

SOLUTION INSIGHTS



Digital Supporting Change



THE PROTAGONIST

ButanGas was founded in 1948 in Rome by Professor Giuseppe Costantino Dragan. Since then, the company has become one of the leading LPG distributors throughout Italy, joining the Veroniki Holding in 2010. Today, ButanGas has 15 branches, 9 large product storage and bottling plants, including two coastal depots with a distribution network that also extends to the most remote and difficult-to-reach rural areas of the country.

ADAPTING TO CHANGE

In order to adapt to the economic and social changes of recent years and understanding the importance of energy sustainability, ButanGas has started a transformation process to change its business model and become a “Multi-utility”, opening up to the distribution of electricity to consumers. This change also made it necessary to review the methods of interaction with the customer, digitizing the entire customer experience.

For this reason, ButanGas needed to dematerialize the signing of contracts for energy customers, with a solution integrated via API with the CRM already in use.

IDENTIKIT

Nome

ButanGas

Mercato

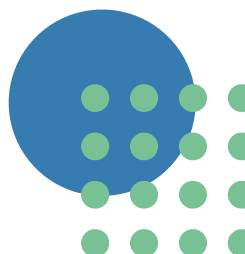
Energy & Utilities

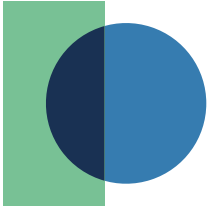
Necessità

To sign contracts digitally

Missione

To digitize the B2C customer experience





▶ THE COLLABORATION WITH INTESA

ButanGas chose Intesa to create a solution that would allow new customers to sign contracts for the distribution of energy remotely. The solution designed involves the creation of contract documents within the CRM already in use by ButanGas, which are then securely transferred to the Intesa Sign solution. The customer here affixes a Simple Electronic Signature enhanced by OTP, which also automatically starts an internal approval workflow. Once completed, the customer receives the signed contract via email.

“

Intesa stood out for its listening skills, its ability to dialogue with technical figures, and the speed with which we were able to integrate the solution.

Riccardo Morandotti,
ICT Manager & Ciso of
ButanGas

▶ BUTANGAS TODAY

The implemented solution allows ButanGas to acquire customers for the supply of electricity quickly and completely digitally. Thanks to Intesa Sign, the time required to close new contracts and the related formal procedures has been reduced from about 10 days to 24-48 hours, making the internal company process much more efficient. ButanGas has also benefited both in terms of reliability and quality of customer service, and sustainability, by reducing paper waste.

THE SOLUTION in brief

Intesa has implemented Intesa Sign for ButanGas, the solution for digitizing the electronic signature process of contracts.



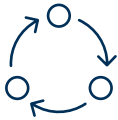


- Customer acquisition
- Contract creation from CRM
- Document transfer to Intesa Sign
- Sending for signature to customer
- Activation of internal workflow
- Contract closure

BENEFITS



Speed of signing times



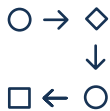
Efficiency of internal processes



Improvement of corporate sustainability



Increased compliance



Ease of integration



Improved corporate image

Intesa

TORINO | MILANO | ROMA

Intesa.it



Intesa, a Kyndryl Company is an Adaptive Solution Provider in the area of business process digitization and trust services and a Certified B Corp. For over 35 years, we have been offering modular solutions adaptable to the needs of any market on a global scale. Our services meet the requirements of digital regulations and ensure technological stability and security, while taking business sustainability into consideration.