for assistance and information. As important, we don't have the maintenance burden of an in-house implementation.”

– Hélène Bedmar, Consumer Information Service Manager, Commission de Régulation de L'Énergie

Commission de Régulation de L'Énergie Efficiently Handles 30,000 Inquiries Monthly with Hosted Solution

Commission de Régulation de L'Énergie (CRE)—The French Energy Regulation Commission—is an independent administrative authority created in 2000. The organization is charged with ensuring the stability and competitive nature of France's electricity and natural gas markets.

Challenges

- Provide CRE with a request management tool to better notify and inform the public about issues related to energy-market deregulation
- Ensure rapid implementation of the platform to meet statutory requirements
- Provide a robust, yet affordable, solution that does not require extensive in-house technical and human resource infrastructure investments
- Ensure quality service by providing a highly available solution that can adapt easily to increases in call volume

Solution

- Selected a hosted implementation, Oracle CRM On Demand, to create a highly scalable and reliable customer support infrastructure
- Enabled CRE to seamlessly outsource routine consumer inquiries to a remote call center while continuing to tackle more complex questions in house
- Gained the ability to effectively manage 30,000 calls per month with ten advisors
- Enabled CRE to respond within two minutes to inquiries directed to the remote call center
- Gained the ability to accept, handle, and monitor requests in multi-channel mode, enabling CRE to detect errors, create ad hoc alerts, and, ultimately, improve visibility into the market
- Enabled rapid creation of detailed reports to better understand consumer behavior in the wake of deregulation
- Completed the implementation in six weeks by working with Business & Decision, an Oracle partner
- Ensured a highly reliable CRM system without incurring an increased burden on internal IT and human resources