

USE CASE #3 ENEL CONECTA

Enel gets closer to their customers by bringing its team to a single workspace.

Enel is one of the world's leading integrated energy multinationals and gas operators offering their service in Europe and Latin-america. Even though Enel has been offering its service in Colombia, knowing its customer's behavior had not been achieved.

Because of its offering, Enel has established relationships with development companies and real estate investors, but not with their final consumer. Their challenge was to build relationships with their customers through a brand new CRM initiative.



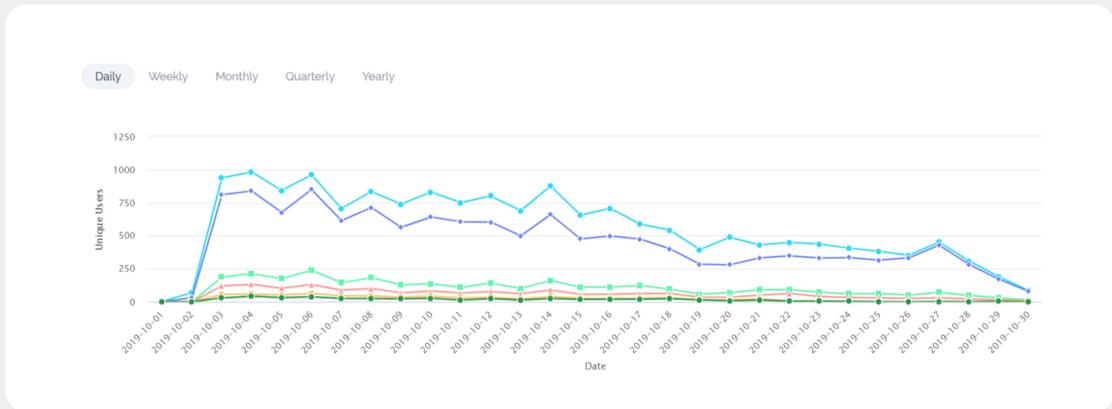
COLLABORATIVE CHALLENGES

Various teams had been collecting data throughout the years, but only a small percentage had agreed to use their data for marketing purposes.

Datagran's job began by classifying, grouping and identifying users who had agreed to be reached out to, and analyse their shopping behavior. These clusterizations opened new KPI doors, thanks to behavioral patterns found within their customers, who consequently received promotional incentives with the goal of increasing sales and a positive shift in purchasing behavior.

REAL TIME ACTION

With lookalike audience campaigns, the identified clusters, and their landing page's registered traffic, the numbers started to grow. At that point, their team was able to track and analyze their users' online sessions in order to identify drop off points. Thanks to these data sets, Enel's UX/UI team eliminated friction within the company's website interface in real-time.



In the daily performance we detect where the big drops are which affects the overall results of the campaign

“Working with Datagran allowed us to understand the importance of analyzing our customers' information online, and how the use of it allows us to monitor actions, parameterize objectives and understand how results are possible in the short, medium and long term.”

Adriana Marcela Moros García - Profesional Experto

Many companies spend years collecting data without having a clear north. But once they need to centralize their data, they require a scalable and flexible platform. Thanks to Datagran's analysis, predictions, and recommendations, Enel was able to integrate and multiply their data, process it fast and obtain real positive results thanks to user behavior