



INTARGIA Develops Customer Typology for Mainzer Stadtwerke

Mainzer Stadtwerke: The Regional Energy Supplier in Mainz and the Mainz Region. 24/7. 365 Days a Year.

Whether you turn on the tap or the heating in the morning, switch on the toaster or take the bus: The “M” is always there, representing the Mainzer



Stadtwerke companies and all their business areas – from local public transport to electricity, gas and heat to renewable energies. As a municipal company, Mainzer Stadtwerke AG, with its many subsidiaries and holdings, brings together a wide variety of utility, infrastructure and mobility service providers. With over 1,700 employees, they supply over 370,000 inhabitants in the Mainz region, the district of Gross-Gerau and parts of Rheinhessen with electricity, gas, water, heat, public mobility and supplementary technical services.

For further information on Mainzer Stadtwerke, please click [here](#).





Challenge



Synergies were not being exploited due to Mainzer Stadtwerke's lack of a uniform, group-wide view of its customers.

Consulting Approach



Development of a uniform group-wide customer typology with the help of the "INTARGIA Customer Typology Builder".

Solution & Benefits for the Customer



Development of a uniform customer understanding to strengthen customer centricity and exploit existing synergies (cross-selling, product and service innovations, greater customer satisfaction).



“In order to strengthen customer centricity within Mainzer Stadtwerke, we needed a strategic classification of the customer groups from our various group companies. Thanks to INTARGIA’s marketing and sales experience, as well as its Methodology Construction Kit, you were able to develop a group-wide customer typology with great efficiency. This provided us with a common view of our customers. Based on the newly acquired understanding of our customer structure, we are now positioned to leverage numerous synergy potentials in the future.”

Christian Hoffmann,
Department Head Customer & Public Relations,
Mainzer Verkehrsgesellschaft mbH





“At INTARGIA, we always do all that is needed to take the customer forward. In this project, too, we created measurable added value. The outcome was not, however, only of valantic’s doing but, rather, the result of a close partnership with our customer, Mainzer Stadtwerke. We were pleased to find the right approach that allows synergy potentials to be identified.”

Ju Lee-Schultz, Lead Consultant,
INTARGIA Managementberatung GmbH
(a valantic company)



Solutions and Results in Detail

INTARGIA was commissioned with developing a uniform, practical, enterprise-wide customer typology for all of Mainzer Stadtwerke’s group companies.

INTARGIA’s proven methodology for developing the customer typology consisted of three phases: Analysis, Design and Consolidation. During the **Analysis** phase, more than 50 customer groups of the eight companies of Mainzer Stadtwerke were gathered and structured in the **INTARGIA “Customer Typology Builder”**. At the same time, an initial analysis was conducted for the 6-digit-strong customer base.

In the Design phase, the results of the analysis served as the basis for developing a consolidated view of the various customer groups of the Mainzer Stadtwerke group. Using the data collected in the **Customer Typology Builder**, common, relevant customer attributes were identified across all companies to develop a common group-wide customer typology. The respective customer volumes in each of the customer groups and types were also taken into account in doing so.

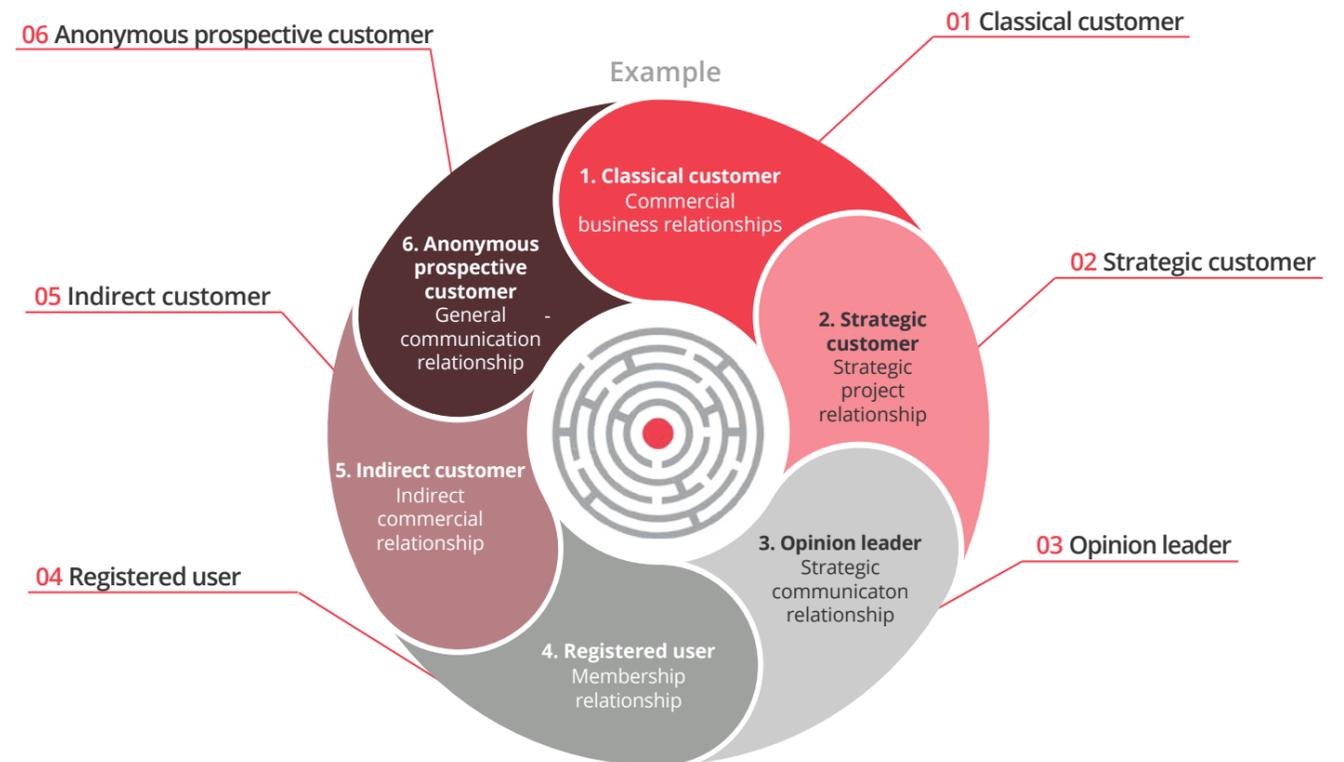




The Mainzer Stadtwerke customer typology was developed in an iterative process in which, in the course of regular review and feedback loops, the various customer types developed with **INTARGIA Customer Typology Builder** were evaluated, quantified, and optimized in cooperation with the experts and chief executives of the group companies.

In the closing **Consolidation** phase, four final customer typologies were evaluated and signed off with the chief executives and board of directors.

The INTARGIA Customer Typography Model



Benefits for Mainzer Stadtwerke

The 100-plus customer groups originally named were consolidated through systematic processing to ten cross-company customer groups, which in turn were divided into four customer types. With access to the customer matrix that was generated using the **INTARGIA “Customer Typology Builder”**, Mainzer Stadtwerke is now optimally equipped to identify starting points for further developing its customer centricity potential. Thanks to the uniform, cross-company view of its customers, Mainzer Stadtwerke is now well on its way to further strengthening customer centricity and customer satisfaction.

The iterative approach, transparent use of the **INTARGIA “Customer Typology Builder”**, involvement and feedback possibilities of all companies and key employees at all times have ensured widespread acceptance of the final customer typology.

For more information about **Customer Typology/Customer Centricity: Customer Understanding as a Success Factor**, please click [here](#).



About valantic

valantic is the N°1 address for digital transformation and among the fastest growing digital solutions, consulting and software companies on the market. It brings together technological expertise with industry know-how and humaneness. More than 500 blue chip customers already rely on valantic – including 28 out of the 40 DAX-listed companies as well as many leading Swiss and Austrian enterprises. With more than 2,000 specialized solution consultants and developers and revenues of around EUR 250 million in 2021, valantic is represented at 24 locations in Germany, Austria and Switzerland, and at a further 11 locations outside the D-A-CH region.

valantic is organized as a unique arrangement of competence centers and expert teams – always precisely aligned with companies' digitization needs. From strategy through to concrete implementation. Its range of services covers Digital Strategy & Analytics, Customer Experience (CX), SAP Services and Supply Chain Excellence as well as Financial Services Automation.

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