

SUCCESS STORY

Energy Generation and Trading Provider

VALUE DELIVERED

- ✓ Delivered a minimum viable product in just **15 weeks while achieving a 5.0 CSAT score.**
- ✓ Combined business process transformation with a **tailored industry solution** rather than a standard commerce implementation.
- ✓ **Integrated customer experience,** commerce, sales, marketing, and financing capabilities into a single digital ecosystem.
- ✓ Helped the customer replace manual, low-efficiency processes with a **scalable digital operating model.**



OSF | DIGITAL

Accelerating Digital Energy Trading with a Self-Service B2B Commerce Platform

Customer Profile

Our customer is a **leading energy generation and trading provider** that operates large-scale renewable energy assets and serves commercial customers.

Challenge

- ✓ Sought to modernize the way businesses evaluate, purchase, and transition to **alternative-energy contracting models** through digital experiences.
- ✓ Accelerate the digitalization of **energy trading processes.**
- ✓ **Simplify the migration journey** for small and medium-sized businesses moving to a new energy contracting model.
- ✓ Provide an **online energy savings simulator** to help customers evaluate opportunities independently
- ✓ **Enable financing options** through integration with a third-party credit platform to support adoption.
- ✓ Create a simple, seamless, and user-friendly **digital energy trading experience.**

Outcome-Driven Solution

- ✓ OSF built a digital energy trading ecosystem powered by **Salesforce B2B Commerce, Sales Cloud, Experience Cloud, and Marketing Cloud.**
- ✓ Created a **customized B2B website**, an **online energy savings simulator**, automated proposal generation, and customer self-service.
- ✓ Credit platform integration.
- ✓ End-to-end migration tracking to create a **streamlined digital buying journey**, evaluation, and onboarding processes.
- ✓ Significantly **improved user experience** through a modern digital platform.
- ✓ Reduced manual and time-consuming operational activities.
- ✓ **Increased engagement** among customers, business teams, and partners.

Customer Adoption

- ✓ Business customers gained self-service access to tools that allowed them to **simulate energy savings**, explore contract options, and monitor migration progress online.
- ✓ Registration-based access **enabled lead generation** and guided users through a structured digital onboarding and evaluation process.
- ✓ OSF delivered a **rapid MVP launch** and created an intuitive experience that encouraged engagement across customers, business teams, and partners.

- ▶ **25K+** USD invested in digital advertising
- ▶ **50K** single website visits within six months
- ▶ **+700** simulations performed within six months
- ▶ **7x** increase in monthly lead-generation rate
- ▶ **510+** leads generated within six months
- ▶ **1%** lead conversion rate

PRODUCTS

Commerce B2B

Sales Cloud

Experience Cloud

Marketing Cloud