

# CASE STUDY · Hidroeléctrica del Cantábrico

INDUSTRY · Utilities



## AT A GLANCE

### Client

Hidroeléctrica del Cantábrico supplies electricity and gas to 700,000 customers in Spain, generating nearly 4 million documents annually.

### Challenge

To improve corporate branding and customer satisfaction by implementing an integrated solution for the design, personalization, distribution, and archiving of business documents, while reducing operational costs by leveraging new distribution channels.

### Solution

StreamServe *Utilities*™ optimized the production and distribution of business documents, facilitating customer-specific marketing offers and electronic invoice distribution.

### Results

Improved document design and presentation provides personalized cross-promotional opportunities, print costs have been reduced, and customer service has been improved by easy access to archived documents.

## StreamServe® enables Spanish utility to enhance the value of its customer relationships

Hidroeléctrica del Cantábrico had some lofty goals: They wanted to improve the quality of communications with their customers; enhance their brand; reduce costs, and integrate cross-promotional offers into their communications so they could enhance the value of their customer relationships. And, they wanted to do all this with a solution that was compatible with SAP, Windows, and Sun Solaris.

After evaluating numerous technologies, Hidroeléctrica del Cantábrico concluded that StreamServe *Utilities*™ was the perfect Enterprise Document Presentment (EDP) solution to address their requirements.

It has proved to be a profitable conclusion.

### “Enormously profitable marketing campaigns”

“Thanks to StreamServe *Utilities*, we’ve been able to carry out enormously profitable marketing campaigns because it has allowed us to effectively cross-sell other products and services offered by our company,” said Valentín Vallina, information systems technical manager of Hidroeléctrica del Cantábrico.

Hidroeléctrica del Cantábrico offers services associated with the production, transport, transformation, and distribution of electrical energy, and possesses businesses related to gas, renewable energy, and telecommunications. The company supplies electricity and gas to 700,000 clients throughout Spain.

Hidroeléctrica del Cantábrico generates 4 million printed documents annually, principally invoices. But it also prints bonus policies, departmental documents, and contracts. The company uses StreamServe *Utilities* to control the composition, distribution, and presentment of all of these documents.

### Rapid deployment

Hidroeléctrica del Cantábrico was able to rapidly implement StreamServe’s EDP solution into their environment. As a result, they were quickly able to take advantage of StreamServe’s ability to optimize the production and distribution of business documents, facilitating customer-specific marketing offers, and electronic invoice distribution.

In addition, StreamServe’s EDP solution is certified for the receipt of SAP data in compressed RDI format, providing the ability to rapidly

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— Valentín Vallina, Information Systems Technical Manager, Hidrocantabrico

#### To find out more

Visit [www.streamserve.com](http://www.streamserve.com)  
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design and generate invoices, contracts, and any other documents coming from SAP applications for distribution across multiple channels.

“There were several compelling reasons why we chose StreamServe,” said Mr. Vallina. “The rapid speed of implementation, the versatility in using new channels, the connectivity of StreamServe *Utilities*, and the high degree of professionalism demonstrated by BCE, the StreamServe Solution Center team in Spain were all important factors.”

#### Single invoice, remote printing

StreamServe *Utilities* enabled Hidroeléctrica del Cantábrico to consolidate electricity and gas consumption into a single invoice, while classifying the invoices by distinct criteria (postal code, invoicing summary, etc.) inserting optical labels, and providing total flexibility for design changes.

Another key advantage of the solution was StreamServe's ability to preserve the intelligence of the life cycle in the commercial documentation of Hidrocantábrico, assuring independence from its printing supplier.

Thanks to the implementation of StreamServe, Hidro-eléctrica del Cantábrico has also improved its corporate image on each printed document, while optimizing its relationship with the client by establishing a new marketing channel through the invoice itself.

#### New cross-sell opportunities

Now, cross-promotional marketing messages can be dynamically inserted into invoices and other attached documents without a costly investment in personnel and commercial technicians. The company has also achieved significant cost savings on paper and postage since these campaigns are now inserted into the invoice envelope instead of requiring a separate mailing.

Since the implementation of StreamServe *Utilities*, Hidroeléctrica del Cantábrico has optimized the printing of over 20 million documents, while also achieving greater distribution flexibility.

In addition, StreamServe *Utilities* ensures that all correspondence is available for Hidrocantábrico clients through its Web contact, where customer service personnel can now search, access, and reprint business documents in real-time, resulting in greater customer satisfaction.



How Does Your Company Present Itself?