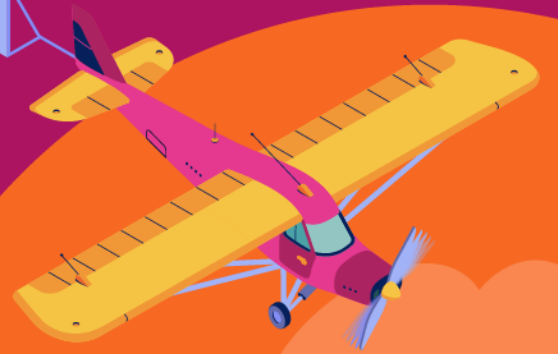


EDF key figures



EDF Group Key Figures 2022



€ 143,5Bn

Sales



171,490

Employees worldwide



40,3M

Customers worldwide



€ 649M

Research and
development budget



431.7 TWh

Electricity generated by
the EDF Group



90%

Production free from
CO₂ emissions

EDF B2C Key Figures 2022

Every 2 minutes

3 Elec customers leaving to **Competitor** 

3 Elec customers returning to **EDF** 

 **13** **Electricity**
Contracts

 **2** **Gas**
Contracts

 **3** **Services**
Contracts


Over the year

64M **EDF website**
Visits 



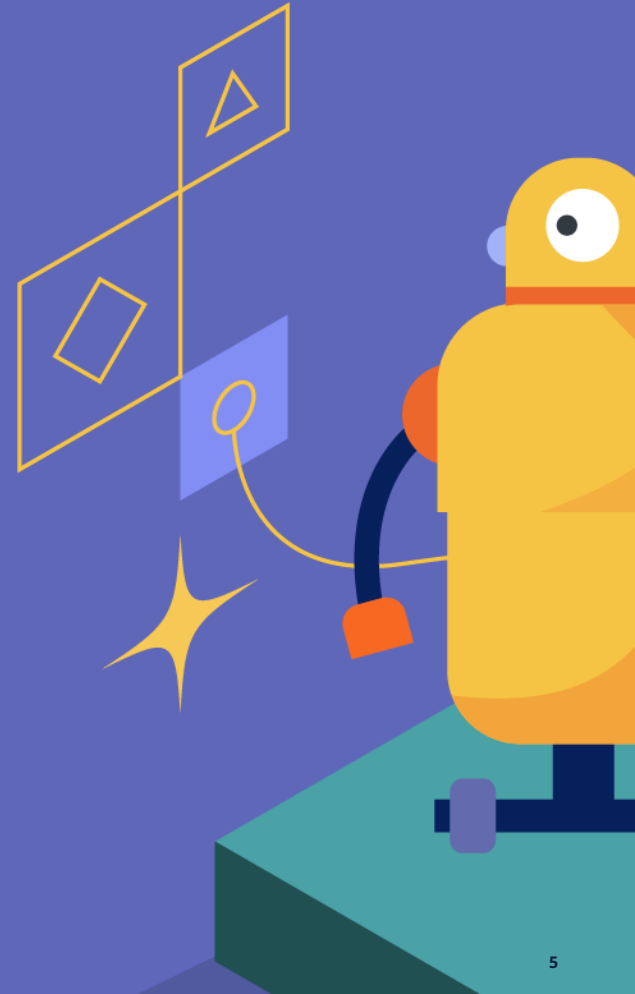
 **20.2M** Calls distributed to **Call centers**

198M **EDF Mobile App**
Visits

3.2M **Emails and forms**
processed 

 **0.6M** **Mails processed**

Project context and issues to address



Need for a New Toolbox and Interfaces to Manage Commercial Prospecting Actions

Convert a prospect into a customer



**Marketing tool to
accelerate the
conquest strategy**



**Securing
regulatory risk**



**Provide a new simple
and fluid omnichannel
customer / advisor
experience**



**Facilitate the
sale of partner
services**

Challenges



Aging CRM and
billing system



Interconnection
limitation



No prospect
management



Security & legal
restrictions

Volume by day

37K Quotes expected on
working day



5K Advisor users



17K Prospect users



Need to Connect a Complex Information System with PEGA



5 Channels

- Web
- Phone
- SMS
- Email
- Mail

3 Monitoring IS

- Tracking
- Logs
- Supervision

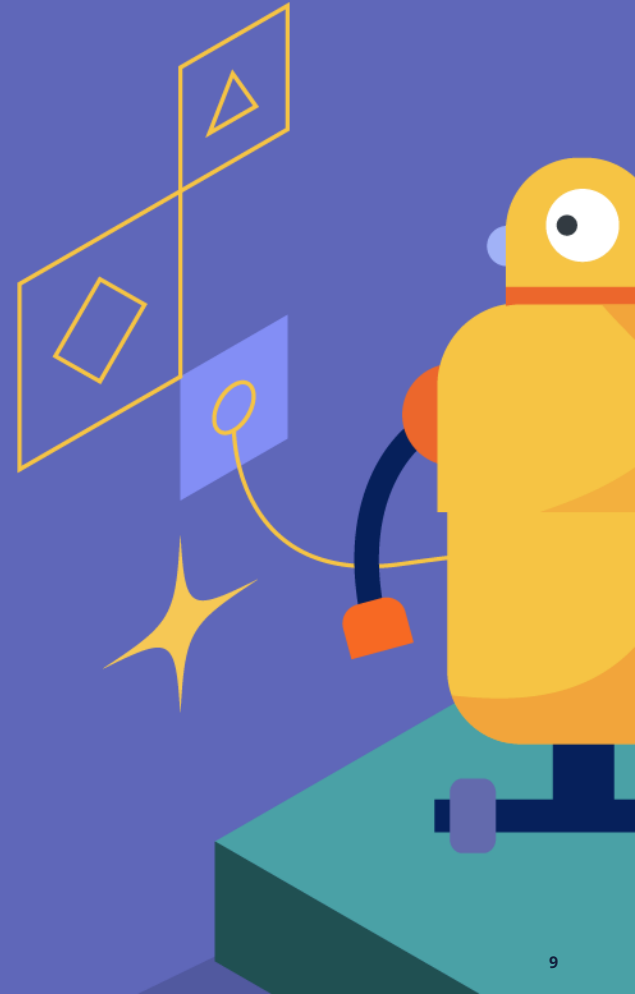
18 Internal IS

- CRM billing
- Middleware
- Data
- Automatic test
- Pricing
- Advisor apps

8 External IS

- Business import
- Business export
- CDN
- Channels

Call for tenders and organization of the project



PEGA was Chosen During a Tender Process In Competition with Salesforce and Microsoft Dynamics



Integrator A



Integrator B



Integrator C

Main Stages



Interview



Technical
answer
& POC



3 call centers
to challenge

Fast Roll-out From the First Prototype

November 2018

Prototype
PEGA



February 2019

Contract with
PEGA



March 2019

Deployment
of the
prototype



June 2019

First
marketing
campaigns



4 months later

1 month later

3 months later

4 Months to cover the first need

Organization Challenges for the Industrialization



**Prototype &
build**

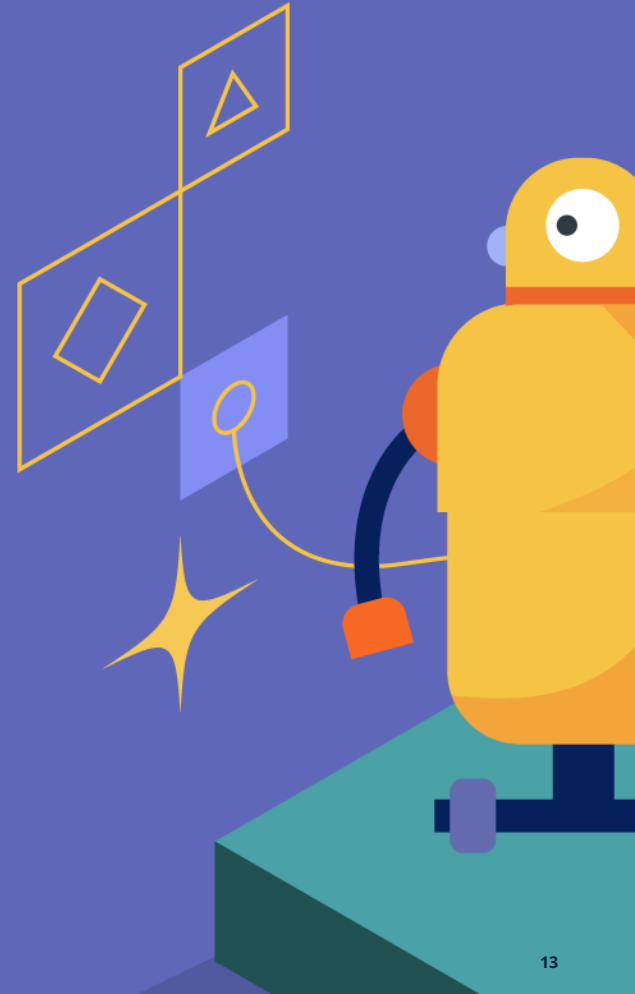


**SAFe
framework**



**Business
generalization**

Solution build with PEGA



Demo: Prospect and Advisor omnichannel journey



« I need a quote for an energy contract.»

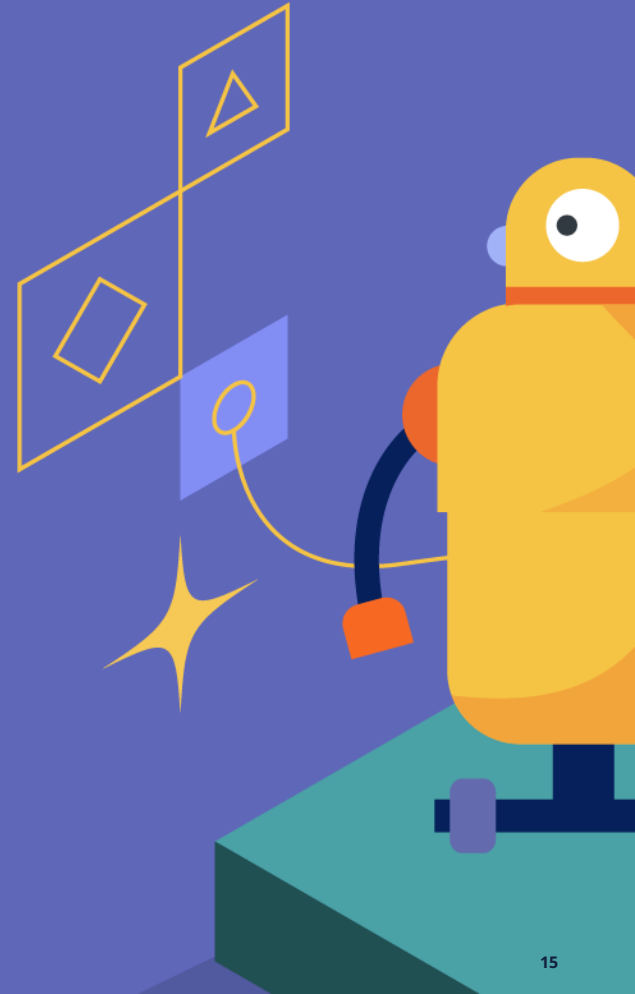


« I need to finish later.»

« I call an advisor to finish.»



Successes and recommendations (lessons learned)

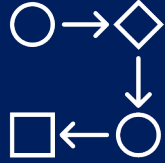


Technical Difficulties Encountered: Need for Redesign



2 Refactoring design system

Template design
Less custom
Expert UI/UX



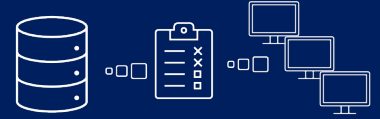
Refactoring journey

Standard case definition
Adapted to your changing needs



Refactoring data model

Business data
Out of case
Avoid multiplication data



Redesign Omnichannel

Cache data source
Screen data management
Centralize transformation management

Recommendations

Start with DevOps

Monitor and respect your architecture choices

Take time to start in the right direction (data model web design system...)

PEGA resources in UE: Prefer English as project language

Respect the standards

Keep it Simple

Set up a design authority

Integrate PEGA editor expertise from the beginning

Pattern thinking

Successes

Update offer
in **5-15 days**

Deployment of new functionalities facilitated by end-users trust

Use of NBA designer to manage commercial policy

Pretty good user's adoption

Improved business results

Agile maintenance and rapid product updates without service interruption

Quick conversion from prototype to product (MVP)

Increase
Upsell by **57%**



PegaWorldiNspire

Thank
You

