

Domain Glossary - EE HH Recommendation System

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Project: Elektrum Estonia Household Customer Acquisition

Purpose: Domain terminology and acronyms reference

Date: October 24, 2025

Acronyms & Terms

Term	Full Name	Explanation
API	Application Programming Interface	Technical connection between systems for data exchange
BUS	Business	Business customers segment (vs. household)
CAC	Customer Acquisition Cost	Financial metric measuring total marketing and sales cost to acquire one new customer
CC&B	Customer Care & Billing	Core billing system being enhanced with this project; stores customer data, contracts, billing; new functionality will add promo codes and referral tracking
CLV	Customer Lifetime Value	Total revenue expected from a customer over their entire relationship with the company
Contract Activation	-	When electricity supply actually starts (not just when contract is signed)
Continuous Bill Discount	-	Discount type that applies one-time lump sum to customer account; automatically deducts from this pool with each bill until fully consumed
Elektrum.ee	-	Self-service web portal where customers manage their accounts and sign contracts
HH	Household	Residential customers (vs. business customers)
LEO-25125	-	Reference implementation: Existing “Discount functionality for LT PRI and MICRO BUS customers” that defines how Continuous Bill Discount works technically in CC&B (Note: Internal documentation not accessible for this analysis)
LT-SUPCRQ	Supplier Change Request	Case type created when self-service signup fails and needs manual completion
Promo Code	Promotional Code	Unique referral code (e.g., “MIHKEL2025”) used to track and reward recommendations
Referee	-	aka New customer who uses someone’s promo code to get a discount
Referral Transaction	-	Complete event: Referrer shares code -> Referee signs contract (discount amounts locked) -> Contract activates (discounts applied to both accounts)

Term	Full Name	Explanation
Referrer	-	aka Existing customer who shares their promo code with others
ROI	Return on Investment	Financial metric calculated as (revenue - costs) / costs, expressed as percentage or ratio; measures profitability of investment
Sales Portal	-	Internal tool used by Elektrum sales staff for manual contract processing
UAT	User Acceptance Testing	Testing phase where business stakeholders validate that implemented features meet requirements before production release