



## How Primeo Energie used innovation to enter the French B2C energy market?





# Context

**Primeo Energie** has a clear ambition to be an important player in the French energy market and is **committed to the energy transition**. Initially, Primeo Energie entered the B2B market in France, characterised with high volume, 40% of consumption, and low transactions visibility, representing less than 1% of the meters. That left little room for **offer differentiation and innovation**, which were in fact Primeo Energie's strengths.

To expand its market reach, Primeo Energie decided to **enter the B2C** market in France. Combining its know-how in the B2B energy market in France with its B2C expertise in Switzerland, it **positioned for growth**. In the context of the energy crisis in 2021, Primeo Energie was reassured that their vision to be the innovative offer on the market was the right one.

# Objectives

As the project started to take shape, Primeo Energie sought a **meter-to-cash technology partner** that would help them launch the right offer, innovative and disruptive, at the right time.

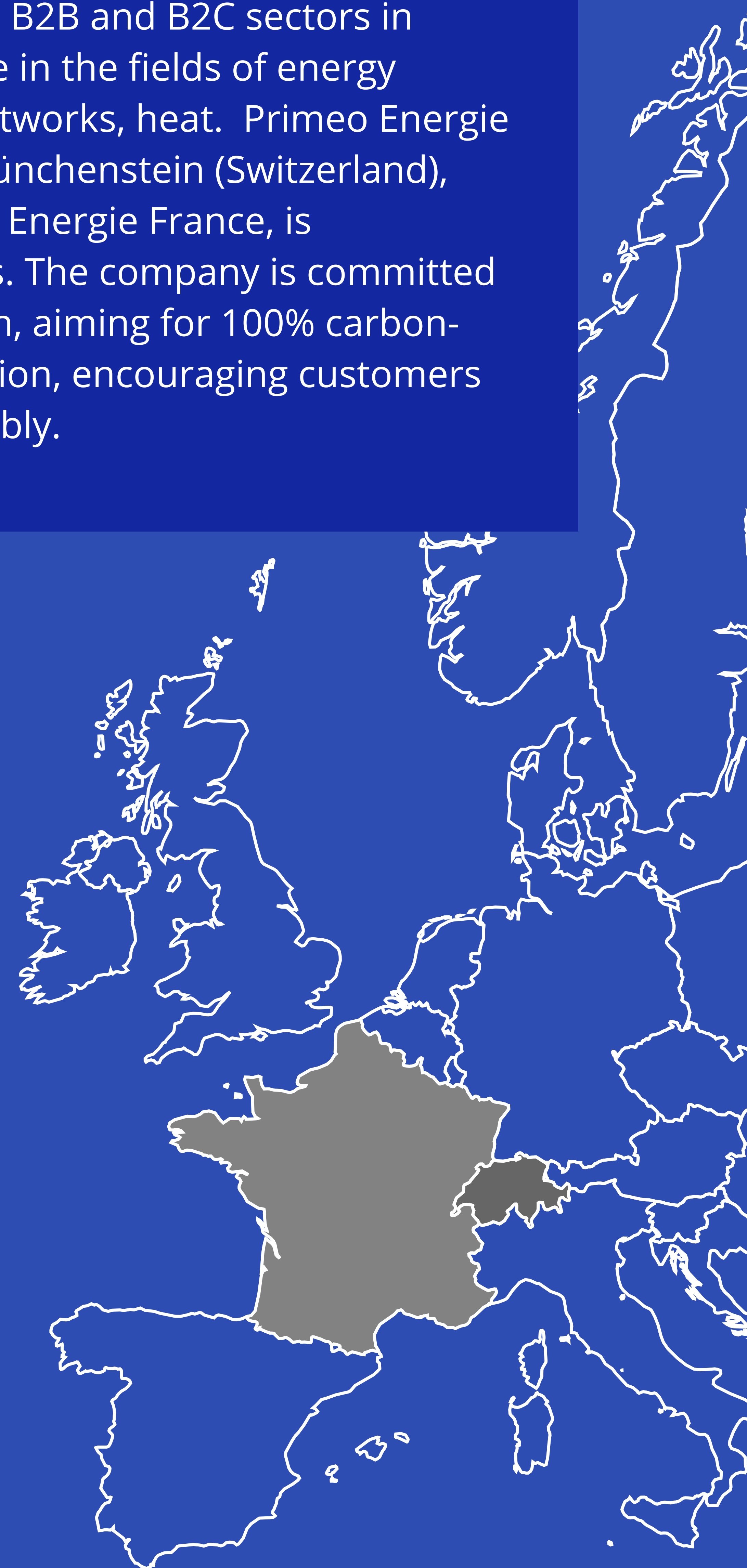
Primeo Energie relied on a very **lean organisation** and business model, key ingredients for their success on the B2B market.

Their ambition was to replicate the same approach for B2C with a support of an **efficient IT platform**.

The IT solution had to be agile and enable process automation to such extend that it could depend on a very small and efficient support team.

## About Primeo Energie

Primeo Energie France operates within a large international group, Primeo Energie, that develops energy solutions for private and business customers, energy supply companies, cities, and municipalities. With a historical presence in Switzerland since 1897, Primeo Energie serves customers across both B2B and B2C sectors in Switzerland and France in the fields of energy (mostly renewable), networks, heat. Primeo Energie is headquartered in Münchenstein (Switzerland), and its branch, Primeo Energie France, is headquartered in Paris. The company is committed to the energy transition, aiming for 100% carbon-free electricity production, encouraging customers to use energy responsibly.





To support Primeo Energie envisioned recipe for success the solution had to meet three key objectives:

- 1 – Build most **flexible, intelligent**, and **innovative pricing model** that can **evolve over time** minimising Churn.
- 2 – Be able to **easily scale** to new services such as non-commodity (ie. E-shop) and premium offers packages.
- 3 – Offer a **fully automated customer journey**, streamlined and contemporary, setting it apart in the market.

The challenge was, how to launch a **comprehensive platform from day one** with highly complex requirements, while running the project cost-efficiently with a very small team of three?



## Why triPica?

Primeo Energie runs its B2B operations in France on a home-built IT billing solution integrated with Salesforce CRM.

To meet their growth and time to market ambitions, Primeo Energie needed to upgrade their existing platform.

Seeking for a new solution, Primeo Energie quickly realised that many market IT platforms came with their own imposed processes that Primeo Energie would have had to fit within, and with long and costly implementation.



Instead, Primeo Energie was looking for a vendor that would be **fully free of inherited operational models and that can be flexible** enough to meet its innovation requirements, key for the success of the project.

The “miracle” came when Primeo Energie was introduced to triPica, all-in-one “meter-to-cash” platform with **excellent customer references and trusted** by market consultants. Being built for agility and flexibility, triPica enables Customers to personalise almost everything, while still being very light in terms of development.

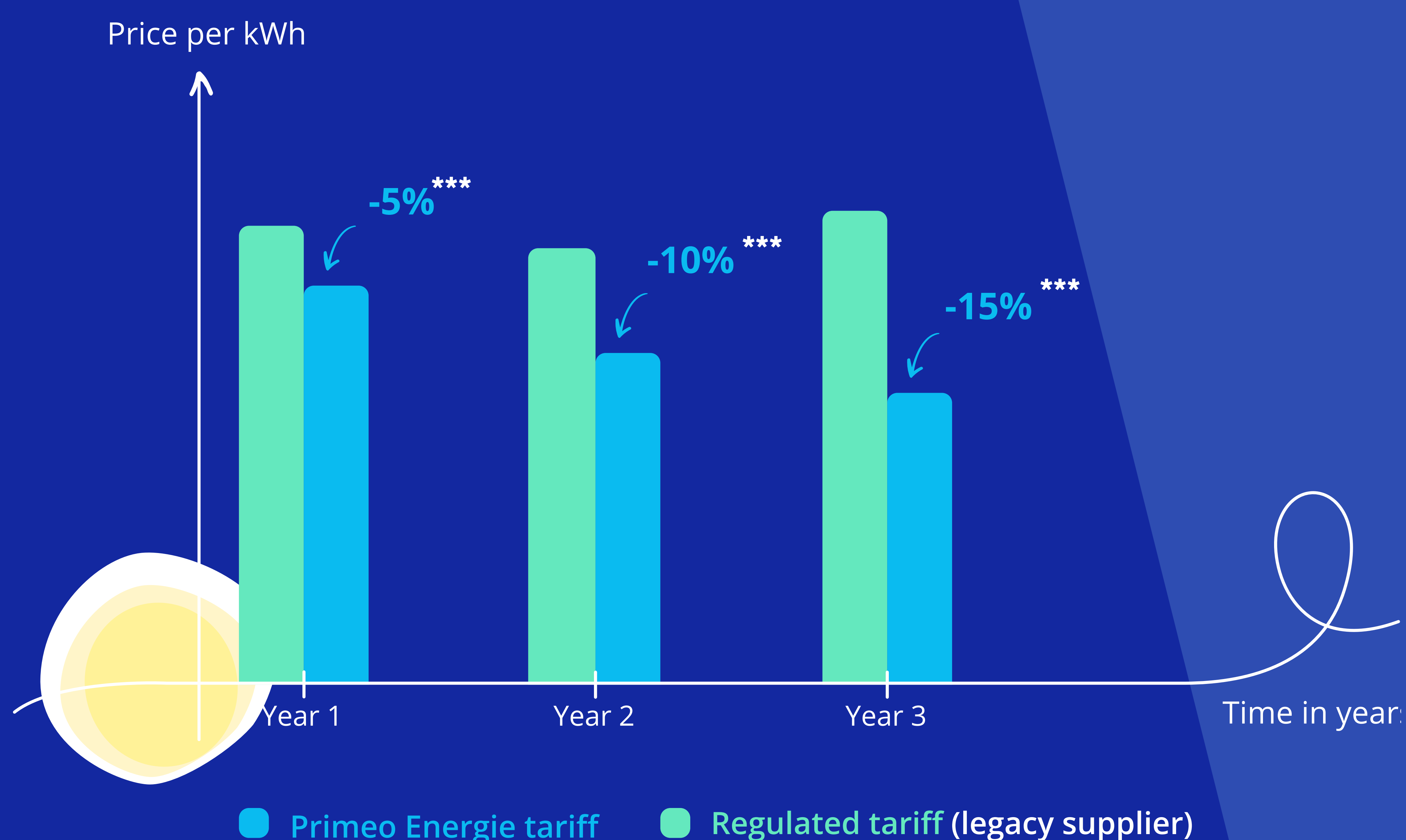
With triPica, Primeo Energie felt that many barriers were broken and the **world of digital possibilities was opened** to innovate and design a solution that will **meet customers’ expectations** today and tomorrow.

## Path to launch

Primeo Energie had exceptionally high expectations: to launch the most **optimised business model with minimal operating costs** and a strong emphasis on **automation** from day one, offering a smooth and **delightful customer experience**. All parties were fully aligned on this target and the project roadmap was built to meet these objectives.

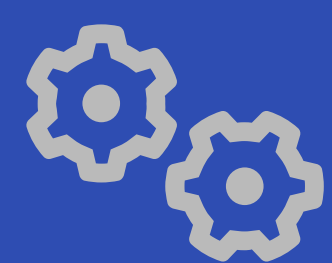
The solution had to be able to accommodate:

- 1 - Complex invoice rules to ensure unmatched transparency and billing quality.
- 2 - Proactively apply the right process based on the customer’s profile and lifecycle maturity.





Below are highlighted key aspects that contributed to the **success of this project**:



**In-depth discovery phase**

was organised around topic-specific ateliers to understand the project in great details. triPica demonstrated excellent listening skills making the liaison between each feature required and the overall solution, showing their technical and functional expertise at each step.



**Trust:** The sentiment among the Primeo Energie team since the beginning of the project was that they could trust triPica with its technical expertise but also knowledge of the industry domain, therefore did not need to be over-implicated, something that Primeo Energie did not feel comfortable doing with any other vendor they met.



**Flexibility:** triPica demonstrated impressive adaptability easily integrating in the existing architecture and the envisioned business model. As a result, a unique and transparent “Loyalty-offer” was built, ensuring customers can benefit from consistently more advantageous rates than the regulated sales tariff.



Primeo Energie France launched a national energy B2C actor offering a **customer experience with the most impressive quality**. To achieve this, triPica brought not only their technical expertise and know-how for Utilities, but also its **cross-industry knowledge**, particularly from telecom industry, where triPica has been successfully launching innovative and disruptive digital customer journeys.

Consequently, Primeo Energie made a **well-timed entrance** into the market with an exceptionally **agile and flexible solution**. This not only facilitated the successful launch of their highly cherished loyalty-focused offering, which delighted their customers, but also ensured they could **effortlessly adapt** their offer to remain consistently aligned with current market trends.



# Results



**Perfect customer journey from day one** was launched with unmatched energy usage transparency and tailor-made communication.



**Future-proof platform:** as the market trends change, Primeo Energie can update its offer quickly and stay ahead of the competition.



**Efficiently run :** relying on triPica expertise, Primeo Energie was able to manage the project with only a team of 3.



**Cost-effective solution:** triPica managed the project efficiently, launching a utility billing and CRM platform for a fraction of the cost of other market vendors.



**Low cost to acquire and cost to serve:** thanks to an easy sign up and self-care customer journey, Primeo Energie supports their growing customer base with a small team.



**Broad functional coverage:** Primeo Energie benefited from day one from a platform with a deep functional coverage and maturity in many dimensions, including accounting.



## Testimonials – customer quotes

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*" Our ambition at Primeo Energie is to become a major B2C electricity retailer in France. To achieve this, we require a top-notch billing and CRM platform. In a crowded market, we must offer innovative solutions, be highly responsive to seize market opportunities, and minimise service costs due to margin pressures faced in France. triPica is a solution that meets these criteria. Unlike most solutions on the market, they adapt to your specific requirements instead of imposing a standard operating model. In triPica, we found a partner that consistently finds solutions. "*

**Antoine d'Ornellas**

Retail Market Director, Primeo Energie France



triPica.

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