Informatica | Fjordkraft

From Power to Mobile:

Fjordkraft Enhances Customer Service using a Single Source of Truth for Data

"Informatica MDM makes it easy for us to access the right data about customers, so we can provide them with better service."

Stig Rune Utstrand
Manager Data Analytics, Fjordkraft

Goals	Solution	Results
Provide a single view of power and mobile customers to communicate more effectively with them and provide better service	Use Informatica Master Data Management to consolidate, deduplicate, and master customer data	Helps create a more flexible and customer-centric business model and advise customers about new services to drive revenue
Increase developer productivity by making it easier and faster for them to locate the right customer data for use in web and mobile apps	Configure web and mobile apps to pull customer information directly from Informatica MDM	Accelerates digital innovation by helping to reduce development time and improving the accuracy of customer data in web and mobile apps
Simplify analytics and regulatory compliance by integrating data from multiple sources and prepare for a cloud migration	Extract and cleanse data on-premises using Informatica PowerCenter while transitioning to Informatica Intelligent Cloud Services	Provides centralized customer data for analytics while making it easier to comply with GDPR

About Fjordkraft

Fjordkraft is a Norwegian company that delivers power and mobile telephony services to end users. The company supplies electricity to more than 1.4 million people through over 600,000 delivery points in households, businesses, and public entities across Norway.

Informatica Success Story: Fjordkraft

Fjordkraft is Norway's number-one brand for consumer electricity and a leading supplier to the country's corporate market, providing electricity to more than 32,000 companies. It's at the forefront of using data and technology to help conserve power usage and fight climate change, developing the Klimahub web portal where users can check Norwegian companies' climate footprints and create corporate climate accounts. The free Fjordkraft web app allows customers to keep track of their power usage and explore solar options, helping move Norway closer toward a climate-neutral value chain.

Recently, Fjordkraft diversified its business by becoming a provider of mobile telephony, putting its powerful brand behind Telenor's network. The offering was an instant success and the number of mobile subscribers has grown to more than 100,000, a growth rate of 52 percent year over year.

While the expansion into mobile telephony was great for the business, it presented new IT and process challenges. For instance, because electricity customers and mobile customers were in different databases, there was no centralized view of a customer. This made it difficult to communicate with customers and keep their information consistent, as well as limited opportunities for cross selling and up selling. The expansion into mobile telephony also increased the scope, complexity, and usage of the Fjordkraft app, which had to be updated to give customers an overview of their mobile subscriptions. The large mobile customer base also presented new opportunities for analytics, as well as new regulatory obligations.

"Adding mobile telephony to our existing energy business brought many challenges from a data perspective," says Stig Rune Utstrand, Manager Data Analytics at Fjordkraft. "We needed to bring all our customer information together in one place and eliminate duplicate data between the power and mobile business units."

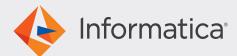## Creating a single, unique view of every customer

Fjordkraft was already using Informatica PowerCenter to extract and load data into an Oracle data warehouse, and decided to expand its data management capabilities with Informatica Multidomain MDM.

Working with Interago, an Informatica systems integration partner in Norway specializing in master data management, Fjordkraft used Informatica Multidomain MDM to create a golden record for every customer, removing duplicate and incorrect data. In the near future, Fjordkraft will pull customer data from Informatica Multidomain MDM directly into QlikView to give business users an easy-to-use visualization tool for data analysis.

"Informatica Multidomain MDM is very user friendly, and we get a much more complete view of the customer than multiple single-context records can provide," says Rafal Jakobsen, Data Analyst at Fjordkraft.

Reaching more customers with better service

Fjordkraft is using the mastered customer data to drive mobile and web applications that will serve as the foundation for a customer-centric business transformation. The company can also add hierarchy and household information to customer records to help personalize customer communications and improve the effectiveness of targeted marketing campaigns. As new business needs emerge, Fjordkraft can enrich the master customer record with more attributes.

"By using Informatica Multidomain MDM to give the business a complete picture of each customer, we're able to reach more customers with targeted product offers," says Utstrand. "We're helping the business build relationships and loyalty not only with individual customers, but also with entire households."

Every year, Norway's largest customer service survey assesses which company has the best customer service in its industry each year. In January 2020, Fjordkraft led the telecommunications category and was also rated the best of all of the companies across all industries.

"Informatica Multidomain MDM makes it easy for us to access the right data about customers, so we can provide them with better service," says Utstrand. "If they report a change or mistake in their information, we can fix it right away at the source."

Accelerating digital and mobile innovation

Mastering customer data is also helping to reduce development time because developers know exactly where to find trusted customer data for any scenario. Fjordkraft's development teams are currently working on a self-service portal for business users, as well as an internal customer service and business operation app, to further improve customer service.
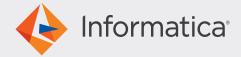
"Our developers like Informatica Multidomain MDM because they don't have to go looking for the right data or spend time building integrations," says Utstrand. "They can deliver value to the business faster."

Having a centralized source of trusted customer data also positions Fjordkraft to make more strategic use of customer data for analytics and makes it easier for the company to comply with the EU's General Data Protection Regulation (GDPR).

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Rafal Jakobsen
Data Analyst, Fjordkraft

"Informatica MDM helps us centralize data so that everyone in our company understands which data source to use," says Ulstrand. "That makes it much easier for IT to have discussions with the power and mobile teams to move the business forward."

Inside The Solution:

- Informatica Multidomain MDM
- Informatica PowerCenter

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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