

Success Story: WINGAS Customer Portal

Customer

With a market share of around 20 percent, WINGAS is one of the largest natural gas suppliers in Germany. In addition to the German market, the corporate group based in Kassel is active in Belgium, Denmark, France, Austria, the Netherlands and Czech Republic. Its customers include municipal utilities, regional gas suppliers, industrial companies and power plants.

Challenge

New market structures and business models in the European and especially the German natural gas market have led to more intense competition and a significantly higher number of competitors from a wide variety of sectors, distribution stages and origin categories.

WINGAS will continue to expand its business in the coming years. In this context, it is considered necessary to achieve a significant increase in the efficiency of internal processes and the degree of automation. Within the scope of a comprehensive digitization process, the standardization, automation and simplification of business processes with existing and potential customers will be accelerated.

For the implementation of these approaches, a highly functional online sales channel together with a connected portal is essential. A convincing and intuitive customer experience is to be created for the customers.

Solution

The project was carried out using the PRINCE 2 project management method. The portal development within the phases was implemented with the agile procedure model Scrum. This approach provides a clear process model with precise recommendations for action and, thanks to the agile approach, closed artifacts were delivered to the customer in

short iterations. Through this approach, the product was evolved efficiently during several phases, which are divided into sprints.

With the customer portal, which was implemented on the basis of Liferay Enterprise Portal Server, the team at PRODYNA was able to create an intuitive and at the same time appealing user interface and display content on the desktop computer as well as on tablets and smartphones.

A portal approach was chosen in order to make all relevant information available to customers in one centralized location. In addition, customers have access to numerous services and functions without media discontinuity, such as complete user administration to manage all portal users. Furthermore, a role and rights concept tailored to WINGAS was implemented.

Result

The new WINGAS customer portal provides an information platform on which customers can view and monitor their invoices, consumption, relevant market data and the development of natural gas prices. Customers are always up to date and have an overview of all important data. The display of intraday prices helps them to realize market opportunities. In addition, they can easily monitor the achievement of price limits in order to react at the right moment. All this and other services await the customer in a modern and user-friendly design.

"In close cooperation with WINGAS, we have successfully realized a customer portal which presents itself in an innovative and modern form. The portal provides all the relevant information to make and manage decisions." Sebastian Bebech, project manager PRODYNA AG.

