



University of Wisconsin-Madison
UW E-Business Consortium

www.uwebc.org

Project Report

Integrating Mobile into a Multichannel Customer Experience

Project Sponsor

We Energies

Authors

**Billy Biloon
Marie Campagnole
Michael Kruyswyk
Ketan Patel**

December 2011

TABLE OF CONTENTS

ACKNOWLEDGEMENT

1. INTRODUCTION

- 1.1. We Energies Overview
- 1.2. Project Objectives
- 1.3. Project Methodology

2. WEB COMPANIES RESEARCH

- 2.1. Preliminary Research
- 2.2. In Depth Analysis
 - 2.2.1. JP Morgan Chase & Co
 - a. Company Overview
 - b. Mobile Services Summary
 - c. Takeaways from Chase
 - 2.2.2. TXU Energy
 - a. Company Overview
 - b. Mobile Services Summary
 - c. Takeaways from TXU Energy
 - 2.2.3. Pacsun
 - a. Company Overview
 - b. Mobile Services Summary
 - c. Takeaways from Pacsun
 - 2.2.4. Fandango
 - a. Company Overview
 - b. Mobile Services Summary
 - c. Takeaways from Fandango
 - 2.2.5. Walgreens
 - a. Company Overview
 - b. Mobile Services Summary
 - c. Takeaways from Walgreens
 - 2.2.6. DTE
 - a. Company Overview
 - b. Mobile Services Summary
 - c. Takeaways from DTE
 - 2.2.7. KCP&L
 - a. Company Overview
 - b. Mobile Services Summary
 - c. Takeaways from KCP&L
 - 2.2.8. Amazon
 - a. Company Overview
 - b. Mobile Services Summary
 - c. Takeaways from Amazon

3. INTERVIEWS

- 3.1. Alliant Energy
 - 3.1.1. Interview Response Summary
 - 3.1.2. Interview Takeaways for We Energies
 - 3.1.3. Interested differences
- 3.2. Master Lock
 - 3.2.1. Interview Response Summary
 - 3.2.2. Interview Takeaways for We Energies
- 3.3. Colony Brands
 - 3.3.1. Interview Response Summary
 - 3.3.2. Interview Takeaways for We Energies
- 3.4. Harley Davidson
 - 3.4.1. Interview Response Summary
 - 3.4.2. Interview Takeaways for We Energies
- 3.5. Kohler
 - 3.5.1. Interview Response Summary
 - 3.5.2. Interview Takeaways for We Energies
- 3.6. W.W. Grainger
 - 3.6.1. Interview Response Summary
 - 3.6.2. Interview Takeaways for We Energies
- 3.7. Kimberly Clark
 - 3.7.1. Interview Response Summary
 - 3.7.2. Interview Takeaways for We Energies
- 3.8. American Family
 - 3.8.1. Interview Response Summary
 - 3.8.2. Interview Takeaways for We Energies
- 3.9. BMO Financial Group
 - 3.9.1. Interview Response Summary
 - 3.9.2. Interview Takeaways for We Energies
- 3.10. Orbitz
 - 3.9.3. Interview Response Summary
 - 3.9.4. Interview Takeaways for We Energies

4. COMPETITIVE LANDSCAPE BY CATEGORY

- 4.1. Texting Services
- 4.2. Online Catalog
- 4.3. Social Media Use
- 4.4. Barcode / QR scanner
- 4.5. Email Alerts
- 4.6. Mobile Payments
- 4.7. Industry tips / Blogs

5. VENDORS

5.1. Summary of Services Provided

5.2. Benefits of Services for We Energies

6. RECOMMENDATIONS

APPENDIX

ACKNOWLEDGEMENT

Our project team would like to take this opportunity to thank the following individuals who help us along the way. We greatly appreciate their commitment to team and their helpful insight.

- **Professor:** Dr. Raj Veeramani
- **Project Director:** Lars D. Larsen
- **Assistant:** Vicki Washburn
- **UW-EBC Members:**
 - Orbitz
 - BMO Financial
 - Colony Brands
 - Alliant Energy
 - Master Lock
 - Kimberly-Clark
 - Harley-Davidson
 - Kohler
 - Grainger
 - American Family