



Expert system management

"It's my job to manage all users, new releases and campaigns across the different sites as smoothly and efficiently as possible. PSI makes this possible."

-Cait Murphy, Campaign Sales Manager

"Making changes to customer application forms used to require advanced planning and had a huge cost associated with printing, transport and handling. Since we started utilising PSI's platform we can change any information in the customer application form on a Monday evening and all users will automatically have the updated information on their PDA's when they start selling on Tuesday morning."

To have that kind of flexibility gives Airtricity a real competitive advantage and allows us to react immediately to market feedback" says Cait.

"If I have got a query about the PSI application, I know I can pick up the phone and call our Account Manager or the PSI support desk. PSI also provides full end user support to all our sales reps through their help desk which ensures minimum downtime in the field."

"The energy market is highly regulated and PSI are helping us to keep control over our sales force and ensure Airtricity is in compliance with both regulatory and the highest international standards" says Cait.

"Airtricity is also very conscious of our carbon footprint and we are delighted to see a 95% reduction in printing of customer application forms and postage"

About PSI

PSI Mobile has successfully deployed Mobile Software solutions since 2004.

PSI are market leaders in Ireland for contract sales and mobile data capture applications.

PSI offers a total solution including project management, development, integration, hosting and full post sale support.



00353 (0)1-2942311
info@psimobile.ie
www.psimobile.ie
Unit 5, Bracken Business Park
Bracken Road, Sandyford
Dublin 18



01-655 6400
www.airtricity.ie
Airtricity House
Three Rock Road
Sandyford
Dublin 18

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Case study from PSI
Mobile

Airtricity



"PSI's platform has given me complete visibility, control and the ability to scale and direct my sales force in real time"

- Paul O'Shaughnessy, Head of Sales, Airtricity

Benefits Summary

95% reduction in rejections

95% reduction in printing costs

80% reduction in administration cost

20% increase in sales

Reduced time from sale billing with 10 days = increased revenue

Time from sale to billing in under 30 minutes

Adheres to regulatory requirements with an electronic audit log.

Capturing The Energy Market.

"I have over 400 sales staff nationwide to manage, so getting an up to date, accurate picture of Airtricity's sales performance is absolutely vital."

Lisa Delaney is responsible for Airtricity's nationwide Feet On the Street sales team.

With sales reps knocking on almost 30 000 doors per day, Lisa keeps a watchful eye over their conversion rate and productivity through the real time technology platform provided by PSI Mobile.

"We use PSI Mobile to manage every step of the sales process; from campaigns and route management to contracts and sales processing" says Lisa. "I collate live performance reports throughout the day using their online sales management system and I have seen an increase of 20% in sales since Airtricity started using the PSI's platform."

"Our rejection rate has fallen by over 95% thanks to the built-in validation rules on the mobile device, such as bank account confirmation details and MPRN (Account) numbers, while the sales rep is still with the customer. The customer also receives a more professional service from Airtricity with a copy of the contract sent via e-mail, eliminating customer confusion"

"I have seen a decrease of 80% in administration cost because the time from sale to registration in our billing system is instant. This was a time consuming, manual process before the PSI' platform was in place with lost paperwork and duplicated data entry resulting in increased cost."

"PSI enabled Airtricity to increased the scale of our sales team in a secure, controlled manner which wouldn't have been possible without their mobile technology," continues Lisa.

