

Oracle Utilities Analytics for Customer Care and Billing



UTILITIES

KEY FEATURES

- Displays customer and revenue details as charts, trend lines, maps, and other graphics
- Uses Oracle Business Intelligence Enterprise Edition (OBIEE), the industry-leading platform that offers pre-built and ad hoc analytics, advanced reporting and publishing, and the ability to invoke business processes
- Drill-downs by period (year, quarter, and month) into current and past performance
- Decision support for customer service and billing managers
- Supports very large data volumes
- Easy configuration, extension, and upgrade
- Integrated spatial views

KEY BENEFITS

- Improves customer support by revealing trends in customer issues
- Speeds call handling, as managers can better anticipate periods of high volume and optimize call center staffing
- Provides quick assessments of customer and revenue trends
- Improves the quality of customer and billing decisions
- Reduces cost and risk of implementations and upgrades

With exponential growth in volumes and sources of data, utilities have an ever-expanding opportunity to derive value from that data to support data-driven decisions across the business. Oracle Utilities Analytics for Customer Care and Billing delivers pre-built analytics for valuable insight throughout the customer lifecycle. With OUA, utilities leverage robust analytics within a streamlined, intuitive platform to support customer service, revenue management, and more.

A Powerful Analytics Solution

Oracle Utilities Analytics (OUA) is a family of solutions that deliver utility-focused analytics on a world-class technology platform to provide real-time, actionable insight.

Oracle Utilities Analytics products based on Oracle Utilities Customer Care and Billing (CC&B) include:

- Oracle Utilities Customer Analytics
- Oracle Utilities Credit and Collections Analytics
- Oracle Utilities Revenue Analytics

Quick Insight to Customer and Revenue Trends

Oracle Utilities Analytics provide immediate answers to a utility's most pressing questions. For example:

- Are we gaining or losing customers?
- Is revenue going up or down?
- Are customer complaints on the rise?
- Are payments coming in on time?
- Are we responding appropriately to customer contacts and unpaid bills?

Armed with improved knowledge, managers and executives can better evaluate their programs and plan actions to improve customer service and protect revenue.

Choice of Pre-Built Dashboards for Decision Support

Each solution delivers pre-built analytics and key performance indicators. Using over 100 intuitive Oracle Business Intelligence Enterprise Edition Answers and spatial views, the products together answer key questions to help improve customer support, revenue management, and billing. Oracle Utilities Customer Care and Billing Extractors and Schema supply data for use by these analytics dashboards:

RELATED PRODUCTS

Use of Oracle Utilities Analytics for Customer Care and Billing require:

- Oracle Utilities Customer Care and Billing
- Oracle Utilities Customer Care and Billing Extractors and Schema
- Oracle Business Intelligence Enterprise Edition 11g
- Oracle Database Server Enterprise Edition

Oracle Utilities Analytics

Oracle Utilities Customer Analytics	Oracle Utilities Revenue Analytics	Oracle Utilities Credit & Collections Analytics
<p>Dashboards:</p> <ul style="list-style-type: none"> • Overview • Customers • Cases • Customer Contacts 	<p>Dashboards:</p> <ul style="list-style-type: none"> • Overview • Revenues • Billed Usage • Unbilled SA • Billing 	<p>Dashboards:</p> <ul style="list-style-type: none"> • Overview • Arrears • Collectibles • Write Offs • Pay Plans • Payment Arrangements

Oracle Utilities Analytics Foundation

The pre-built analytics rest on a comprehensive enterprise platform, Oracle Business Intelligence Enterprise Edition (OBIEE). With this robust toolset, organizations can readily produce additional performance management tools like scorecards, standard reports, and ad hoc analyses. Analytics can also be delivered on mobile devices.

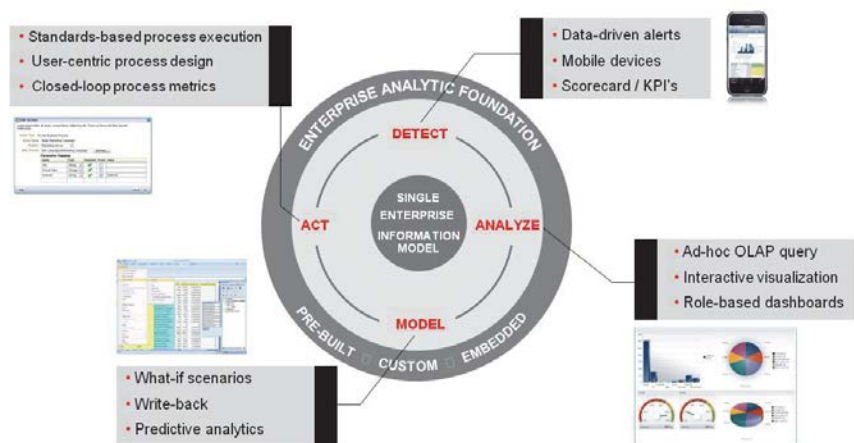


Figure 1: The Oracle Business Intelligence platform provides a complete toolset for driving business intelligence across customer care, billing, and revenue management processes.

Oracle Utilities Customer Analytics

Oracle Utilities Customer Analytics includes:

- **Overview** dashboard that summarizes the latest completed month's statistics on customer loss and gain, number of customer contacts, and the average duration of customer cases.
- **Customers** dashboard that helps utilities and retailers measure customer churn (i.e. customer gain and loss) and view these details on a map. Users can filter and review details across customer class, service type, or service agreement type and several other dimensions. Once they spot potential issues, they can drill down further into the data to group, for instance, residential customers by categories like bill cycle or type of account (e.g. time-of-use or budget billing). Managers can also examine trends by comparing current month's data with data from the previous eleven months.
- **Cases** dashboard that measures staff effectiveness in responding to individual

customer issues. It shows the number of cases opened and closed during a specific period, the average duration of the investigation, and the type of outcome (for instance, “customer mistake” or “utility mistake”). It alerts managers to cases that are taking unusually long to resolve. It also identifies trends by displaying monthly data over the course of a year. A cases map also provides a geographical view of the areas with the most open and closed cases.

- **Customer Contacts** dashboard that measures call and electronic-message volumes by region (with map view), day of the week, hour of the day, and the type of customer making the contact. This dashboard is particularly useful in contact center resource planning. Understanding, for instance, that call volumes drop off by 50 percent after noon on Saturdays or that call volumes increase in the two weeks following a rise in residential customer rates can help managers staff contact centers appropriately.

Oracle Utilities Customer Analytics Example: Manage Contacts

See customer contacts by region, time period, and customer type:

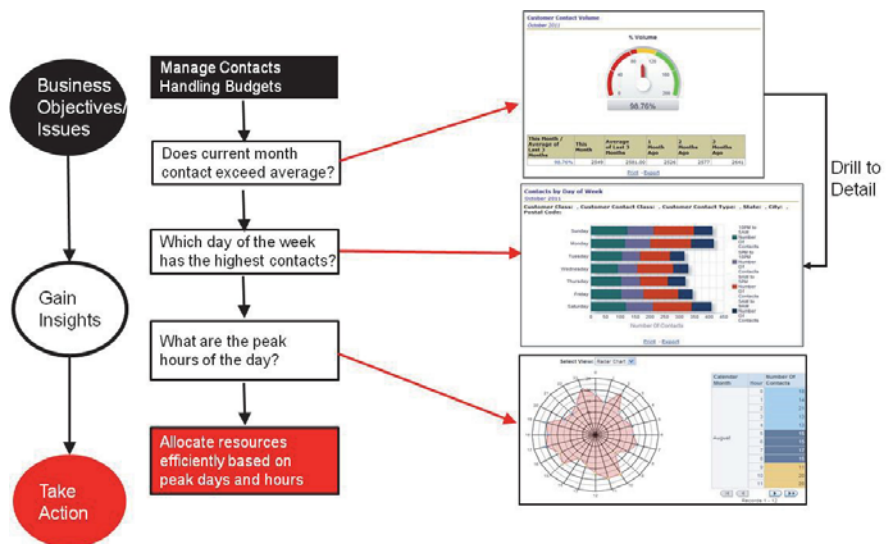


Figure 2: In this example, the Customer Contacts dashboard shows when contacts hit peak volume, allowing utility managers to optimize call center staffing levels in the future.

Oracle Utilities Revenue Analytics

Oracle Utilities Revenue Analytics launches with an Overview dashboard that provides quick insight into revenue trends, billed usage and billing process. Users can further investigate all these areas via:

- **Revenues** dashboard that tabulates revenue by geographic region, including a geographical map view. The dashboard identifies customers that pay a significant percentage of total revenue, enabling utilities to single them out for special service, as appropriate. It also identifies seasonal and yearly revenue trends.
- **Billed Usage** dashboard that helps utilities identify unusual consumption patterns. By applying filters like geographic location or type of service to billed usage, utilities can identify customers with unusual total usage for special programs. Users can also click on a map for details in a given region.
- **Billing** dashboard that provides a comprehensive set of key metrics related to billing process such as Billing Cycle Effectiveness, First Day Billing Efficiency, Bill Segment with High Bill Complaints and Cancelled Bill Segment trend.
- **Unbilled SAs** dashboard offers a comprehensive set of Answers that provide insight into Unbilled SAs, and Bill Segment errors. Users can review monthly trends in

Unbilled SAs by time period, Bill Segment errors across Customer Class, Bill Cycle, Rate, SA Type, City, Postal Code and other key dimensions.

Oracle Utilities Revenue Analytics Example: Rate of Payment Analysis

Compare payments and adjustments with total bills.

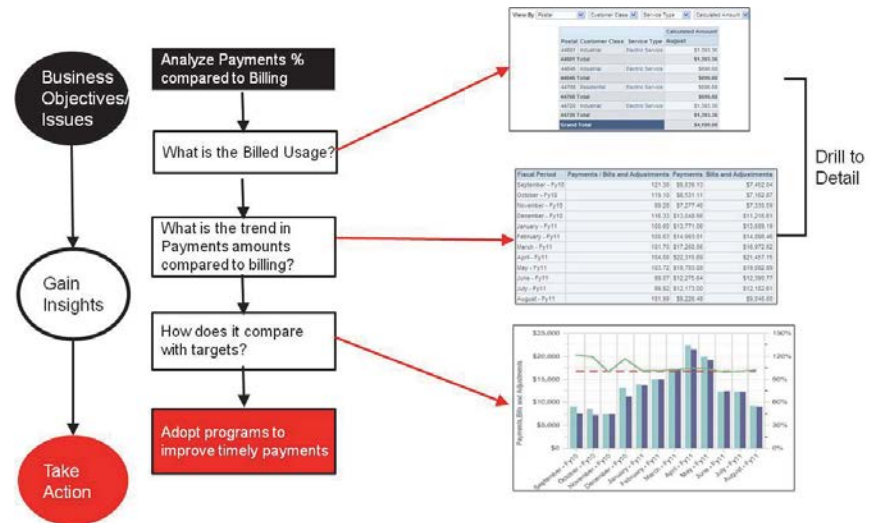


Figure 3: In this example, the Bills and Payments dashboard shows the relationship between payments received and actual billed usage over time. This knowledge helps executives plan initiatives to encourage timely payments.

Oracle Utilities Credit and Collection Analytics

Oracle Utilities Credit and Collections Analytics include:

- **Overview** dashboard that shows arrears for a selected period compared with overall revenue, the arrears collected, amounts that remain to be collected, and total write-offs. This dashboard also permits users to drill down to examine each of these categories by customer segment.
- **Arrears** dashboard shows customer debt broken down by region, including a map, to help in the planning of collection activity. This dashboard also shows arrears as a percentage of billed revenue, arrears broken down by customer segment, service type, or service agreement type, and customers with the highest amount of outstanding debt.
- **Collectibles** dashboard allows managers to measure collection process effectiveness. Various graphs show the number of collection processes undertaken, monthly variations in collectible amounts, and the minimum, average, and maximum durations of individual collection processes.
- **Write Offs** dashboard helps managers assess the effectiveness of the final collection attempts that immediately before write off. The dashboard compares amounts owed at the beginning of the process with the amounts ultimately written off. It also shows the number of accounts and amounts in the write off process and the duration of the write off process.
- **Pay Plans** dashboard offers in depth analysis of Pay Plans such as trend in Pay Plan cancellation, breakage, remaining amount, and number of new plans. Users can slice and view this information by applying several key filters such as Customer Class, Premise Type, Debt Class, Pay Plan Type, Jurisdiction, City and Postal Code.
- **Payment Arrangements** dashboard deals with several key metrics related to payment arrangements such as percentage of successful payment arrangements across installment amount and number of installments, Payoff balance trends, and

expected future payments by time period. Users can drill down to understand Pay Plan outcomes across both installment amount and number of installments.

Oracle Utilities Credit and Collections Analytics Example: Collection Process Effectiveness

Measure the success of collection efforts over time and by customer segment.

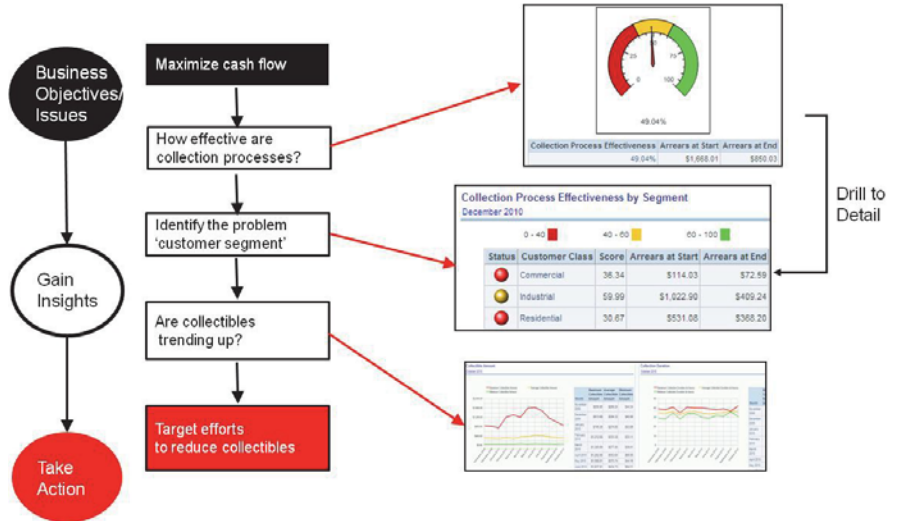


Figure 4: In this example, the Collectibles dashboard reveals trends in arrears by customer segment, allowing executives to decide if more tailored collection programs should be adopted.

Results

The Oracle Utilities Analytics for Customer Care and Billing products provide fast, easy ways to answer critical questions about customers and revenue. The analytics products turn data into information to help utilities recognize trends and make better decisions about their business.

CONTACT US

For more information about Oracle Utilities Analytics for Customer Care and Billing, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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