

# Delivering Exceptional Customer Experience at Inenco

Real-time, unified data achieved with the SnapLogic Intelligent Integration Platform



## Retrieved

large volumes of data rapidly from disparate sources

## Gained

a unified view of customer data

## Improved

customer experience within the client portal

### HEADQUARTERS

Lytham, UK

### INDUSTRY

Energy

### EMPLOYEES

~507

### ANNUAL REVENUE

~£30m

### CHALLENGES

- Data delivered in different formats from systems built in-house
- Disparate and duplicate data impacted customer experience

### RESULTS

- Retrieved large volumes of data rapidly from disparate sources
- Gained a unified view of customer data

### BENEFITS

- Provides real-time data to business users and customers
- Pulls (or aggregates) 360-degree view of each customer
- Improves customer experience within the client portal

### INTEGRATIONS

Microsoft Dynamics CRM, SQL Server, JDBC, SOAP/REST

## The Inenco Backstory

Founded in 1968, Inenco offers utility management strategy and solutions to organizations seeking to optimize their energy and utility cost and consumption.

## The Challenge

A seamless customer experience – to stand out from competitors – is what’s top of mind at Inenco. And data is the common denominator for providing exceptional customer experiences. The company must be able to effectively develop data-driven energy solutions and provide its customers with real-time and holistic energy data within the client portal to achieve its goals.

Through Inenco’s client portal, customers can easily monitor their energy consumption and optimize their energy usage. Customers rely on the accuracy of Inenco’s data led services for the effective management of their portfolio.

Over the years, the IT team has built and managed various in-house systems to collect energy data from each utility site. In some instances, the IT team would restore, deprecate, and rebuild systems to keep up with the demands of the organization. “Although the myriad of systems kept the organization running the ‘business as usual’, the backend office inherited an increasing technical debt,” said Paul Scarborough, Head of Marketing at Inenco.

These systems and databases were not easily mapped to retrieve data pertinent to business users and customers. Data sources residing in those systems also came in different formats, resulting in tremendous time and effort for IT to transform data into a single, standardized format, and to eliminate data duplication.

It was near impossible for business users across the organization to have a consolidated view of information to effectively manage day-to-day internal operations, to develop energy strategies and recommendations, or to provide customers with real-time energy data in their client portal.

## The Solution

The inability to provide real time rich data to fuel the organization and improve its customer experience prompted Inenco to search for an integration platform as a service (iPaaS). The IT team looked for an iPaaS that would alleviate the technical debt they had inherited over the years and standardize data retrieved from multiple energy and utility sites. And most important, they needed a tool that helped optimize the company's client portal experience.

SnapLogic's modern architecture allowed the IT team to easily map out customer data between on-premises and cloud systems and feed relevant data into the client portal. Now with rich data in the client portal, customers gain the right insights on how to improve their utility consumption.

By using pre-built connectors, called Snaps, Inenco dramatically reduced the time and effort spent on integration projects. Snaps allowed them to automate data integrations between data management systems and Microsoft Dynamics CRM. Business users now have complete visibility of their customers in Microsoft Dynamics CRM and can develop ad-hoc sales and marketing reports with real-time customer data.

## Business Outcomes

Since the deployment, the IT team has streamlined their architecture to help achieve the company's business goals and meet customers' needs. Tapping SnapLogic's high performing Snaps, Inenco collects over 3.8 million data points per day, migrating it into a central data warehouse available to both users across the company and its customers.

By automating data integrations through SnapLogic, teams are empowered to make data-driven energy recommendations and strategies to their customers. "SnapLogic is integral to our business in translating the numerous data that's coming in," said Scarborough.

Inenco is one step closer to providing seamless customer experience through their client portal. The rich data and graphical visualization within the client portal help customers realize the full potential of improving their utility consumption.



The flow of data within the business will continue to grow, and SnapLogic can perform and match the information where it needs to be."

**Paul Scarborough**  
Head of Marketing, Inenco

SnapLogic powers the automated enterprise. The company's self-service, AI-powered integration platform helps organizations connect applications and data sources, automate common workflows and business processes, and deliver exceptional experiences for customers, partners, and employees. Thousands of enterprises around the world rely on the SnapLogic platform to integrate, automate, and transform their business. Learn more at [snaplogic.com](https://snaplogic.com).