

Featured Customer  
**Acea Energia**

## Digital Onboarding with Salesforce Newwired as New Companion in Customer Management



**650+**  
active users



**240+**  
operational journeys



**400+**  
tooltip views



Acea Energia, an Acea Group subsidiary, is among Italy's leading electricity and gas providers. The company is committed to enhancing service quality and customer experience across all touchpoints. Over the past three years, Acea Energia has embarked on a transformation program, introducing significant technological advancements to develop innovative services in the energy and ecological transition sectors.



[www.acea.it](http://www.acea.it)



[acea-spa](https://www.linkedin.com/company/acea-spa)

### The challenge

Acea Energia sought an integrated, real-time guidance system within its CRM to assist operators, eliminating the need to search for information externally. The goal was to improve user experience without overhauling existing systems and to reduce training requirements on key topics.

### The solution

The project started with mapping and gathering requirements from the Customer Care team. Key issues were identified, leading to the implementation of:

- **Informative Tooltips:** Providing additional insights on specific CRM fields;
- **Automated Tooltips:** Offering warnings and reminders to guide operators;
- **Operational Journeys:** Delivering step-by-step instructions for complex processes.



*Thanks to Newwired, we've accelerated customer management, making the user experience more secure and continuously improving. The tool has also enhanced our knowledge management with new options, aligning with regulations and customer needs.*

**Simone Falasca**  
Head of Customer Transformation at Acea Energia

### Benefits

#### Direct Information Access

Reducing time spent on data request management

#### Efficient Workarounds

Achieving significant time and cost savings

#### Enhanced Staff Training

Providing offline updates through journey previews

### Activities Undertaken

- Introduced the product to the Customer Care team;
- Developed a pilot process and deployed functionalities;
- Collected operator feedback;
- Organized "Knowledge Moments" to gather grassroots insights;
- Created informative tooltips to clarify procedures and fields;
- Developed four end-to-end journeys for the most intricate commercial processes.

### Results

The project's implementation has improved the efficiency of customer interactions, equipping Acea Energia with a tool that enables operators to effortlessly navigate complex processes.

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Newwired Solutions?**

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