

DIGITAL CUSTOMER - eSHOP

Bespoke & regional. Expanded offerings support the core business

Digital Customer - eShop

Gain an advantage in the competitive energy market. With a Fichtner eShop, you can offer your customers an expanded range of products and services, making traditional contracts for electricity and gas more attractive, realizing cross-over sales and improving customer loyalty.

Attractive offers – from open-air pool to smart home

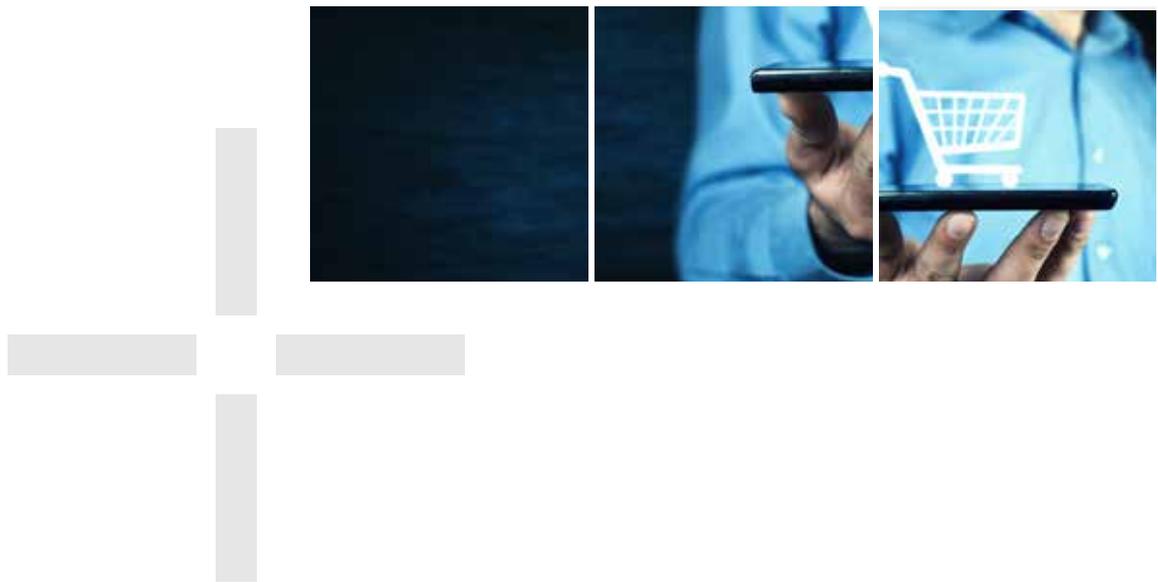
Many municipal utilities now operate an eShop. The product range covers everything from attractive offers for smart-home systems, photovoltaics and e-mobility to regional products and tickets for public transport and the local open-air swimming pool.

Bespoke eShop

Fichtner offers you numerous options for designing your eShop in line with your own wishes. This begins with the product range and layout. Shopping is super easy and convenient for the users: a range of different payment options are available and data entered is saved so that a customer's next order can be placed with just a few clicks. The webshop contains a search function with filters to enable your customers to quickly find the product they are looking for. Regional bonus systems or special discounts are also possible: for example, to reward registered customers for their loyalty or to make your eShop even more attractive.

'Door opener' in the digital dialog

Besides the price, the origin of a product is becoming more and more important to people's purchase decisions. This makes regional products that you offer through your eShop a true door opener. bonuses to existing customers of your utility. What's more, locals who currently purchase their electricity or gas from a different supplier will hear about the extras you are offering. A twofold benefit for your utility: As well as existing customers being more likely to purchase products in your eShop, potential new customers will also be more inclined to sign up for a new water or gas contract. As a direct contact, then, you enter into a digital dialog with your customers and are able to boost customer loyalty long term, such as by granting special eShop-based discounts or



Services you could offer in your eShop:



- **Searching with filters** (e. g. in stock, price, free shipping, color, etc)



- **Tabs** for a clear layout



- **Wide range of products**



- Your **recommendations / bestsellers**



- **Watchlist and shopping basket**



- **Regional bonus programs and special discounts** for existing customers



- Public transport and open-air pool **tickets via QR code**



- Different **payment options**



- **Disclosure of personal data to third parties**



- **Bundling activities**

Knowing and understanding customer needs better

The energy sector is undergoing a radical transition. Utilities face a volatile market environment characterized by fundamental changes, new market players and increasing competition. What were purely consumers in the energy system are rapidly becoming stakeholders – and this applies to private end customers as well as industrial ones. Umpteen questions are waiting to be answered: Which customer needs will I have to address in the future? With which products and services? What will my sustainable business model be?

FICHTNER

IT CONSULTING

Fichtner IT Consulting GmbH (FIT for short) is the Fichtner Group's center of competence for IT. Among other things, we design and implement information logistics for technical networks, plants and infrastructure. We also bundle our industry knowledge and process know-how to optimize the customer communication of our partners in the energy industry by deploying digital solutions and to realize new value added potentials for them.

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