

3 Utility Challenges and How to Conquer Them



Siloed operations, aging infrastructure, and customer communications are among the biggest challenges facing utilities. Streamlining service interactions, solving issues faster, and building lasting customer relationships with Oracle Customer Experience can help them succeed.

Common utility challenges

Siloed customer data

Siloed operations and customer data that isn't secure or leveraged efficiently can hinder business agility, stifle innovation, and limit an organization's ability to capitalize on new business opportunities and development.



Capabilities needed to succeed

Oracle Unity Customer Data Platform

Get a 360-degree view across customer care, billing, metering, and device management in a single system purpose-built for energy and water utilities.

Inability to efficiently manage teams

Utilities face challenges maintaining aging infrastructure, making scheduling efficient, communicating with customers in real time, and adapting to new technologies while managing rising costs.



Oracle Service

Schedule, route, and equip field teams for service activities—including planned appointments, emergency responses, and infrastructure maintenance—at a customer's home or office or any installed asset location.

Inability to scale marketing efforts

Building customer loyalty amid evolving expectations for proactive alerts about outages, energy or water usage, and more can also be challenging.



Oracle Eloqua Marketing Automation

Create compelling customer journeys with an integrated solution for customer service, marketing, sales, and billing. Use AI to help finish service requests faster, improve customer engagement, and promote and sell new products and services.

CUSTOMER SUCCESS

Using Oracle productized integrations instead of custom ones enabled a utility company to move faster, reduce upgrade costs, and future-proof its technology.

Turn customer data into amazing experiences

Use Oracle Customer Experience to complete service requests faster, improve customer engagement, and better promote and sell new products and services.

[Learn more](#)