



# Electric by D'leteren

EDI offers a global ecosystem of intelligent charging solutions for electric cars and plug-in hybrids. EDI is a startup created by D'leteren to prepare the future of the electric car.

Their observation is simple: the electric vehicle is an essential solution facing the new societal and mobility challenges.

They therefore wish to support as many people as possible in this transition by installing electric terminals both at home and at work.

Their goal is to provide electric driving experience.

Business Solution  
Digital Marketing & CRM

Sector  
Energy supply

Collaborators  
20 - 49

Website  
[www.edi.be](http://www.edi.be)

## CHALLENGE

*EDI is a pioneer in the field of charging stations and new demands are increasing. They are experiencing strong growth and are therefore seeing their business develop rapidly. They must constantly adapt to the sector, which is developing and evolving every day.*

*Their biggest challenge is to integrate the CRM in record time by updating their website and to ensure the right integration of incoming requests into their management system.*

## SOLUTION

EDI chose the Odoo applications to facilitate its development and Eezee-It for its expertise in front end development. The creation of the website with Odoo app allows direct connection between the price requests on the website and the CRM module. A web app has also been developed by Eezee to register in offline mode the opportunities during the event (Brussel International Motor Show) and then synchronize them with Odoo.

## RESULTS

In less than 2 months, the Eezee-It team set up the website and automations that allow them to manage their entire flow on a single system: New Request - Appointment setting - HomeCheck - Estimate - Installation - Invoicing.

The management of their leads is therefore more efficient and they can also monitor their ROI in real time via the dashboard.

Eezee-It and Odoo have been able to meet their need for flexibility and speed to face their growth.

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### Modules

