

Utility Powerhouse Taps Into Data Warehouse and More, Over 8 Year Relationship



Situation

One large U.S. utility company, operating in several states and providing gas, electric and specialty services to hundreds of thousands of residential and commercial customers, has increasingly relied on Ruf Strategic Solutions to warehouse data and more. When the utility came to Ruf with data warehousing concerns over 8 years ago, they encountered an IT department experiencing difficulty moving special projects through a system filled with mandatory day-to-day tasks, and a marketing department clamoring for data to reliably support new projects and able to produce only small "spikes" of growth, Ruf identified that the company was burdened by day to day projects, an inability to respond rapidly to marketplace changes and new opportunities resulting from the newly restructured industry.

Marketing Objectives

This utility company came to Ruf to speed up processes and house their large data warehouse, but they have received much more over the 8 year relationship. In addition to marketing new products, the utility was also seeking new territory for acquisition and a way to protect market share by understanding all their customers and data-use patterns, seasonal trends and through the use of approved data.

Action

Ruf Strategic Solutions has met this utility company's ever increasing challenges with programs that are both timely and manageable. Turn around time became rapid-fire, and Ruf was able to give their projects the priority they deserved. Over time, the relationship has grown to provide a systems safety net, ensuring that all systems match up as the company began to grow, helping with bridging and transitions, and provided a seamless flow between new and old systems. The utility now enjoys the rewards from their enhanced ability to sort data, run queries, work with mail houses, and telemarketing firms. In a time of deregulation, utility clients need to have rapid, accurate turn-around of information to be able to "strike while the iron is hot" and beat the competition.

Added Benefits

Ruf further deepened the relationship, "slicing and dicing" the utility's existing database and appending data such as age, income, phone numbers, years of residence, original mortgage amount, and other demographic information ultimately driving further segmentation to develop offers that were more timely and meaningful. At the same time, by segmenting and mailing to smaller, more-targeted groups – and potentially more responsive segments – Ruf was able to refine the utility's marketing activities, help them be better able to target those most likely to respond, better allocate their marketing dollars, and allow more freedom in marketing choices such as testing, surveying, customer retention and acquisition, and product launches.