

PROCESS MINING CAMP

Carmen Vermeer, Noortje Groenendaal

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TOTAL GROUP

MAJOR ENERGY PLAYER



Total is a **major energy player**, that produces and markets **fuels, natural gas** and **low-carbon electricity**.

Our **100,000 employees** are committed to better energy that is safer, more affordable, cleaner and accessible to as many people as possible.

Active in more than **130 countries**, our ambition is to become **the responsible energy major**.

→ **Total Gas & Power Nederland is a B2B Energy Supplier**

OUR MAIN KPI'S – TOTAL GAS & POWER NEDERLAND

Sustainable Growth

Aquisitie Midmarket
Retentie ZZP



Customer Intimacy



Committed Team

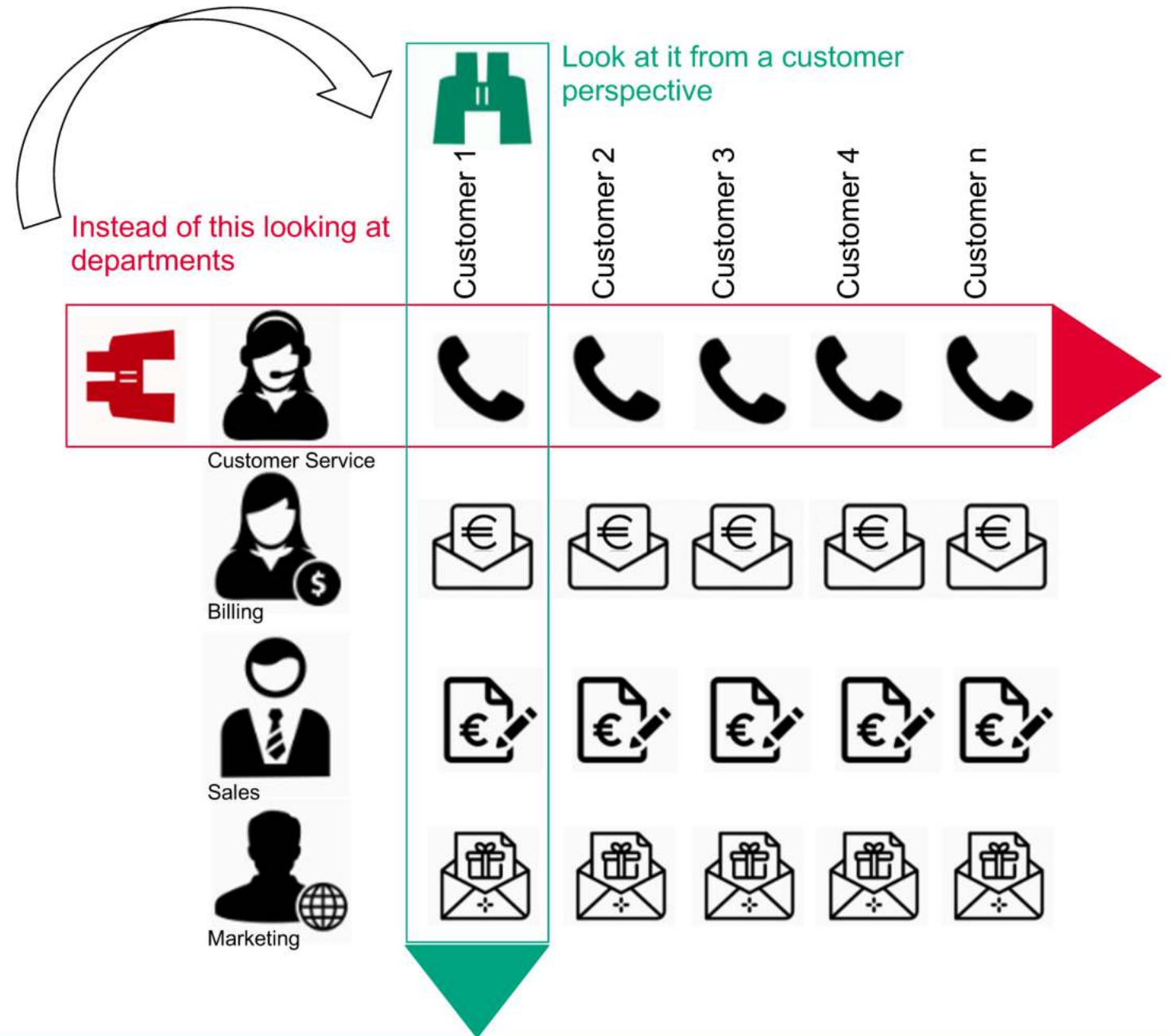


Efficiency & Quality

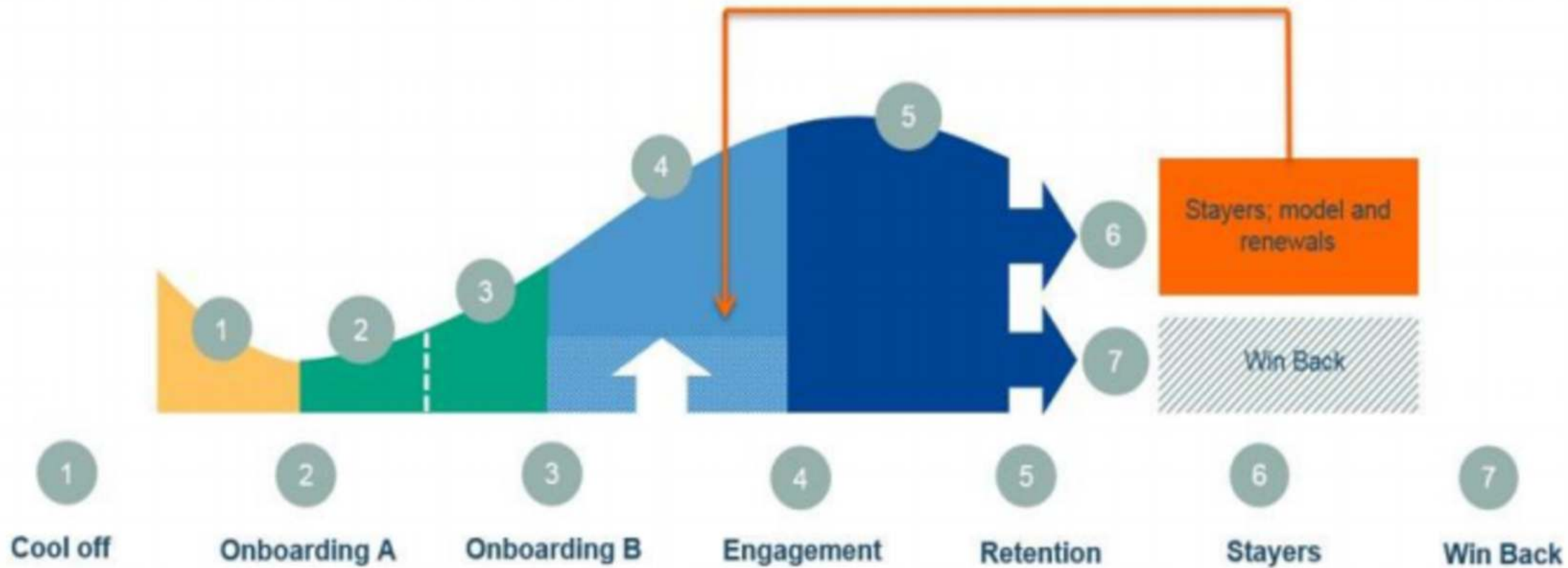


CHANGE PERSPECTIVE

- We need overall insight in the Customer Lifecycle
- From Transactions per department to Customer Centric Analysis
- What we need:
 - Understand the customer journey
 - Determine what a succesful and unsuccessful customer journey looks like
 - Analyse the effect of the actions we take to increase satisfaction of our customers and the phase that we should take those actions in



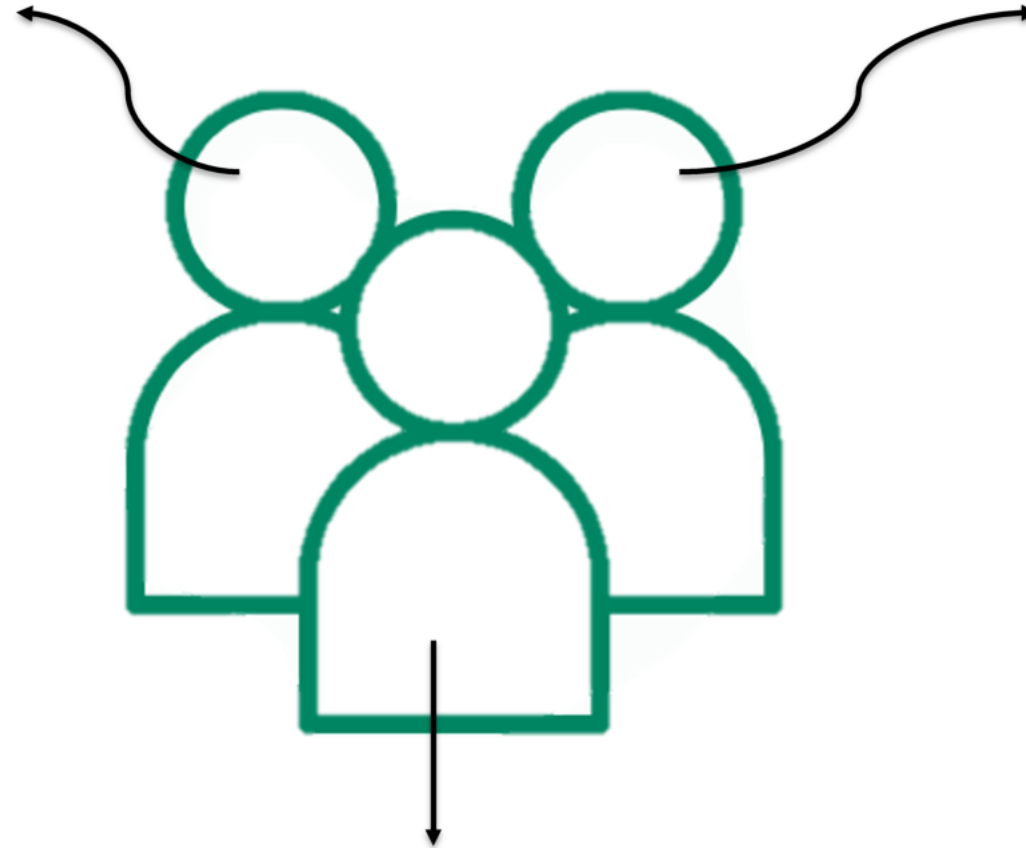
OUR CUSTOMER LIFECYCLE IN THEORY



HOW DID WE ORGANIZE THIS PROJECT?

Business Intelligence Analyst

Business Intelligence Analyst



Market Intelligence Analyst

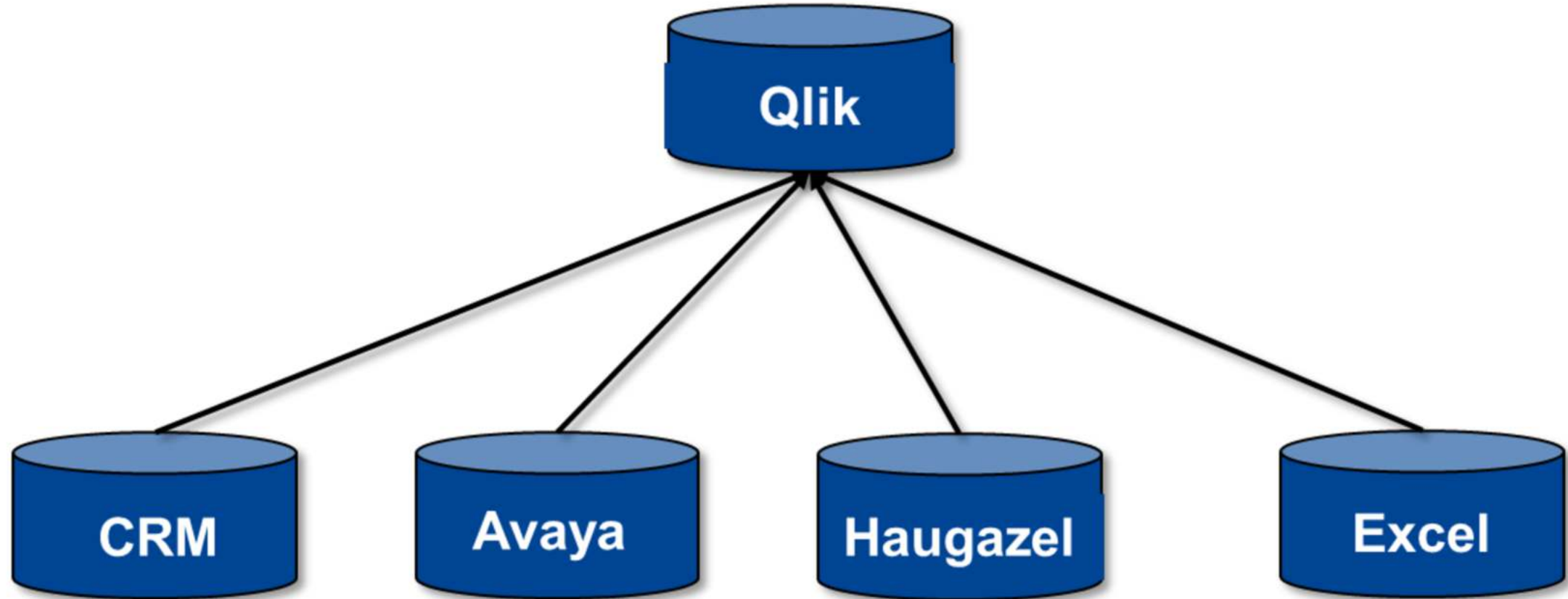
MAIN QUESTIONS

1. What is the most common customer journey?

2. What is the unsuccessful customer journey?

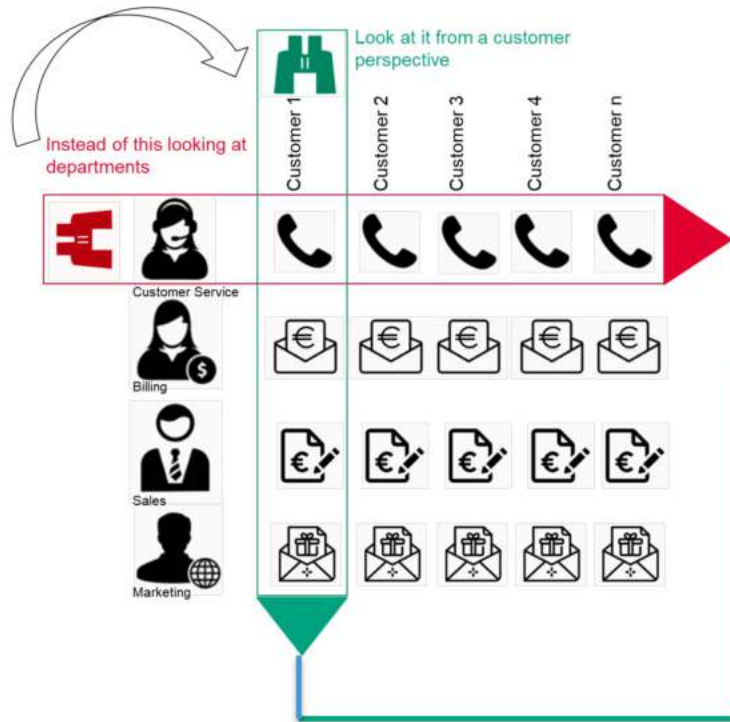
3. What is the successful customer journey?

DATA SOURCES



CREATING THE EVENT TABLE

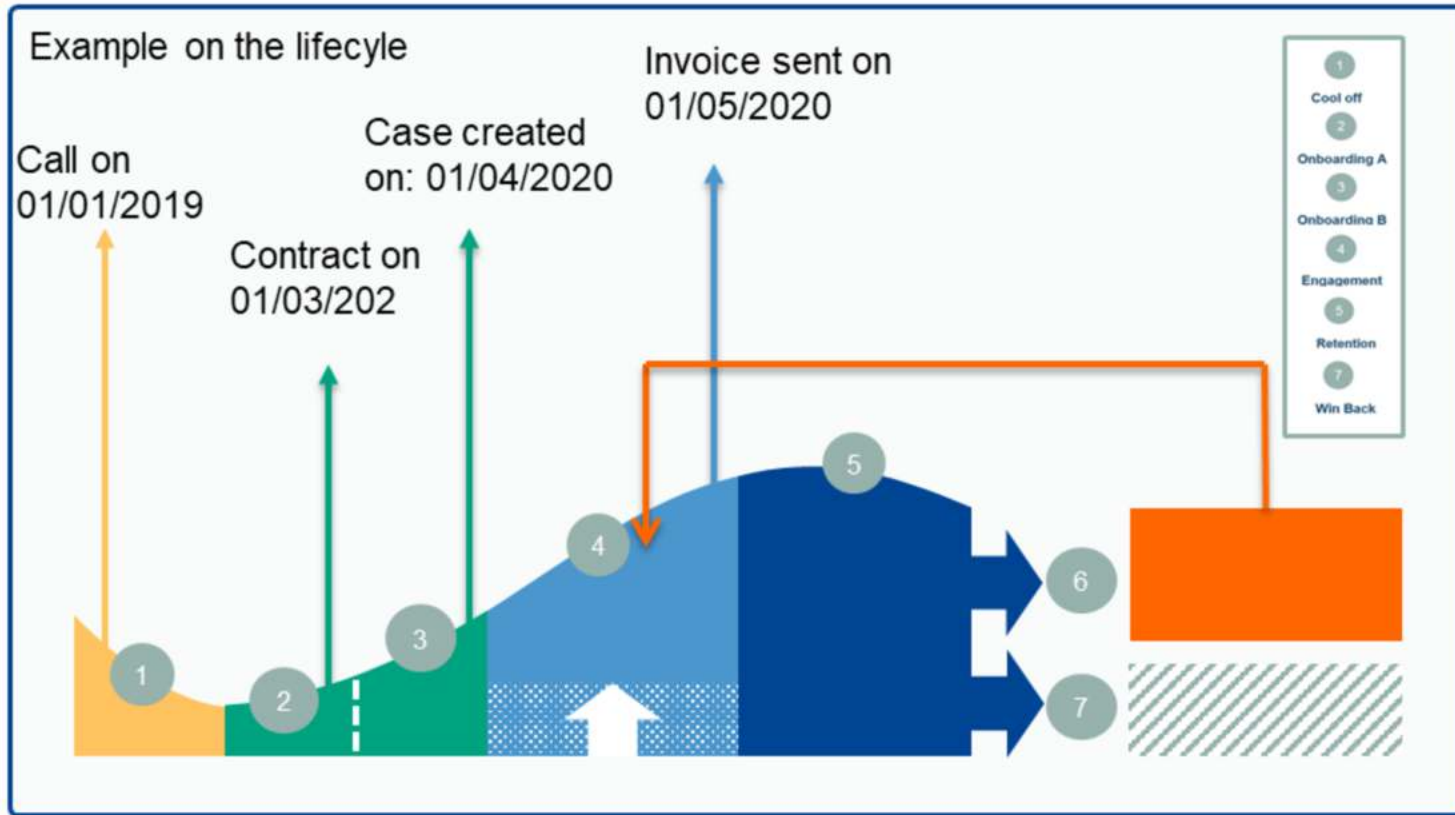
1. All data on a customer level → customer number as ID for process mining
2. Adding timestamps to determine the phases in the customer journey.
3. Adding activities of customers during their customer journey



Example of Data Table for 1 customer

CustomerID	Event	Date	Phase
12345	Call	01-01-2019	Cool Off
12345	Contract	01-03-2019	Onboarding A
12345	Case	01-04-2019	Onboarding B
12345	Invoice	01-05-2019	Engagement

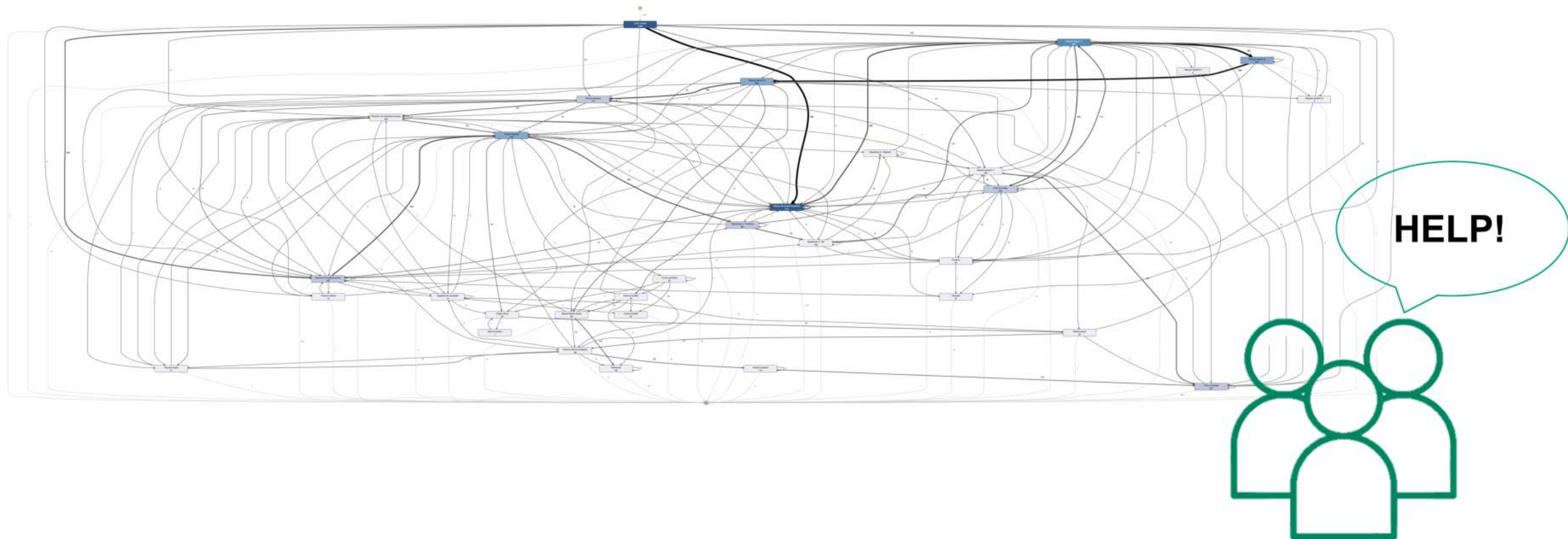
INDIVIDUAL CUSTOMER LIFECYCLE



CustomerID	Event	Date	Phase
12345	Call	01-01-2019	Cool Off
12345	Contract	01-03-2019	Onboarding A
12345	Case	01-04-2019	Onboarding B
12345	Invoice	01-05-2019	Engagement

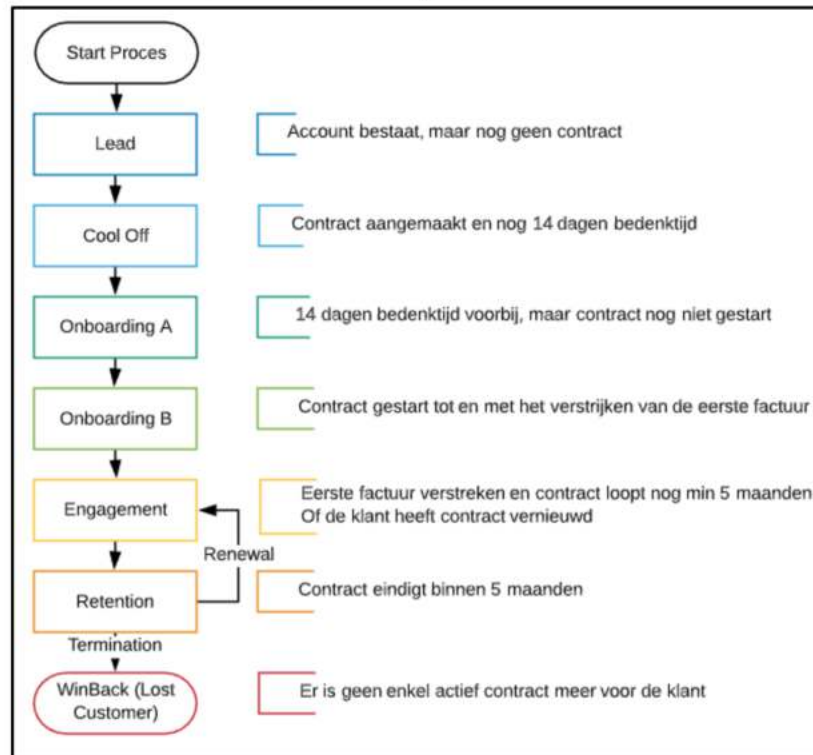
SPAGHETTI PROCESS

This resulted in:

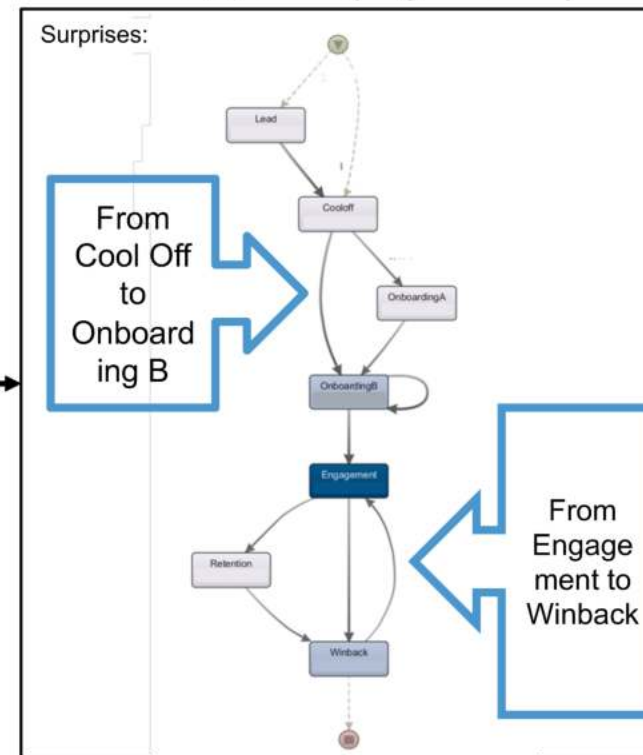


CREATION OF THE LOGICAL LIFECYCLE

What we would expect



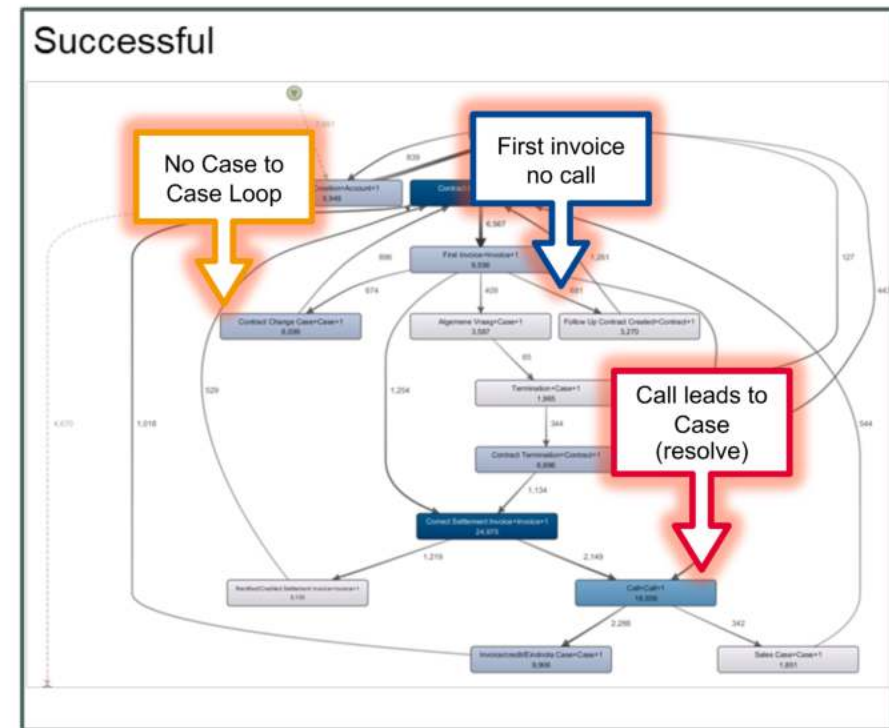
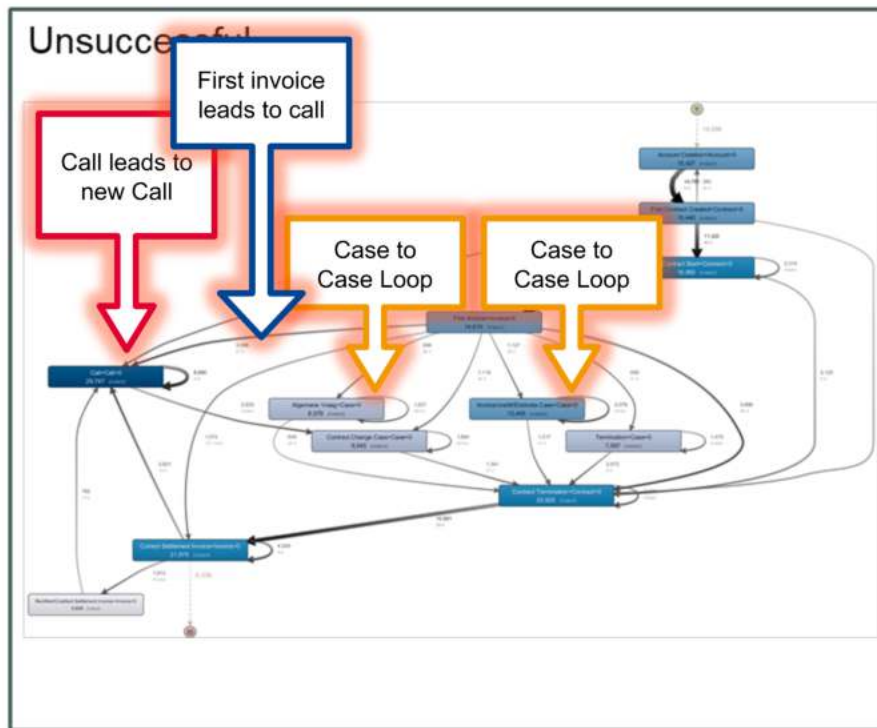
What happens (high level)



MAIN FINDINGS : SUCCESSFUL VS. UNSUCCESSFUL CUSTOMER JOURNEY

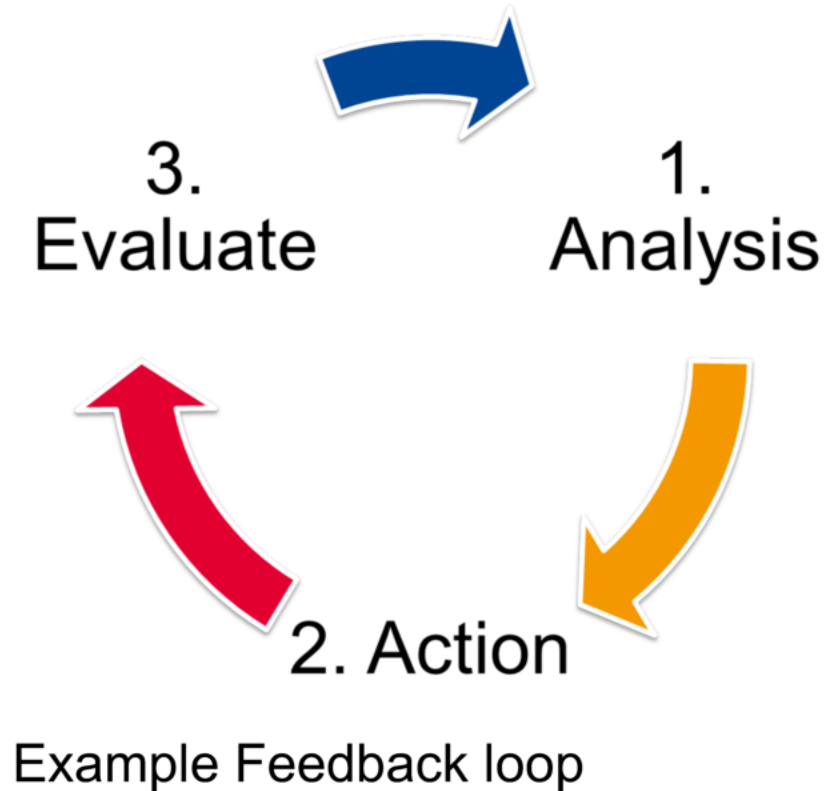
So what kind of findings can you expect?

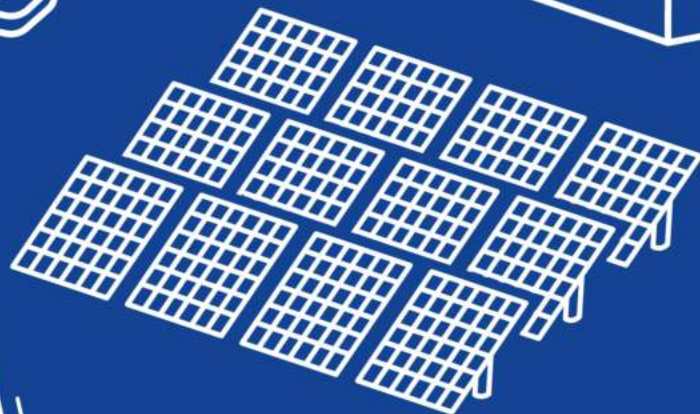
Are there difference between customers that do not renew and who do renew their contract?



WHAT'S NEXT

- Challenges:
 - Who takes ownership
 - We need dedicated resource and competencies
 - How do we create a feedback loop





QUESTIONS?

Carmen.Vermeer@Totalgp.com

Noortje.Groenendaal@Totalgp.com

