

Customer Experience for Utilities

Oracle Utilities Marketing - Outbound Communications

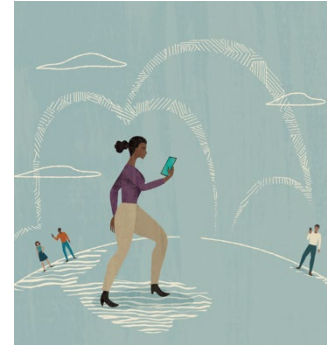
Keeping the lights on and water running is no longer enough to satisfy utility customer expectations. Utilities need to deliver relevant and personalized communications at their customers' fingertips in the moments that matter, whether a start service welcome message, a service interruption notification, or a new offer such as a smart thermostat program. Oracle Responsys provides outbound communications that remove potential barriers and help turn every customer touchpoint into an opportunity.

Connecting Moments that Matter

Utilities today face mounting challenges in addressing customer experience expectations. Inconsistent cross-channel engagement driven by a lack of a "single-source of truth" continues to challenge utility teams. The inability to personalize offers or provide effective interaction with customers in moments that matter can lead to poor customer satisfaction and low offer uptake. As utilities seek to improve communications and outcomes, they must look beyond siloed approaches and complex integrations. A cohesive, comprehensive communications solution holds the key to unlock the value in a truly effective communications strategy.

With Oracle Responsys, you can design and execute effective communication strategies, and deliver relevant, valuable information to your customers, both in ongoing communications and in their moments of need.

- Work with a unified platform for transactional, service, and marketing communications to ensure consistency across all communications and channels. This will also provide full visibility into all information sent to each customer;
- Be ready to send personalized messages that reach customers when they need them;
- Adopt an omnichannel approach - reaching customers on their channels of choice and making sure that important information is received in a timely manner;
- Make use of a unique marketing automation system that enables utilities to produce and scale campaigns while keeping costs low.



**Personalized,
Omnichannel,
Connected
Experiences**

Utilities Customer Experience

Marketing:

- Personalized Marketing Campaigns
- Omni-channel Outbound Comms

Sales:

- Account Management, Pricing, Quoting
- Commerce

Service:

- Assisted/Unassisted & Field Service
- Usage Management experiences

Offering value before anything else

With a single platform to drive a comprehensive communications program, utilities will enjoy a range of benefits from driving down costs to enhancing customer satisfaction.

Improved Efficiencies

- Avoid complex integrations and technology redundancy;
- Decrease call center volume and costs with proactive communication, getting the right information to the customer at the right time;
- Reduce cost per communications campaign with more efficient program management and execution

Customer Relationships that Last

- Reach customers when and where they want to be reached – at the right time and on the right channel;
- Meet customers' needs proactively with clear communication at pivotal moments in the customer journey;
- Ensure all messages are personalized and relevant;
- Increase the adoption of new products & services designed to delight customers, such as new rates or non-energy services.

A rich set of capabilities that transforms how you communicate with customers

With Oracle Responsys you can orchestrate and track all customer communications by having a 360° view over communications sent and customer preferences, greatly reducing the number of systems and integrations required. The solution enables utilities to develop scalable cross-channel data-driven customer communications across email, SMS, MMS, push, in-app, display, and web. Its adaptive framework leverages real-time customer interactions, informing the next optimal step in the customer journey.



Multi-channel Digital Communications: Seamless channel integration for native channels and public apps



Customer Journey Workflows: Automate marketing workflows that respond to customer behavior in real-time



Segmentation and Targeting: Marketer-friendly interface enables simple evaluation and segmentation of customers. Track, filter and create targeting triggers

Oracle capabilities complementing Oracle Responsys to increase value

Oracle Infinity Streams

- View customer behavior in real-time: watching online events and complete visitor sessions at the individual level, as they occur
- Paired with Responsys to improve segmentation, targeting and re-targeting

Oracle Unity

- Brings together data from all sources, applies intelligence and activates insights
- Use a complete view of customer data to refine campaign audience

Oracle Eloqua

- Robust marketing automation platform for Commercial & Industrial customers. Automate and optimize lead generation and nurturing programs



Next-Generation Analytics: Analyze performance drivers across channels and metrics with a simple interface and sophisticated insights, resulting in quality real-time analysis



CIS Integration: Transactional and service notifications based on triggers from the CIS



Campaign Creation & Management: Create dynamic campaigns that personalize the message for each customer

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