



Green Network Energy UK and Salesforce: a new commitment to excellence

Green Network Energy UK today announced plans to transform its business and customer care programmes as it expands its use of Salesforce, the world leader in CRM solutions.

Green Network Energy UK will deploy Salesforce over the summer. The use of Salesforce's renowned CRM platform will provide a more comprehensive view of customer accounts and allow Green Network Energy UK staff to respond to customer requests in a quicker, more tailored way. Smarter data-driven decision-making also gives customers a more satisfactory joined-up experience with the energy provider.

Customers will benefit from a new self-service online portal that allows them to manage their account. From service updates to submitting meter readings, renewing tariffs to viewing communications: the new portal is a key part of Green Network's customer care mission. Customers will not just receive energy at an excellent price, they will also feel uniquely valued by having an open, honest relationship where they are treated as an equal and partner.

The digital transformation and customer care programmes are comprehensive enhancements which lay the foundation for ambitious growth targets for Green Network Energy UK over the coming years.

Since 2003, the Green Network Group has shaken-up the Italian energy sector by providing energy and service differently and passionately. Driven by co-founders Piero Saulli and Sabrina Corbo, the group has expanded (demonstrating philanthropic and environmental commitment in the Italian market) and opened its UK business in 2016.

In just over two years, Green Network Energy UK has gained 420,000 active residential accounts and 2,800 active business accounts and been assessed as being in the [top half of energy suppliers for service by Citizens Advice](#). All demonstrating that the original vision of great price and outstanding service is central to the business' growth and transformation strategy.

Sabrina Corbo, founder and CEO of Green Network Energy UK commented: "Our aim has always been to make our customers feel special. Working with Salesforce, we are taking our next step to making our customers feel even better. We are committing to an enhanced relationship with our customers and showing that we are here to make a big difference as a big organisation in the energy sector."

"The relationship that we establish with our customers goes far beyond the typical customer/supplier relationship to look at how we can help business disrupt their industries and reimagine the customer experience," said Sanj Bhayro, Senior Vice President, EMEA Cloud Sales at Salesforce. "Much like other industries, customers' expectations in the energy sector are on the rise, with customers demanding a seamless brand experience, getting support when they need it and on the channel of their choice. We're delighted to be working with Green Network Energy to realise their vision of connected, personalised service."





Notes for editors

1 - Green Network Energy UK is an independent energy supplier, founded in 2016 to bring an Italian touch to the UK market. It serves 420,000 residential and 2,800 business accounts and offers tariffs to suit different requirements (including a 100% renewable electricity tariff). It plans to grow further and challenge larger UK providers.

Parent company, Green Network, is a major Italian energy supplier (fourth largest for volume of electricity), launched in 2003 following deregulation of the market. It commands a €2bn+ turnover, invests in renewable energy generation schemes across Italy and in Romania and plans further expansion in European markets.

2 - For further details about Green Network Energy UK please contact Richard Hurley at press@greennetworkenergy.co.uk. [You can also visit the website.](#)

3 - In October 2018, Green Network Energy UK bucked the trend among many of their industry peers, establishing a strong reputation for customer service and price, in the Citizens Advice Service's Service Star ratings. [Read more.](#)

