

Digital Dialogues for Utilities Acquire, Engage, and Empower the Modern Utility Customer

Today's utility customer is no longer satisfied with sending in payment for a monthly bill of service. They are sophisticated, savvy, and social. They want more control over their usage and their environment. They demand transparency and visibility. Merely transacting with their utility is not enough, they want to interact with their electricity, water and gas providers frequently and maintain an ongoing dialogue. In order for utility companies to attract and acquire new business, actively engage their customers with relevant products and services, empower them with more control and self-service and trust the utility to recommend next best actions and ways to improve results, they need an agile, flexible customer experience platform capable of starting the conversation and keeping the dialogue going.

Oracle's Digital Dialogues for Utilities solution enables utility companies to personalize the engagement with customers and helps make their services more valuable for customers, leading to an increased share of wallet from innovative, intelligent, digital customer experiences. Digital Dialogues for Utilities solution is a Digital CX cloud solution that increases agility, adapts modern technology like personal assistants and guided experiences to easily converse with the utility customer without driving up marketing, sales and services costs. Whether the dialogue is focused on acquiring new customers, retaining or expanding on the relationship with existing customers or empowering your customers to take more control of their own consumption and environment, Digital Dialogues spans the customer journey so utility companies can Know, Acquire, Engage, and Empower multi-directional, mutually beneficial conversations.

KNOW AND ACQUIRE YOUR CUSTOMERS

The conversation starts by knowing your customer to establish a dialogue that invites prospects into become customers. Customer data enrichment helps discover and reach prospects with the highest quality and most comprehensive third-party data including millions of companies, contacts, and social media profiles. With a clear understanding into how your brand is perceived in the market and social insights to improve campaign audience targeting, utility companies can develop more relevant campaign content and messaging tailored to each market segment, tuned by social intelligence that tracks reactions across social channels. Knowing the right segment and creating content and offers that appeal to the different audiences is key to winning new residential, commercial and industrial accounts. Starting off in the right direction drives positive brand engagements to increase loyalty and repeat purchases.

Key Features

- Customer data management with social profiling and preferences
- Digital marketing with omnichannel support
- Digital engagement management for direct sales and customer service
- Knowledge empowered self-service with automated personal assistants

Key Business Benefits

- Create a differentiated and engaging brand experience
- Acquire and retain customers across digital and social channels with an ongoing personalized dialogue
- Increase customer insight to anticipate needs and deliver tailored offers and information at the right time
- Empower customers with full control over their usage experience
- Provide ultimate convenience, proactive and personalized service experience across channels and devices
- Turn customers into better brand advocates

A simple digital-first, omnichannel experience acquires customers with personalized offers and interactions across the customer lifecycle. Utility marketers can:

- Increase conversion rates and marketing efficiency with an intuitive campaign canvas.
- Yield better lead quality with targeting, segmentation, lead management and scoring.
- Create personalized experiences with relevant offers via content marketing.
- Orchestrate marketing campaigns across digital and social channels.

Digital Dialogues helps utility marketers create contextually informed, personalized experiences that scale as well as fuel sales and increase conversions from targeted prospects to newly acquired customers

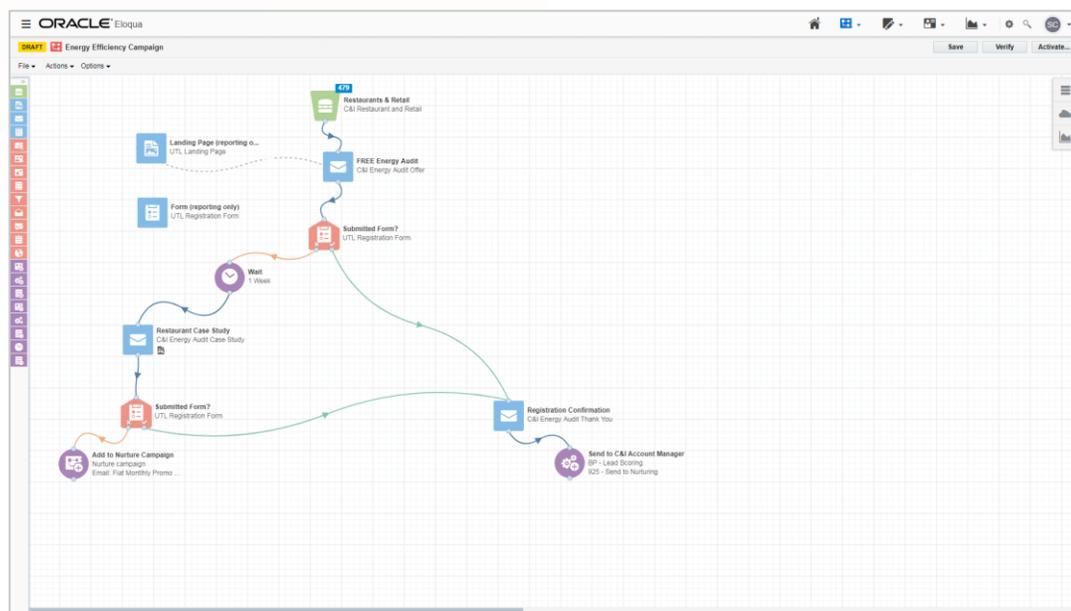


Figure 1. Use the Campaign Canvas to create orchestration marketing content tailored to your target segmentation

ENGAGE YOUR CUSTOMERS

Utility customers are more engaged than ever and view their utility company as a trusted advisor giving guidance on how to use smart devices, add solar or electric vehicle charging, and reduce electric, water or gas usage and reduce their bills. Savvy utilities see this as an opportunity to change their business model and interact with their customers beyond the meter. Direct sales teams can convert leads to orders and establish stronger relationships with personalization and account management. Seen as one team, sales and service staff can:

- Understand the whole customer from residential households with multiple occupants to commercial account with a headquarters and many sites to complex industrial customers who put a premium on reliability and availability
- Access open opportunities and service tickets, see previous marketing interactions, and tap into knowledge relevant to each customer to enrich each engagement and delight the customer.
- Manage the sales process including guided selling, offer configuration and contract management.

“We want to make sure every time a customer interacts with us, whether it’s in person or online, that it’s very personal for them. With Oracle as our partner, we’ve seen a 32% open rate, a 24% click-through rate and 58% engagement.”

NICOLE WHITESIDE CANDITO
MARKETING COMMUNICATIONS
MANAGER
ACCESS POWER

Product Name

Oracle’s Digital Dialogue for Utilities provides a unified customer experience and helps utility companies know, acquire, engage and empower today’s sophisticated utility customer.

Related Products

Deliver better customer experience by combining Digital Dialogues with:

- Utilities Customer solutions
- Opower Platform
- Adaptive Intelligent Applications Cloud

- Expedite service visits with guided service procedures and recommendations.

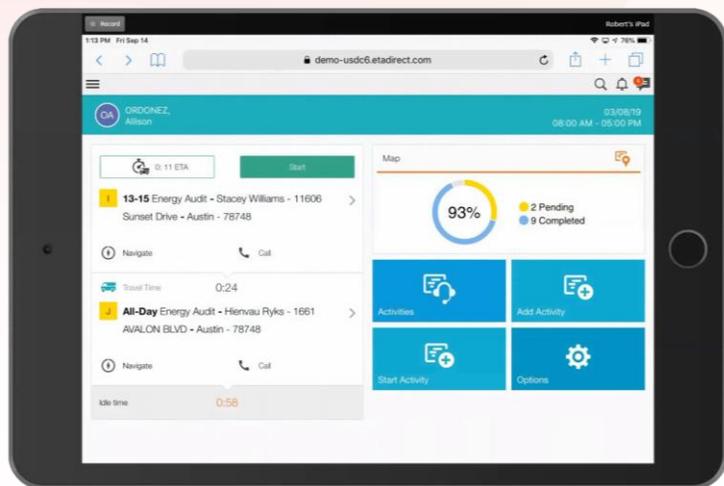


Figure 2. Guide field service technicians to their next appointment and step them through an onsite energy assessment.

EMPOWER YOUR CUSTOMERS

Not long ago, utilities had one opportunity a month to communicate with their customers – in the form of a mailed paper bill. When customers had questions or required service, they would phone the call center and wait to speak with an agent. These types of manual transactions frustrate today's utility customer and increases the utility company's cost to serve.

Thankfully, this type of relationship is fading away and Oracle offers sophisticated options for customers to help themselves including web portal access to a variety of interactions that establish a much better dialogue with the utility. Paired with capabilities like knowledge management, guided personalized assistance, automated chatbots or access to a customer care representative via live chat, utility customers now have real-time access to the information they expect online. They have the ease of paying bills, managing their account information and communication preferences via the web. They can review their consumption history and compare different rate plan options. They can report outages online, see outage maps, and learn when the utility expects to restore power. Making requests to start, stop, or transfer service is easy online. Modern utilities are in the business of delivering both power and information powered by artificial intelligence and analytics like dynamic energy insights to help utility customers use less energy, share new utility programs, engage via call-to-action, save money on peak days, and see cues and guidance for time-of-use rate plans. Solar customers can engage better with the utility for their Distributed Energy Resource (DER) from installation to daily usage to rate plans and service offers.

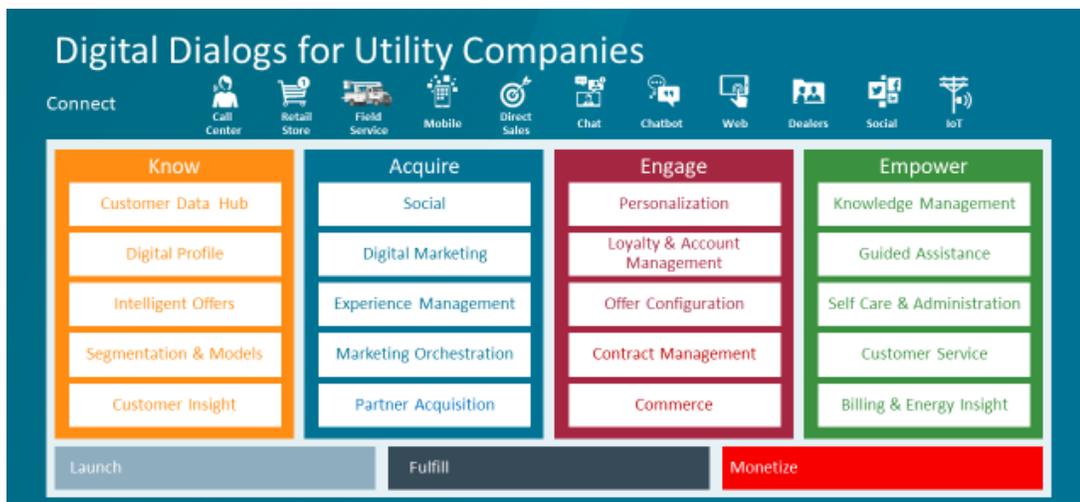
As utility customers become more sophisticated themselves, the dialogues deepen. Whether they use solar or other distributed energy resource (DER), have electric vehicles and charging stations, or use smart devices, they need a utility partner ready to keep the conversation going. Empowered customer become your best advocates and increase your brand value.

CREATE MORE BUSINESS VALUE WITH DIGITAL DIALOGUES FOR UTILITIES

Combined industry-leading metering, customer information systems, self-service capabilities, and a suite of cutting-edge CX solutions, Digital Dialogues helps utility companies know, acquire, engage and empower their customers and become the customer-centric utility required to compete in today's dynamic market place.

Utility companies must rapidly adapt to market changes and to customer demands. Oracle Digital Dialogues is a cloud native solution, built on an agile platform that is designed to tailor customer experiences and create new digital interactions with process automation, personal assistants, chatbots, mobile apps, and an API platform.

Oracle's Digital Dialogues solution with the Oracle Cloud Platform delivers the infrastructure and middleware components that allow you to build, integrate, migrate, deploy, secure, and manage mobile and web applications in the cloud. It redefines how to modernize, innovate, and compete in a digital world with openness, maximum security, and built-in intelligence.



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