

Oracle Utilities Customer Care and Billing

Customer Program Management Feature Highlight

Oracle Utilities Customer Care and Billing (CC&B) supports the entire lifecycle of utility customer services and products with Customer Program Management. Customer Program Management includes end-to-end process management features to drive more effective, successful customer programs. With Customer Program Management, each facet of the utility platform, from operations to customer support, works in sync to deliver excellent service and deeper engagement.



Smarter Programs for Smarter Utilities

Programs, like those focused on conservation or energy efficiency, help utilities better control demand while delivering major savings to customers. Improving participation in these programs can drive significant increases in customer satisfaction. Oracle Utilities CC&B Customer Program Management allows utilities to optimize their programs and services by streamlining management tasks and improving customer participation.

Improved Program Management

Leverage process-management features to improve program performance.

- » Create and launch programs faster, and analyze their performance with ease
- » Execute multi-stage, multi-channel program marketing campaigns based on customer preferences
- » Track customer responses and assign customer leads to account reps for targeted outreach
- » Automate and track program progression and tasks based on customer responsiveness
- » Issue field work, track project progress, and implement rebates and bill discounts seamlessly

Deeper Customer Impact

Improve customer satisfaction through service excellence.

- » Identify the best candidates for program involvement based on program eligibility criteria, customer attributes, and much more with customer segmentation tools
- » Manage customer communication and notification preferences with ease
- » Consistently improve program communication, performance, and management tasks with analytics
- » Drive customer satisfaction improvements by delivering the services and programs that matter most to customers
- » Get customers enrolled and enjoying rebates and savings sooner
- » Communicate program successes to bolster brand reputation

KEY FEATURES

- Create, monitor, and organize programs
- Segment customers based on a range of criteria
- Create and manage program marketing and communication
- Assign leads to account reps
- Process applications and rebates electronically
- Issue field work and third party installations and track progress
- Notify customers of program successes and impact

KEY BENEFITS

- Drives more effective programs and services
- Enhances customer engagement
- Improves program management efficiency
- Synchronizes program efforts across the utility platform
- Enables analysis of program performance

READY TO GET STARTED?

For more information about Oracle Utilities, visit oracle.com/goto/utilities or call +1.800.ORACLE1 to speak with an Oracle representative.