

Do you want to plan and trace customer experiences effectively? Here's how.



THE PROJECT

ESTRA S.P.A.

Estra is a multi-utility public undertaking supplying methane gas, GPL and electricity, telecoms services, natural gas and energy services to over 850,000 customers.

SECTOR: energy

COUNTRY: Italy

DISTRIBUTION: 71 stores

THE CHALLENGES

- Optimizing Customer Flow Management
- Collecting data and information on store performance
- Further proof that Estra is an innovative and customer-focussed company

THE SOLUTION

- Qmatic Orchestra Enterprise Solution
- Digital Signage
- Self Check-in Kiosks
- Business Intelligence Module

RESULTS

- Real time analyses and information on store and staff performance
- Measures customer satisfaction ratings
- Single location for customer journey management
- Option of transmitting specific informational and promotional messages within Estra branches
- Further proof that Estra is an innovative company focussed on the needs of its users

” With Qmatic Orchestra, we are continually monitoring the performances of all our outlets, measuring levels of custom, waiting times and customer satisfaction levels. ”

Antonello Pepe
Head of Customer Services at Estra

A young and innovative company which maintains strong roots in the region where it operates, Estra is a multi-utility public undertaking supplying methane gas, GPL and electricity, telecoms services, natural gas and energy services to over 850,000 customers. Estra has also begun installing charging stations for electric vehicles in the region of Tuscany.

The Challenges

Since its establishment, Estra has grown steadily by placing a clear emphasis on modernity and innovation. “We strive to improve our services. That is why we planned to restructure our Customer Flow Management, redesigning all our points of contact with customers,” states Antonello Pepe – Head of Customer Services. “That’s why we expanded our range of services to include new advisory services, redesigned our store layouts and brainstormed new methods for interacting with customers.”

The Solution

The company began to work with Qmatic during this period of renewal. In order to manage all its contact points in a flexible and centralized manner, the Tuscan company introduced the **Qmatic Orchestra Enterprise** platform for planning and monitoring customer experiences in 12 different branches. At each branch, the user experience begins upon entering the store, where the user selects the department they want to visit and prints out the respective ticket at a **self check-in kiosk**.

Displays showing **specific informational and promotional messages** are positioned in the store. The company programs and transmits these using Qmatic technology to create their own Estra TV, with **dedicated schedules** and pre-set timings.

While waiting for their turn, customers can explore the department at their leisure and browse energy-saving products such as smart thermostats, condensing boilers, electric bikes, solar panels, LED lightbulbs, etc. When leaving the store, customers can rate their level of satisfaction on a console provided for this purpose called **Qmatic Expressia**. The satisfaction rating for each interaction is then cross-referenced with



other data on the same type of experience (average waiting time, number of people in the queue, etc.) to obtain detailed information which helps the company rapidly detect the causes of any problems. Using the **Business Intelligence** module in Orchestra,

Estra can **continually monitor the performance of all sectors, measuring the level of custom, waiting times and customer satisfaction ratings**. The company also uses this valuable information to calculate bonuses for its staff at regular intervals.

Results

With Qmatic Orchestra, Estra has full control of all points of contact with its customers, from their entry into the store until the moment they rate the service.

“In addition to monitoring the performance of the stores, we are informing and engaging our customers throughout the process, highlighting the products on display in the store and our current offers,” states Pepe. “Over the next three years, we will be opening 25 new stores in southern Italy and we will shortly be implementing Orchestra even in our mobile station: a brand new, touring service that will travel around five different municipalities in the south of Tuscany offering assistance. We are very happy with this new project!”

