

Butagaz chooses ABBYY Digital Intelligence to help consumers switch energy supplier



“We worked on the design of our new website to ensure it would provide the best possible user experience, especially on a mobile phone (think Mobile First). The ABBYY solution convinced us due to its ease of implementation and flexibility.”

— Damien Duchaussoy,
Marketing Director at Butagaz

As a multi-energy supplier, the Butagaz group’s mission is to ensure the daily comfort of its customers. As a subsidiary of the Irish group DCC, it is a major player in France and is trusted in the market for the supply of propane and butane. They chose ABBYY to optimize the customer onboarding process.

Challenge

- Looking for a technology solution to make it easier to sign up for its natural gas and electricity supply from a mobile phone, directly on butagaz.fr.
- Needed intelligent technology to enable customers to switch energy supplier quickly and simply by using photo captures of their old bills.
- Back office of the website needed smart recognition and automated processing capabilities in order to streamline new customer data classification.
- Needed a robust Content Intelligence solution that integrated in the existing website infrastructure to deliver a quicker onboarding experience.

Solution

- After logging in to the Butagaz website from a smartphone, the user sends the photo of their bill to FlexiCapture, the integrated ABBYY Intelligent Document Processing platform.
- FlexiCapture identifies whether it is a gas or electricity bill and recognizes the point of delivery (meter ID).
- Smart recognition is responsible for processing and categorizing this data, which is then sent back to Butagaz.fr to obtain a price estimate.
- To finalize the switch, the user just needs to sign their contract online.

Value



ABBYY Content Intelligence Platform enabled faster and more innovative customer onboarding via mobile.



Company now enables consumers to switch supplier in less than three minutes, with no obligation, no interruption to their supply and no involvement from any third party.



Time reduction in data processing time thanks to intelligent recognition and data classification maximizes online and mobile conversion rate.



Company awarded best customer service and user experience on website in 2020.