



ENERGA Poland powers a bright future with SAS®

Ever since Poland opened its government and its economy in the 1990s, industries like the energy sector have faced deregulation. With deregulation, ENERGA Poland now faces competition from other electricity retailers and suppliers. To stay ahead in the thriving marketplace, ENERGA gleans customer intelligence using SAS for data integration and analytics.

Industry

Utilities

Business Issue

Retain and increase market share in a newly deregulated market.

Solution

SAS® for data integration and analytics helped make sense of customer data for effective marketing.

Benefits

More effective marketing efforts means reduced costs and lower turnover for a healthier bottom line.

Because other electricity suppliers now challenge ENERGA's market share, company leaders recognize that they must rise above the competition by providing a good value and quality customer service, says Zbigniew Wyszogrodzki, Director, ENERGA S.A. Torun.

"We thought about the future of deregulation and about the growth of competition in the market," Wyszogrodzki says. "One of the first steps was to segment our clients. We began to put our clients in the right segments so we could give them better service, growing their loyalty to our company and guaranteeing that the loss of customers to our competition would be minimal."

Integrating and making sense of ENERGA's various databases became a top priority. Before turning to SAS to help sort through its customer data, ENERGA kept the information spread across different systems – often with duplicate information on some clients residing on systems throughout the company.

"Collecting the data and cleaning it allowed us to produce a real database of our clients," Wyszogrodzki says. "Now, a customer won't get different points of view from different departments in our company. Thanks to SAS and the analytics it provided to our segmentation project, we now get a complete view of the customer."

"With SAS, we can now predict the potential future behavior of customers," he adds. "With this improved information

"Thanks to SAS and the analytics it provided to our segmentation project, we now get a complete view of the customer."

Zbigniew Wyszogrodzki
Director, ENERGA S.A. Torun

on key customers, we can now avoid potential clients who might leave us for other energy distributors."

Wyszogrodzki says customers now spend more because ENERGA now supplies the right level of service to the right people through direct marketing to specific clientele, which optimizes costs for further strength in the market.

ENERGA turned to SAS Consulting for help with the implementation. "Working with the SAS consultant was a good experience because they very well know the needs of our market," Wyszogrodzki says. "They understand, specifically, the energy sector in Poland. They are always perfectly prepared for their tasks. So our colleagues at SAS are providing us with the highest level of service."



THE
POWER
TO KNOW.



**THE
POWER
TO KNOW.**

SAS Institute Inc. World Headquarters +1 919 677 8000

To contact your local SAS office, please visit: **www.sas.com/offices**

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries.
® indicates USA registration. Other brand and product names are trademarks of their respective companies. Copyright © 2008, SAS Institute Inc.
All rights reserved. 103501_500779.0608