



Electrabel Uses Showpad to Increase Sales Efficiency by 25%

CASE STUDY

Electrabel
GDF SUEZ

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■ Hendrik Van Asbroeck - Head of Sales, Belux, Electrabel



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ABOUT ELECTRABEL GDF SUEZ

Electrabel is part of GDF SUEZ, a world leader in energy and the environment. The company is active in the production of electricity and in the selling of electricity, natural gas and energy services to retail and business customers. It is the largest provider of electricity and natural gas in Belgium, and employs about 5,400 people. GDF Suez is active in almost 70 countries across the globe.

SOLUTION

Electrabel uses Showpad to provide access to its digital content library. The company's central marketing department manages the implementation, and regularly publishes content to keep sales material up-to-date on every device. Its "develop once, use often" approach has helped maintain the quality and uniformity of the sales presentations given by its account managers.

To kick off its Showpad implementation, Electrabel selected a small, dedicated team to lead its pilot program. The company gave them a deadline and a mandate to ensure the project's success. This led to quick results and the project was replicated in other departments.

“ Showpad lets us reuse existing content, which helps us get it to market faster at a reduced cost. ”

Hendrick Van Asbroeck - Head of Sales, Belux, Electrabel

About Electrabel

- www.electrabel.com

Goals

- Provide an easy way for marketing to communicate the latest content to the sales team
- Implement an easy solution for sales reps to access content quickly
- Improve customer experience during sales presentations

Approach

- One stop solution with everything sales reps need to sell smarter and close more deals

Results

- One solution to upload and organize content
- A quick and easy way to present content and engage customers
- Helps reps find the right information within seconds

RESULTS

The Showpad project was hugely successful, providing the following results:

- Account managers were 25% more productive, averaging 5 additional customer visits per week
- Had an NPV (net present value) of EUR 4000 per account manager over 3 years
- Printed 2,300 less sheets of paper per account manager per year
- 58% of account managers reported easier contract negotiations
- 16% of contracts were positively impacted

And had the following positive sales impacts:

- 41% of the account managers reported selling more products and services
- 67% of account managers presented additional products and services
- 13% of sales meetings were more successful

BENEFITS

Other benefits included:

- Quick and easy implementation: Showpad was setup in minutes and required no in-house development
- Guided sales process: Showpad was customized and personalized to guide reps through customer conversations
- Develop once, use often: Electrabel's marketing department creates and manages content, and uses Showpad to share assets with its sales team
- Always up-to-date and available everywhere: Content updates become available instantly, on any device, from any location, whether online or off
- Insight into content usage: Electrabel's marketing department can use Showpad to analyze and understand content usage patterns
- Paperless customer visits: The digitalization of sales assets reduces Electrabel's ecological footprint, facilitates content distribution and reduces printing costs

Date founded

- 1905

Location

- Brussels, Belgium

Industry

- Utilities

Employees

- 5,400+