

A man in a suit stands in a dimly lit control room. Behind him are several large monitors displaying wind turbines, solar panels, and data charts. The room has a modern, tech-oriented feel with blue and yellow lighting accents.

CASE STUDY **ENERGY**

The energy retailer that goes from the bill to a signed contract, on its own

THE CLIENT · THE PROBLEM

A multi-supplier energy retailer

12

people on staff

8,000

contracts in the book

10

suppliers and portals

30

distributors in the network

01

Quotes arrive late

The lead asks for a price and the rep takes a day to study the bill – with tariffs that may have already changed. The lead signs with whoever answers first.

02

Sign-ups are a maze

Every supplier has its own portal, forms and process. Paperwork, meter IDs, statuses... and the client calling five times asking “when does my contract start?”.

03

The book leaks at renewal

Lock-ins expire unnoticed, competitors keep calling... and the phone line collapses with bill-shock calls, in one language, 9 to 6.

THE SOLUTION

Their digital workforce, seat by seat

A single brain — the retailer's tariffs, suppliers and processes — feeds all its agents. Each module is a job position, not a tool.

THE BASE — WHAT WE ALWAYS SET UP

AI Employee **SALES**

Answers WhatsApp and calls 24/7 in several languages and up to 20 conversations at once (expandable to 1,000): never busy, never a queue.

EKONE **TECHNOLOGY**

The nervous system: CRM with every contract, funnels per segment (residential, SME, partners), landing pages and calendar.

Email Agent Pro **CUSTOMER CARE**

Runs the info@ inbox: recognizes the client, knows their contracts, reply ready to approve.

Instagram Agent **MARKETING**

Answers DMs and turns “how much would I save?” into an uploaded bill and a finished comparison.

LinkedIn Agent **MARKETING**

Finds SMEs with good consumption and opens conversations for business offers — and recruits distributors too.

Reels & Ads Creator **MARKETING**

The content that explains savings and price hikes, produced and published without an agency.

Lead Magnet **MARKETING**

“Paying too much for power?": upload your bill and we tell you how much you'd save. The sector's perfect magnet.

THE SOLUTION · 2

FROM THE AI COMPANY CATALOG

Document verification **OPERATIONS**

Collects and validates ID, meter IDs and contracts on the spot: the sign-up file complete first time.

THE SECTOR-EXCLUSIVE POSITIONS

Supplier Operator Agent **OPERATIONS**

Works on the inside: navigates your suppliers' portals like one more employee — fills sign-up forms, checks statuses — even with no API or integration.

Supplier Pricing Agent **PURCHASING**

Every morning it reads your suppliers' emails, extracts tariffs from PDFs and Excels and loads today's prices into your CRM.

Outbound Calling Agent **SALES**

Outbound campaigns with your offer: 20 calls at once, expandable to 1,000, in several languages. Filters the interested and hands the close to your rep.

Collections AI **FINANCE**

Bounced bills chased with a friendly, escalating tone — before the cut-off and the upset.

Managed Meta Ads **MARKETING**

A constant flow of bills into the AI Employee's comparator.

Distributor Agent **SALES**

Recruits and onboards your sales network: its own partner funnel, qualifies them and drops them into their pipeline with the paperwork ready.

Bill-Shock Agent **CUSTOMER CARE**

The "it's twice as much!" call: explains the bill line by line with the client's real data, in their language, and opens a claim if needed.



NEW • AVAILABLE

★ Contracts Agent

The full sales cycle in one seat. The lead sends a photo of their bill on WhatsApp and the agent does the rest: reads it (OCR+AI), calculates the savings with today's tariffs and generates a personalized proposal in minutes, at any hour, in their language. And when the client says yes:

- ✓ Savings comparison in minutes, from a photo of the bill
- ✓ Sign-up processed with the supplier and tracked until the contract goes live
- ✓ The client informed at every step, without calling to ask

AN ORDINARY DAY

Life with a digital workforce

09:05

Supplier tariff emails arrive. By 09:20, today's prices are loaded into the CRM.

11:40

A lead sends a photo of their bill on WhatsApp. Minutes later they have their savings comparison and confirm: the sign-up goes out to the supplier on its own.

13:00

The outbound agent has made 60 calls in three languages; four interested prospects booked with the rep for this afternoon.

17:30

The supplier operator fills today's sign-ups in the portals and updates statuses; every client gets their "contract live" message.

20:30

The owner gets the summary: comparisons sent, contracts activated and two renewals saved before expiry.

EK

INDICATIVE RESULTS

What similar businesses see

min

from bill photo to savings comparison

20 → 1,000

simultaneous calls per campaign

24/7

service in several languages, no queues

100%

renewals watched and flagged

0

papers chased by hand

Estimates based on deployments in similar businesses. Every retailer is different: none of this is a promise or a guarantee — it's what we design to happen.

STARTS AT

9.490€

+ 279€/mo

A deployment like this starts at the Growth Pack (€9,490 + €279/mo) — the full base with the 5 standard modules. Sector positions are quoted by suppliers and volume on the discovery call.

THE OWNER'S VOICE

“We used to take a day to quote. Now the client sends their bill and gets the comparison in minutes; the sign-up runs itself. We sell more and chase less.”

— Marcos, energy retailer director



Shall we talk about your energy business?

A deployment like this starts at the Growth Pack (€9,490 + €279/mo) — the full base with the 5 standard modules. Sector positions are quoted by suppliers and volume on the discovery call.

Sam Laniakea

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