



Luminus

Luminus is a major energy supplier in Belgium. The company's mission is to build a CO2-neutral energy future that combines the preservation of the planet, well-being and development through electricity and innovative solutions and services. For example by helping individuals and companies to equip themselves with electric cars and by installing charging stations.

Business Solution
Service Companies

Sector
Other Services

Collaborators
50 - 100

Website
www.luminus.be

CHALLENGE

- The challenge for Luminus to implement this new service as an installer of electric charging stations is twofold.*
- #1. To develop a new service in a start-up way within a well-established company with a different growth rate. The market is developing very quickly and there is a place to go.*
 - #2. Facing an already very competitive market with a significant growth potential for the market leader.*

SOLUTION

To develop its Luminus Mobility offering, the company chose Odoo software and partner Eezee to implement a customer experience that is exceptional and differentiated from the competition.

Odoo was chosen for its ease of implementation, its ergonomics and its integration between E-commerce, CRM and ERP applications to offer an integrated process between qualification of needs, order taking, installation of terminals and invoicing. Eezee's experience in this type of business process and its skills in front-end application development were major advantages in choosing Eezee as its preferred partner.

The platform manages all the B2C and B2B sales channels set up at Luminus. Mainly the integration of partners like BMW or leasing companies who can directly register their requests in the Luminus e-commerce platform. Then the request is handled by the installers with the management of the appointments, the follow-up of the progress, the installation schedule.

The customer can follow the progress of his request in real time via a dedicated portal. Internal managers have a cockpit with a 360-degree view on the process. They can take action at any time to unblock or inform about the project's progress.

RESULTS

Luminus is a committed player in the energy transformation. It provides concrete solutions to companies and individuals who wish to equip themselves with electric cars. By developing the Luminus Mobility platform, the company offers a qualitative experience for those who install an electric terminal.

The omni-channel Odoo solution integrates with its partners' tools via API connectors that ensure real-time integration of their requests. Quality of service is a priority for Luminus. The customer is constantly informed of the evolution of his request. The processes are see-through for the client and for all the parties involved in the project.

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