

MULTISERVICE MOBILE APP FOR DOLOMITI ENERGIA

"Dolomiti Energia wanted to offer a more modern image and new value-added services so that we can increase customers' loyalty. Thanks to the integrated web and mobile approach of WebRatio Platform, we were able to create a mobile app that allows our customer to realize a multi-channel strategy."

– Stefano Motta,
Project Manager of WebRatio

Mobile solution that enables the Italian multiservice company for light, water and gas to create a multi-channel strategy and allows customers to access all dedicated services on the move

THE SUCCESS STORY

Dolomiti Energia is a trading and sales management company for the supply services of electricity, natural gas, water and environmental hygiene. It is a leading national multi-utility reality and one of the first Italian producers of hydroelectric power. After the creation of the online desk and web portal, along with WebRatio, he has decided to undertake a new challenge: to **transfer all the services already accessible via the web into a mobile app.**

WebRatio has taken up this challenge: **in just 8 weeks**, we have developed and tested a completely customized mobile app, which has been published on the main store, Google Play and iTunes. The **web and mobile integrated approach** of the WebRatio Platform has allowed Dolomiti Energia to build a **multi-channel strategy** that provides accessibility to services from multiple devices while also improving the user experience. Mobile app users can then reach any type of information in just a few clicks, manage the relationship with the company on the move and monitor their consumption of water, electricity and gas in real time.

In just two months since online publishing, the app has been downloaded by **over 4,000 users**. Moreover, thanks to the continuous development and improvement of services for the management of supplies, the interactivity for clients is increasingly enhanced to research and consult the information inside the online desk, which now has over 140,000 users.

HOW IT WORKS

The mobile app, consisting of 12 sections and over 30 screens, allows you to browse the utilities' consumptions with a click view your bills and perform self-reading in a practical and fast way. It is a new mode that makes it easier to control the consumption of electricity, natural gas and water and instantly receive the information you need in your hands, thanks to functionality that allows you to receive news notifications and direct messages.

THE MOBILE APP AT A GLANCE

- Access to bills from the last 2 years
- Inclusion on the agenda of the bills' deadlines
- Payment status and residual sums
- Showing contract data
- Visualization of consumption
- Management of different user profiles
- Direct communication with the customer service

8 WEEKS FROM THE FIRST MEETING
TO THE ONLINE PUBLISHING

OVER 4,000 DOWNLOADS FROM THE
STORES IN THE FIRST 2 MONTHS

OVER 250,000 CONTRACTS
MANAGED

THE CREATION OF A SUCCESSFUL DIGITAL BUSINESS

THE ELEMENTS

- **Mobile technologies** allow you to communicate easier and directly with customers
- **A customized user experience** allows you to satisfy more and more customer needs, thus increasing the degree of loyalty
- **The multi-channel approach** enables customers to access services from multiple devices and have a unique contact experience with the company

THE UNIQUENESS

Working alongside the company and studying its customers' needs allow us to understand the most important information to display. We have thus created a mobile app with a **simple, intuitive and modern user experience**, which allows Dolomiti Energia to show up with a completely renewed image.

THE SECRET

It is crucial **to involve the customer in the process of application development** because it knows its market and its customers. Through the use of a virtuous cycle, we can quickly validate the ideas of Dolomiti Energia and deliver a service that precisely fits the end customer needs.

"After only eight weeks WebRatio allowed us to renew one of the key communication channels to our customers and now we can offer a service with a more modern image and in step with the times."

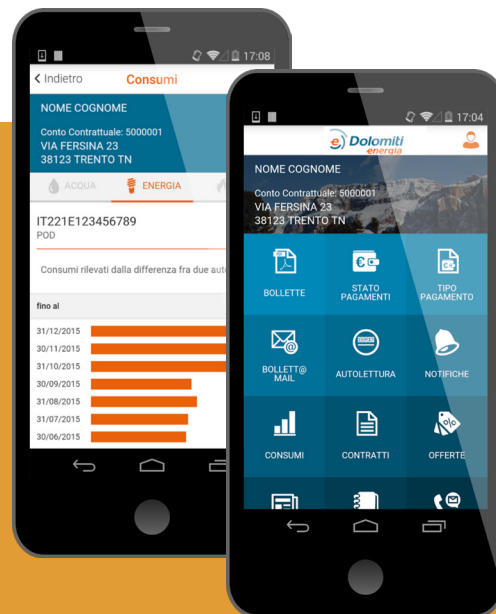
- Marco Leoni, Head of Internet Activities



Dolomiti Energia SpA is the trading and sales management company for the supply services of electricity, natural gas, water and the Environmental Hygiene Rate of the Dolomiti Energia Group, headed by the holding company (Dolomiti Energia Holding SpA), which operates in the public services industry with economic relevance. Through its subsidiaries, the group operates mainly in the context of the Province of Trento, which covers about 85% of the electricity distribution and 80% of the gas supply. Within the different group companies, more than 1,300 employees operate. For its commitment, the group is at the top of the utilities' ranking for the quality of service delivered to end users.

www.dolomitienergia.it

THE MOBILE APP



CONTACT US

- 🌐 www.webratio.com
- ✉ sales@webratio.com
- 📞 USA, San Francisco CA
+1 (952) 393 7272
- 📞 ITALY, Milan
+39 (02) 3671 4280
- 📞 ECUADOR, Quito
+593 (7) 410 3792

WEBRATIO

Since 2001, WebRatio has designed and built digital solutions in distribution & retail, energy & utilities, travel & transportation and industrial manufacturing industries together with our customers. WebRatio studies target markets in depth to offer customized solutions that enable companies to enter the digital business domain as main players. WebRatio offers "Internet of things" technology as a key ingredient to make the difference at a competitive level.

