

Data Driven Innovation for Utilities

Know and Acquire Customer Sentiments to Proactively Increase Customer Satisfaction and Grow New Revenue Streams

Today's utilities are receiving more data than ever before. Whether it is smart meter data, social media data, network data or 3rd party data, the volumes are huge and the potential opportunities to benefit customers are massive. Utility customers are also much more sophisticated and savvy and their expectations on what services a utility should provide has shifted over the past decade. Customers want a responsive utility that predicts their needs and addresses their concerns with light speed. Utilities must be able to acquire, prioritize and respond to the data being provided by various channels. There is a massive opportunity for utilities to dramatically improve customer satisfaction, personalize services, develop new businesses and grow earning models. In order for utility companies to manage the data deluge, attract and meet customer demands, and grow new revenue streams, they need an agile, flexible customer experience platform capable of understanding and addressing customer needs proactively.

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Oracle's Data Driven Innovation for Utilities Solution enables utilities to aggregate and prioritize customer sentiments to proactively address their concerns and needs. The digital CX solution is a unified platform that empowers utilities to Know and Acquire insight about their customers. The aggregation will allow the utility to efficiently process data from various systems and personalize service to customers. The prioritization will also help the utility find new revenue opportunities and customer requests allowing for faster business development and customer satisfaction.

Data Driven Innovations

Oracle's Data Driven Innovation for Utilities provides a Utility platform to capture sentiment, personalize service and development new business opportunities that maximize customer satisfaction.

CAPTURE CUSTOMER SENTIMENT AND PRIORITIZE ACTIONS

Customer data is everywhere, not just from their smart meter but other channels like social media. The data not only expresses consumption patterns but sentiment, satisfaction and issues. Smart meters are producing data in record volume moving from the monthly meter reads to 15-minute interval reads. Networks are also becoming digitized with sensors throughout. The first challenge that most utilities face is not about the lack of data, but about the ability to absorb, organize and learn from the data. To do this, utilities need a solution to capture the available data and synthesize it into a logical and prioritized set of actionable information. Knowing what customer needs are before they formally ask will minimize complaints to the call center and increase customer satisfaction significantly.

Key Features

- Social Listening to capture customer sentiments
- Prioritization of needs from many omni-channel sources
- Automated personal assistants

Key Business Benefits

- Personalize service
- Create new revenue streams with prioritized sentiments
- Increase customer satisfaction with proactive management of concerns
- Increase customer insight to anticipate needs

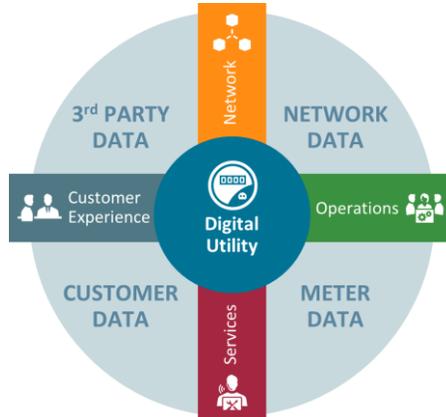


Figure 1. Data comes in many forms like structured and unstructured data. It also comes from many sources like meters and social channels. A digital utility is one that synthesizes these sources and turn the data into actionable information and insight.

A simple digital-first, omni-channel experience acquires data from various sources at various times and various frequencies. With the information utility companies will be able to:

- Determine most active conversations about utilities services.
- Understand new business opportunities based on customer sentiment.
- “Listen” for operational deficiencies.
- Capture and establish new ideas to best service customers.

Data Driven Innovations is designed to help utility companies better capture data and understand their customers by leveraging the many sources of data at hand.

PERSONALIZE SERVICE

Utility customers are communicating their sentiments and needs in many different ways. The use of omnichannel services allow for high levels of conversation. The next challenge for utilities is to have a platform that allows them to *listen* to the many conversations. With the ability to capture and prioritize customer sentiment, utilities can begin to proactively anticipate needs, determine best course of action and establish a path to personalized service. Utilities will be able to:

- Constantly monitor sentiments through social listening
- Target customers interested in new services
- Identify communities interested in increased services (i.e. renewable generation)

Related Products

Deliver better customer experience by combining Data Driven Innovation for Utilities with:

- Customer Service Cloud
- Digital Dialog
- Adaptive Intelligent Applications Cloud

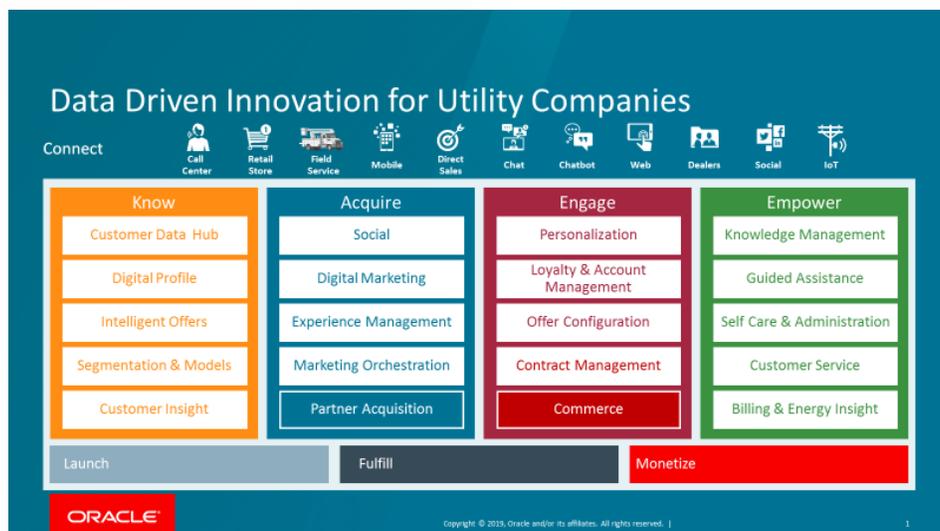


Figure 2. Data Driven Innovations targets the Know and Acquire elements of Oracle's CX portfolio.

GENERATE NEW REVENUE STREAMS

Most utility companies are challenged by the need to continue to grow earnings. Many are caught in the downward spiral of cost cutting to continue to show earning growth. Cost cutting is not the only answer to the utility problems. Under new and emerging models, utilities must look for new revenue streams.

In addition to personalizing service, the data driven innovation solution is designed to help utilities deliver new revenue streams. With the prioritized knowledge of customer sentiments, Utilities are able to prospect new business opportunities from the requests. The solution will help validate opportunities and begin to establish clear demand to increase revenue opportunities.

“20% of digitally determined utilities' revenues will come from new products and services.”

IDC Futurescope 2019

CREATE MORE BUSINESS VALUE WITH DATA DRIVEN INSIGHTS

In a world where the customer is priority #1 and where customers expect the utility to be an all-knowing trusted advisor, Utilities must shift to understand and leverage all of the tools available to help them meet expectations.

Oracle's Data Driven Innovations for Utilities is designed to unleash the power and wealth of utility data with one unified cloud platform solution. The Oracle cloud is the next-generation public cloud that provides the agility, reliability, scalability, and security that modern businesses need. Oracle's Data Driven Innovations as a Platform is one unified solution that enables utilities to aggregate, analyze, and activate their data. It leverages the agility of the cloud to empower utilities to fully exploit the wealth of their data and to generate new revenues streams, personalize services, and improve efficiency. Core Oracle products included in the solution are Big Data Cloud, Autonomous Data Warehouse Cloud Service, Analytics Cloud, Data Hub, and Event Hub. Specific use cases may require some complementary products among Data Integration Cloud, Data Cloud, IoT Cloud Service, Artificial Intelligence Platform Cloud Service, Marketing Cloud, and Engagement Cloud.

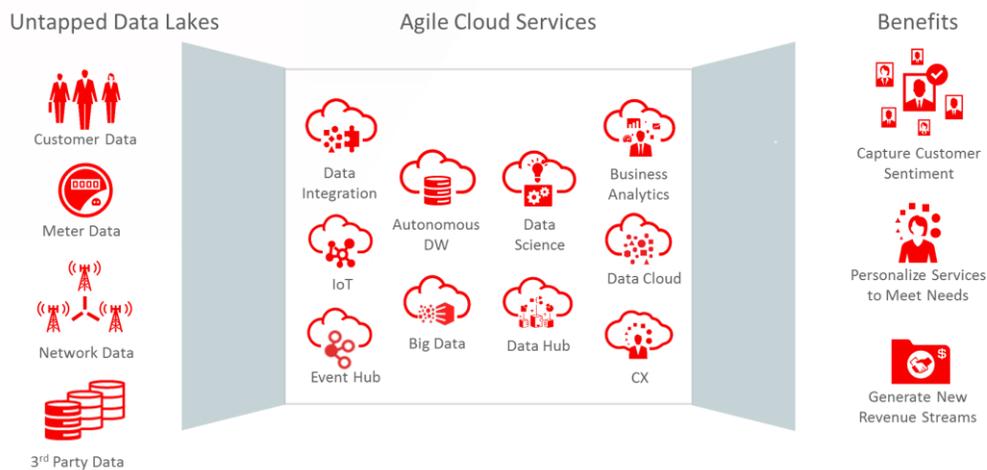


Figure 3. Data Driven Innovations for Utilities platform.

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