

CUSTOMER MANAGEMENT AND DEVELOPMENT AT ENERGY MARKET LEVEL AND POWER EXCHANGE

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Abstract: With the operation of market economy based on supply and demand, the competition in all business areas is particularly intense companies are increasingly dependent on the existence of consumer client. Customer becomes more informed, more demanding and increasingly careful with the money you spend. These factors have led to firms that want to survive in the market, try to understand the customer and to focus their products, services and activities to customers. Must assume that long-term success of a company depends on superior quality of its products from those of competitors, thus, highlighting the study and quality management business processes of firms lead to higher benefits derived from competition. These important issues are addressed in this paper that the content is a small contribution to the process of improvement of the situation to management level and develop relationships with consumers on a national and global energy markets.

Key words: energy market, power exchange, management, customer

At the beginning of the millennium, in every field of business competition is very fierce and companies are increasingly dependent on their core reason to exist: the customer. Customer becomes more informed, more demanding and increasingly careful with the money you spend. Such factors have led firms that want to survive in the market, try to understand the customer and to focus their products and services to customer activities.

Must assume that long-term success of a company depends on superior quality of its products from those of competitors, thus, highlighting the study and quality management business processes of companies lead to benefits beyond that of the competition. Now, when:

- competition is becoming stiffer;
 - basic data modifications are extremely fast,
- is almost impossible to gain market segments using outdated methods and strategies.

It is necessary that:

- undertaking to respond almost instantaneously to the changing needs of customers;
- management needs to set a firm to design for the consideration of all stakeholders is an important objective in product development;
- staff is aware that business must lead efforts to obtain products that meet customer expectations, more products that anticipate those expectations.

1. CUSTOMER SERVICE RELATED PROCESSES

Steps required

- determination of product requirements:
 - a) requirements specified by the customer, including requirements pertaining to delivery and post delivery;
 - b) the requirements specified by the customer but necessary for specified or intended use, where known;
 - c) legal and regulatory requirements regarding the product;
 - d) any additional requirements identified by the organization.
- analysis of product requirements - this step is done before the organization's commitment to engage in product supply (submission of tenders, acceptance of contracts or orders) and requires:
 - a) requirements relating to defined product;
 - b) the contract or order requirements differing from those previously expressed are resolved;
 - c) the organization is able to meet the requirements defined.

If modifications of offers, contracts or orders, they must be communicated to the staff involved.

- Communication with clients - requires implementing effective ways of maintaining links to the following:
 - a) product information;
 - b) handling requests for proposals, contracts or orders, including amendments thereto;
 - c) feedback from the client, including its complaints.

2. CONCEPT OF DIRECT MARKETING

Direct Marketing means any activity that creates and exploits a direct relationship between a company and potential clients.

Direct Marketing has developed the following:

- media fragmentation;
- fragmentation of markets;
- increase the average cost and selling expenses;
- requirement of alternative distribution channels;
- lower cost data processing.

Direct Marketing is an interactive system of marketing that uses one or more media channels to influence the response and / or transaction and use this response measurable as a basis for programs aimed at customer loyalty to a company long term.

Direct Marketing goal is to isolate business customers and potential customers as individuals with specific needs and building a continuous relationship with their constantly evolving, for an increased benefit of customers and increased business profits.

In essence, Direct Marketing includes:

- a medium for transmitting information, such as postal service;
- a method of sale, ie direct contact;
- a distribution channel, for example by mail order.

Alternatives to Direct Marketing are:

- General advertising - mass of individuals is addressed, not as separate entities. It is usually appropriate in intermediate stages and receiving knowledge and attitude formation;
- Sales promotions - are brought to have an immediate effect on sales, often by similar means Direct Marketing concept, but aimed at the short and do not lead to building a lasting relationship;
- Public Relations - using media channels controlled by third parties to create a climate favorable opinion;
- Personalized sales - are costly and building relationships lead to inefficient use of resources.

Main features of Direct Marketing are:

- combination of advertising and sales;
- results are measurable and therefore tested for effectiveness;
- is a selective process, assuming the existence of databases;
- can be customized result is building relationships;
- is flexible, both in time and as objectively and as such, is controllable;
- complements other elements of promotion and marketing mix, allowing campaign planning.

3. CONCEPT OF DATABASE MARKETING

Following the unprecedented development of information technology in its implementation of marketing activities, has emerged a new concept, that of Database Marketing (DBM)

Direct Marketing + Information Technology =
= Marketing Database

Database Marketing means using information about customers, potential customers and markets to coordinate all elements of marketing, from marketing planning to the customer as an individual action.

Database Marketing is an interactive approach to marketing that uses media and marketing channels to the individual (such as mail, telephone and targeted sales) to:

- help provide objective ratings of a company;
- to stimulate customer demand;
- to stay close to customers by registering and maintaining a computerized database of customers, potential customers and all trade and commercial contacts to help improve future contacts and to

ensure more realistic planning of marketing.

Premises DBM development is:

a. Technological:

- information technology cheap;
- cheap communication technology;
- cheap customized production technology.

b. Paradigm progress mature industries: the differentiation of products is extremely difficult:

- objective differentiation and / or subjective products;
- increasing competition and falling prices for a particular product loyalty;
- Short-term failure of current strategies.

Solution:

- Targeted marketing directed → client product marketing;
- Customers management → Product management;
- Retaining customers → Customer seizure.

c. Permanent Change of customer needs:

- the need for customized products and services;
- Communication channels need more choice:
 - Media problems: low efficiency (high and low impact);
 - Directional communication → Mass communication;
 - The impact of different media channels (efficiency) to customers.

d. Manufacturer's reaction to the power distributor information:

- Database revolution;
- Manufacturer's marketing strategy;
- Push Marketing → Pull Marketing.

e. Increased concern for information security.

The most important features of Database Marketing are:

- Interaction;
- Individual directional communication on multiple segments;
- History databases;
- Long term;
- Sewer feedback;
- Measurability.

Database Marketing means creating and using databases in conjugation with information technology and low cost communication systems to improve efficiency and effectiveness of marketing through an "adaptive marketing system.

Terminology:

- efficiency = doing the right actions on the relationships between inputs and outputs (transform inputs into outputs in a system that must be achieved):
 - maximizing output for a set of inputs;
 - minimize inputs (or their cost) to get the same output.
 - efficacy = best to take action to achieve goals.
- A high efficiency is usually associated with high efficacy.

4. CONCEPT CUSTOMER RELATIONSHIP MANAGEMENT CRM

Based on Database Marketing and considering a very important aspect, that of building relationships with customers, to reach the need for control and manage that relationship.

Database Marketing + Relationship Building = CRM

Database Marketing shares the idea of developing relations with customers in a number of factors, then build relationships using a series of techniques that bring k perception that customer relationship is enhanced by the development.

Customer Relationship Management (CRM) is a business strategy that allows you to select and manage customers to optimize long-term benefits.

CRM requires a business philosophy of the customer and its cultivation is central to enable effective marketing and effective sales processes and services. CRM applications enable efficient management of customer relationships and provide business management, strategy and optimal culture.

How is seen CRM by a client of company?

If you have a company, CRM means about this:

- find you;
- get to know you;
- keep in touch with you;
- ensure that you get what you want from the company:
 - Not just the products purchased, but also every aspect of your contact with it;
 - Ensure that you get what you promised; is the element of value to you and to develop its business.

CRM business logical scheme are shown in fig. 1.

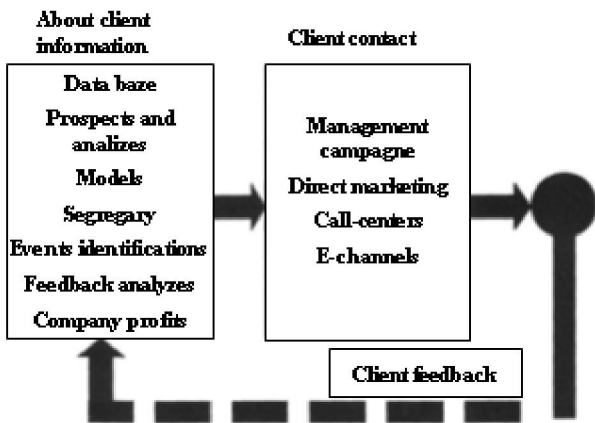


Fig. 1. CRM business – logical scheme

CRM is more than technology, is a complex interlacing of five levels:

- Strategy;
- Processes;
- Tactics;
- Capability;
- Technology becoming the technology applied.

The main objectives that a company can achieve using a CRM system are:

- integration of all customer contact data in one database;
- capability of analyzing all customers to develop customized offerings specific to each individual;
- enable communication and trading in real time with all customers.

In fig. 3 as shown applications domains of CRM strategy.

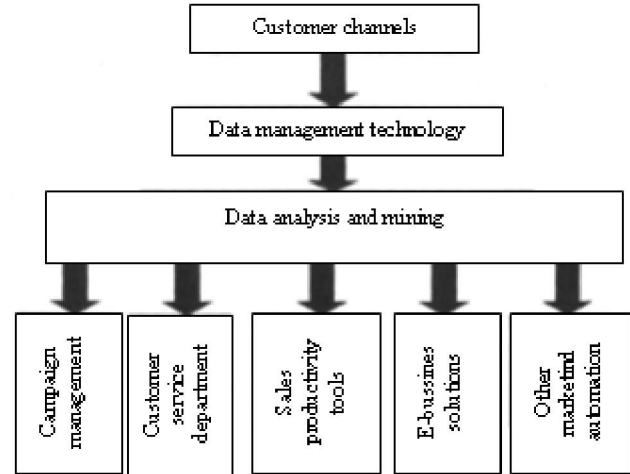


Fig. 3. CRM applications domains

5. AIMS AND BENEFITS OF USING CRM

Efficiency: increase productivity through ease of access to information:

- automate customer contact procedures;
- provide real-time price (suppliers and customers) and inventory information;
- improve procedures for call center and processing effort sways from call centers to Web;
- increase the role of customers;

Sales and marketing: improve cross sales and promoting products:

- improve the environmental effectiveness of dissemination and ability to be connected to the market;
- enable effective tracking and analysis of customer behavior;
- provide data to date market analysis (including client supervision and feedback to teams of R & D teams) - Customer segmentation;
- improve communications within the organization having contact employees in the loop with customers and sales initiatives directional - consistent.

Service and Support: improves customer response time:

- personalized service and support to meet the changing needs of each customer;
- increase the role of customers;
- provide delivery information in real time;
- provide real-time information on customer history;
- provide real-time information on deliveries.

6. PATTERNS CRM

- customer's past behavior is the best to predict future behavior;
- an acquisition is a singular event in the life of a client to receive the true value of a customer's entire behavior should be considered;
- customers are more important than potential customers;
- some customers are more important than others;
- it is likely that many customers have in common;
- is likely that potential customers to act as the actual (not saturated and mature markets).

Based on all these arguments can be put a so-called spiral of prosperity (fig.3) of a company that has implemented a CRM program.

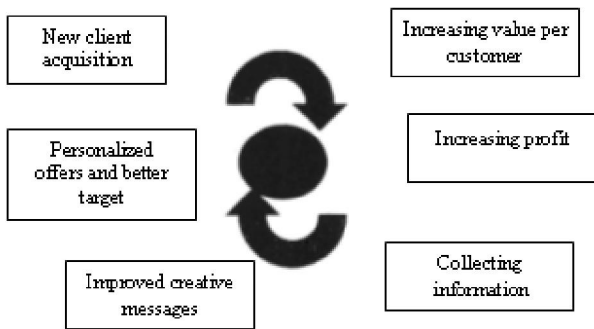


Fig. 3. "Prosperity spiral"

Benefits of implementing a CRM system

- Give assurance that at any time contact with the customer and that it enhances the relationship with the way dialogue is uniquely determined by customer responses;
- Success is measured in each stage of process measurement systems using analytical and reporting options;
- Information received during the dialogue with the client can be used to create models and build a complete and integrated picture of each customer that can be used for the entire business of a company.
- Enable marketing analyst to understand what is needed and what values each customer more to shape their behavior, to identify the events signifiante customer to quickly send information across the organization and optimize the customer relationship through the effective channels of interaction;
- Opportunity to create or maintain a relationship with a customer value derives not only from the time it is sold a product or service, but when building the relationship with it. Behavioral change indicates the possibility of building a relationship. But these opportunities come and go quickly, so we need to act quickly, sometimes even a few moments counting. CRM offers a decision within a very short time.

6.1. E-Bussines Concept

E-Business means using electronic information to improve business performance, create new values and to catalyze new relationships between firms and their customers. eBusiness is any form of relationship, the deal the parties interact electronically, not by hand or physical contact (directly).

It is one of the rare cases when the changing needs and new technology gives his hand to revolutionize the way businesses are run.

Place the following questions:

- Is indeed beneficial to the development of a quality company?
- Quality assurance is a technique now in fashion is an irreversible road to civilization?
- Under current conditions of transition to competitive economy it is appropriate to implement a quality system?

Appropriate responses - only if a systemic approach to quality:

- Is incorporated into the development concept of quality;
- Is placed in the dynamics of industrial development of society.

Include the three possible approaches:

- Modern technology → volume growth of services → supply exceeds demand → increased competition.
 - quality = selection criteria [was quantitative → was qualitative]
- Increasing volumes of information → need for rapid response and operation
 - improvement methods quality management
- Application general systems theory in all fields → restructuring of concepts related to quality.
 - shift from an industrial area of practice essentially one of technical culture⇒

6.2. The need for credibility

Why is it important for the client how to perform a product or service?

The conduct of activities by certain procedures certified by a third party ensures customer confidence in products / services. In the food industry or construction, for example, products and services may have a negative impact on health and safety of customers where the manufacturing and hygiene are not observed. For this reason, setting standards and respect for their work on giving the customer confidence products / services. Through effective management of quality throughout the organization is committed to customer through a set of processes that enable effective satisfaction of customer desires.

CONCLUSIONS

Project research program addresses a series of questions focused on the content of the doctoral thesis which was restricted to four significant steps namely:

- Conceptual structure of the research project (TD) approached phenomenologically and dressed in operational costs. By doing so the author addresses the energy business reengineering modeled in software products applicable to the energy market. Explanations to this approach can be followed in Annex 2 and Annex 4. Details doctoral employment in the context of the knowledge base in November on the design of business issues can be followed in Annex 6. Hedge fund research effort are presented in the traditional version, the structure of the budget.
- Computer assisted modeling of business processes including the Concept holistic optimization models in relation to all activities connected generation - energy market by drawing on a series of indicators that a World Bank funded project aimed at each. The successful application of this approach is that the NPS is using five classes of operational research programs pencil.
- Version management approach efficiency research and development on the local energetics production relations - computer-assisted sales model includes innovative field study that permits profitable efforts of all research approaches - the study design and provided the maximum energy market competition. Calculations of efficiency relate to both plant development and expansion of innovation as the power station SEN. In this context we address the national energy system-wide computerization insisting on hard structures profitability - systems software based on expert performance.
- Realization of complex applications with regard to determining the optimum solution based on minimum effort and energy output in the SEN specimen filled with CRM (customer relationship management) to eliminate all vulnerabilities in the business of selling electricity to consumers in the Romanian energy market and beyond. These calculations have enabled the determination of operating expenditure in research and emphasized the cost of decreased energy derived from applying the approaches of the current project. This approach includes significant end product - the computer program as updated as total revenue and internal rate

of profitable determining the content of any research project including the program (TD).

The design and completion of this research project the student has received a credible explanation that the driver has applied the TD program based on knowledge obtained from literature works Study hundredth listed at the end of the study. All problems presented in the current research project will be developed in his doctoral thesis titled - modeled in the energy business reengineering software products applicable energy market.

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