



Case Study



What matters to Wien Energie is powering a customer-centric future

Do what matters

Austria's largest energy provider Wien Energie serves 2 million people with eco-friendly services. To address its fragmented systems and level up its existing CRM solution, the team implemented [Microsoft Dynamics 365](#), streamlining workflows and boosting productivity. With improved data management and customer engagement, employees are empowered to focus on strategic tasks and foster stronger customer relationships. Wien Energie's investment in user-centric technology has revitalized its workforce, enabling a more efficient and customer-focused organization.

Company Name: Wien Energie

Country: Austria

Company Size: ~1,200 employees

Industry: Energy

Solution: Microsoft Dynamics 365, Microsoft Power Platform

Inspiring change: Consolidating systems for insights

Wien Energie is powering Vienna. As a major energy provider in Austria, it supplies approximately 2 million people with environmentally-friendly power, cooling, heating, electromobility and telecommunications services around the clock. It's a responsibility the team takes seriously.

Previously, employees used multiple fragmented systems to handle client-related processes, leading to inefficiencies and hindering their ability to maintain robust customer relationships. Additionally, their existing CRM solution didn't meet the needs across many of the company's teams, lacking seamless integration with essential Microsoft tools. To empower their workforce and improve experiences for both employees and customers with a more comprehensive view, leaders wanted to consolidate these multiple systems into a single tool. Alongside Accenture, we partnered with the Wien Energie team to migrate to Microsoft Dynamics 365 Customer Engagement solutions.

Driving innovation: Streamlining operations

Dynamics 365 was chosen for its comprehensive Customer Engagement modules and cloud capabilities, which streamline processes and improve the employee user experience. We supported the team with planning and implementing the solution, which includes Dynamics 365 Customer Insights and [Microsoft Power Platform](#) components, focusing on creating a set of tools that are intuitive and effective for groups across the organization.

Key components of the project included:

- **An agile implementation approach:** We conducted an analysis phase, followed by the full implementation. The joint project team used an agile methodology for iterative development and improvement, adding value throughout.
- **Dynamics 365 Customer Insights and Journeys:** Implementation of a basic re-setup, starting with Dynamics 365 Customer Insights and Journeys, by integrating a comprehensive data flow from both backend systems and the customer portal, while strictly adhering to GDPR compliance standards.
- **Field service module:** A successful proof of concept for a field service module was transitioned into an MVP phase (now in enhancement phase), assisting field technicians and dispatchers in their daily work.
- **B2B sales module:** We migrated Dynamics CRM 2011 as a first step to streamline sales processes for even more employee efficiency, and as foundation for other sales departments in the future.
- **Contact center modernization:** A successful proof of concept for email and phone channels was transitioned into an MVP phase, supporting agents with their daily customer service interactions.
- **Continuous knowledge transfer:** We conducted training and workshops to promote a culture of ongoing learning for employees.

CASE STUDY

What matters to Wien Energie is powering a customer-centric future

Achieving what matters: Empowering teams for superior service

The implementation of Dynamics 365 has holistically enhanced employee workflows, from providing field technicians with a more reliable system for increased productivity, to boosting engagement and data management for customer-facing teams.

Employees have gained the skills they need to set up customer journeys and automate communications — including marketing tactics like newsletters and welcome messages — freeing up time to focus on more strategic tasks and empowering them to engage customers effectively. More specifically, the integration of various data sources into the solution provides a simpler view of each customer so sales and marketing teams can create more personalized offers, fostering stronger relationships.

The lean data model created during the initial implementation serves as a foundation for future enhancements. Other teams can leverage these configurations to enhance their own operations, further improving employee satisfaction. By investing in its

employees via user-centric technology, Wien Energie has revitalized customer and employee experiences by integrating existing ERP systems with new CRM solutions and created a more efficient workforce to bring power where it's needed most.

"The solution has been transformative and allows us to be better equipped to serve our customers here in Austria. The training and technology have empowered our workforce, and the collaboration with Avanade has set us on a path toward being a more future-ready organization."

-Astrid Schober, CIO, Wien Energie

About Wien Energie

Wien Energie is the largest regional energy provider in Austria and a subsidiary of the municipal utility company Wiener Stadtwerke. We reliably supply two million people with environmentally friendly power, cooling, heating, electromobility and telecommunications. In order to promote climate protection, we will be investing heavily in expanding the use of renewables such as solar, wind and hydro power as well as electromobility. We are actively shaping the future of energy through innovation and research. We are ideally prepared for the future due to our efforts to promote climate protection and security of supply in the city.





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About Avanade

Avanade is the leading global provider of digital, cloud, AI and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem.

Together with Accenture, we have been recognized as Microsoft's Global SI Partner of the Year more than any other company. With the most Microsoft Most Valued Professionals, certifications (60,000+) and 18 (out of 18) Gold-level Microsoft competencies, we are uniquely positioned to help businesses grow and solve their toughest challenges.

Avanade is a responsible business committed to building a sustainable world through the power of people and Microsoft. We hold ourselves accountable to environmental, social and governance targets, ensuring our business is sustainable for the long term. Every day, our 60,000 professionals in 26 countries harness the power of their diverse backgrounds to make a genuine human impact for our clients, their employees and their customers. Learn more at www.avanade.com and follow us on [LinkedIn](https://www.linkedin.com/company/avanade).

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