

# Scaling digital enablement through operating model transformation

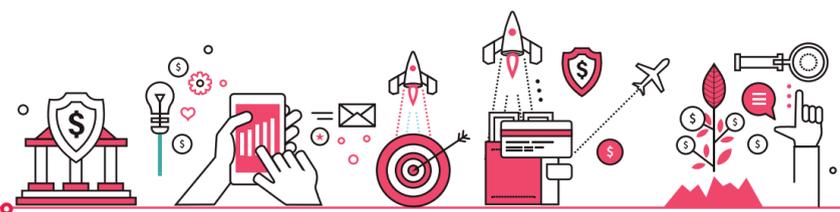


## Client description



An international energy company headquartered in Germany, that focuses entirely on renewable energies, networks and customer solutions. It operates in over 30 countries and serves more than 30 million customers.

## Business challenges



- Skyrocketing operating expenses were hampering the client's ability to provide sustainable and affordable energy solutions
- Inability to respond to rapidly changing customer preferences and demands was resulting in lower Net Promoter Score (NPS)
- Rigid processes and inflexible technology systems were affecting the time-to-market for new services

## Our solution



- Orchestrated 'platform as a product' approach to customer experience by building teams for end-to-end product delivery, from building features to platform operations
- Modernized the technology landscape through a composable architecture founded upon APIs and Microservices for on-demand service delivery
- Established a fail-fast culture of prototyping and experimentation with new technologies and processes to propel continuous business innovation
- Institutionalized distributed agile delivery model across Germany, Eastern Europe, UK and India
- Successfully architected digital experience platform for client's B2B and B2C businesses

## Business impact



- Enabled the launch of multiple digital products across European markets in record time
- Helped reduce the production release cycle from 5 months to 2 weeks by transitioning from waterfall to SAFe agile operating model
- Enabled 1-click customer journeys for best-in-class customer experience across digital products
- Significant growth (10X) in lead generation and conversion across myriad customer journeys
- Near zero touch deployments owing to automation-first and DevOps-led approach across all programs

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