

CenterPoint Energy: Optimizing Campaign Management with High-Volume Market Segmentation

To meet the energy needs of over 5 million customers, you must have instant access to accurate information. At CenterPoint Energy Inc., limited visibility into data and long-running reports were inhibiting its ability to identify customers, target communications, or analyze the results of marketing programs – compromising these efforts.

CenterPoint built a customer platform to provide a clearer view of customers across all segments and help sales teams build more consultative relationships with customers. SAP® Business Warehouse powered by SAP HANA® provides immediate, self-service access to data that once took weeks to aggregate. With a single source of truth for sales opportunities, activities, and campaign effectiveness, CenterPoint can better maintain its competitive edge and lead the United States in delivering energy, service, and value.



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A single source of truth for employees and customers

Company

CenterPoint Energy Inc.

Headquarters

Houston, Texas

Industry

Utilities

Products and Services

Electricity transmission and distribution, natural gas distribution, sales, and services

Employees

7,400

Revenue

US\$9.2 billion

Web Site

www.centerpointenergy.com

Objectives

- Increase marketing effectiveness and campaign take rates
- Enhance customer satisfaction in CenterPoint's programs
- Improve and create a higher level of reporting engagement and outcomes

Why SAP

Ability to maximize the value of customer data using the SAP HANA® platform

Resolution

- Implemented high-volume segmentation using the SAP® Customer Relationship Management (SAP CRM) application and the SAP HANA database as the primary database
- Deployed the SAP Business Warehouse application powered by SAP HANA for CRM inquiries and reporting

Benefits

- Faster creation of marketing targets with up-to-date information rather than historical data
- Faster, more accurate reporting on sales opportunities and activities, marketing campaigns, marketing effectiveness, and results
- More productive and meaningful relationships with customers by providing them with relevant information that they can act upon
- Higher level of confidence in campaign effectiveness with a single source of truth

10 minutes

To create marketing targets, down from four weeks

200%

Increase in productivity by replacing manual data replications with scheduled data loads into SAP HANA

Greater

Business transparency with a single source of truth available to all teams

Better

Customer relationships

“This has been a huge endeavor. By using the segment builder with SAP HANA, the business is able to create marketing campaigns with up-to-date information in minutes. The same process used to take weeks, and the information was already out-of-date.”

Dr. Steven P. Pratt, Chief Technology Officer, CenterPoint Energy Inc.

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