

AI reduces research time by 50% at ENERGIEALLIANZ Austria

GenAI-based “client radar” builds real-time customer overviews

Picture generated with AI

Reference project:



“Account managers have been able to halve their sales research time and are well prepared for any customer situation with the up-to-date, clearly presented, and high-quality information now available to them.”

Tobias Unfried, Head of Information Systems at ENERGIEALLIANZ Austria

Be it commercial bakeries, consumer goods manufacturers, telecommunications providers, or insurance companies – the need for energy unites all companies, however different their business models may be. To safeguard gas and electricity supplies – and, as a result, business operations – companies need strong energy partners they can rely on.

The leading energy sales and trading company in Austria is ENERGIEALLIANZ Austria (EAA), which is based in Vienna. Founded in 2001, EAA supplies more than 100,000 customer facilities across the key account, industrial, and business sectors throughout Austria. With 140 employees and annual revenues of around €1.9 billion, EAA plays a central role in Austria’s energy market.

The EAA Group is the joint energy sales and trading company of BURGENLAND ENERGIE, EVN, and WIEN ENERGIE. Within the group, EAA is responsible for trading and selling electricity and energy-related services for key account, industrial, and business customers. The brands/subsidiaries Switch and NATURKRAFT were successfully established on the market to target customers nationwide in the consumer and commercial customer segments.

EAA offers individual electricity supplies for companies in Austria. Its portfolio ranges from standard products to flexible and customized energy solutions. It also advises customers on all matters concerning intraday trading and marketing balancing energy. In addition to supplying electricity, EAA also provides energy-related services – ranging from energy audits and transformer station maintenance to digital billing solutions – as well as resource-saving, innovative green electricity solutions.

EAA’s motivation is to actively shape the future of energy to build a better today and tomorrow by developing innovative solutions.



At a glance

- Leveraging AI potential for business and acquiring the necessary expertise
- Uncovering use cases that add value
- Implementing and testing a client radar as an initial solution: a knowledge management assistant
- Integrating relevant sources and defining prioritization criteria
- Provisioning a dashboard interface
- Using OpenAI (Azure) as basis
- Operation within own Azure tenant
- IT as a business enabler
- Easy AI use and proof of added business value
- Less time spent on research by account managers
- Preparation time reduced by 50%
- T-Systems provides comprehensive AI expertise and delivers the AI solution as a user-friendly dashboard
- With its end-to-end approach, T-Systems guided EAA through the entire process — from consulting to implementation and ongoing support — for a technology-agnostic solution
- ISG has recognized T-Systems as a leader in AI Services for Microsoft Clouds in Germany

Reference in detail



Customer pain points

“The disruptive features of AI are widely accepted. Our theory was that we could use generative AI to leverage solutions with major business benefits quickly and easily. We wanted to identify these potential applications through a structured process and then implement and test one of them as an example,” said Tobias Unfried, Head of Information Systems at ENERGIEALLIANZ Austria.

In collaboration with the AI experts at T-Systems Austria, the IT and Business units at EAA launched a moderated “AI ideation process” using a co-creation approach. The partners identified a total of 40 use cases, from which three were shortlisted. In the end, a use case was chosen that supports customer care — the client radar.

“Our account managers spend a lot of time researching and preparing for sales meetings,” explained the Head of Information Systems. “They have to look through a whole range of media, find relevant publications, and prioritize and extract key content.” The number of customers taken care of by an account manager is usually in the double digits. On average, ten percent of their working hours are spent on this kind of preparatory work. Could generative AI help reduce this effort?



How T-Systems solved it

Having identified the use case, T-Systems implemented the “client radar” as a digital sales assistant. As Microsoft Azure is set as the cloud platform within EAA, the AI service runs on the company’s own Azure instance. The service, however, has a platform-agnostic design: EAA can simply port it to another platform. Training a proprietary model was not necessary: the OpenAI pre-trained large language model is perfectly sufficient as a basis. Specific information channels were added to it along with the topics the assistant should track.

The client radar searches the relevant channels and extracts customer-related and industry-specific information. The assistant evaluates the information and generates summaries in a user-friendly dashboard for the sales team.

The project partners collaborated closely while developing the service: the account managers’ feedback was integrated into the solution through agile collaboration so that the service was continuously enhanced right from the trial phase.



Business impact

With the AI solution, EAA is once again demonstrating its focus on innovation – and modern IT underscores its importance as a business enabler. “T-Systems, the IT department and Sales worked together closely and developed a GenAI solution in just a matter of weeks. It provides noticeable benefits for the business and harnesses the potential of AI for non-AI experts,” said the IT manager.

The client radar significantly reduces the time needed to prepare for customer meetings. “Account managers have been able to halve their sales research time and are well prepared for any customer situation with the up-to-date, clearly presented, and high-quality information now available to them.”

In implementing the use case, EAA has opened the door to the world of AI: “We have built AI expertise and are now ready to take the next steps in innovation,” said the Head of Information Systems at ENERGIEALLIANZ Austria.

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