

# Addressing the energy market with the right solution

Electric by D'leteren offers a global car-charging station solution for fully-electric and plug-in hybrid vehicles. It aims to prepare the future of vehicles by providing a solution to present-day societal and mobility challenges. D'leteren's main objective is to facilitate the transition to electric cars by offering convenient and accessible charging solutions. As of today, more than 25,000 public charging stations have been installed across Europe.

In the future, the company aims to offer a global electric ecosystem by providing solar panels, home batteries, and energy optimizers.

## Adapting to a daily-evolving market

The company is a trailblazer in the car-charging station industry. Due to their expertise and technology, the demand is continually growing, and their activity keeps developing quickly. Therefore, they had to find ways to stay in touch with their market while expanding.

Initially, D'leteren used Excel to manage its customers and the installation of charging stations. For its other activities, such as stock management, invoicing, and sales, it relied on specialized corporate tools.

As time went on, Excel became inept at fulfilling the company's needs. The business required a fully integrated CRM to handle the growing demand and an updated and attractive website to showcase offers and generate leads. The solution would need to ensure seamless interaction among all workflows.

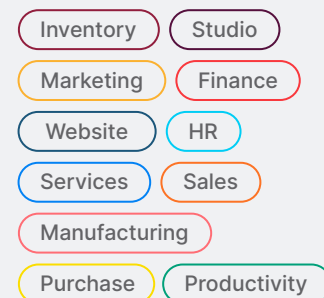
In 2019, Electric by D'leteren became a stand-alone company. Then, the company decided to change the approach regarding its management operations: an software managementsystem was needed.



## At a glance

<b>Size</b>	<b>Industry</b>
100+	Energy
<b>Users</b>	<b>Country</b>
100+	Belgium

## Apps installed



## Why Odoo

Electric by D'leteren chose Odoo for its fully-integrated solution. In less than two months, the database was ready to be used, and the company's whole sales process was fully implemented and automated. Every quotation request from the website is synchronized in real-time with the CRM module making their lead management process straightforward.

They were impressed with how easily Odoo assisted them in their tasks. They use the Sales application to sell their products, Invoicing to get paid by their customers, Accounting to handle their accounting, and Field Service when they go onsite. On top of that, their return on investment is now accessible via their dashboard.

Odoo's integration and flexibility allowed it to quickly have a fully-implemented, up-and-running database to answer Electric by D'leteren's momentous growth and operational needs.

