

accenture

UTILITY POV: CUSTOMER DRIVEN BUSINESS



EXECUTIVE SUMMARY

Utilities are facing constant demand to upgrade intellectually and digitally to enhance customer experience. With changing industry landscape Utilities, the otherwise stragglers now feel the heat to prioritize customer centricity and enable integrated ecosystem in order to increase customer satisfaction.



THE UTILITY CUSTOMER ENGAGEMENT CHALLENGE IS UNIQUE



SIMPLICITY OF PRODUCT, COMPLEXITY OF ENGAGEMENT

Low mindshare commodity product combined with complex invoicing creates an engagement paradox.



NEGATIVE TRIGGERS & LIMITED VALUE ADD

Interaction is typically driven by a negative experience (outage, high - bill, etc.) and providers have limited value add for consumers



CONFLICTING INCENTIVIZATION

Increasing engagement, energy efficiency, low - income offerings can be at odds with cost and revenue mandates.



COMPETING WITH OUR HANDS TIED

Regulated utilities face competition for energy mindshare from all sides but often face regulatory hurdles to innovation and personalization



THE SQUEEZE ON INVESTMENT CAPITAL

Slim, regulated margins, slow load growth, and pressures to keep consumer prices low place constraints on available innovation funding.



THE LAYER CAKE OF HISTORY & LEGACY

Many energy providers have 50+ years of systems, regulation and process complexity that slows ability to leverage data and jump to next generation technologies.



HOW CAN ORACLE UTILITIES DRIVE VALUE?

The utility marketplace today has changed almost beyond recognition. With an increase in deregulated markets, customers now have a choice about who provides their power and the type of energy source used. Moreover, existing regulated markets face growing competition with some corporations and even consumers choosing to go off-grid and source their power independently from local sources like wind and solar. With customer centricity sitting in the core of business it becomes critical to enhance customer experience as 86% of buyers are likely to pay more or repurchase for a better customer experience.



OMNI CHANNEL ENABLEMENT

- Create customer centric integrated eco-system and intelligent solutions
- Strengthen omnichannel infrastructure



OPEX SAVINGS

- Drive consistency across call centers
- Improve contact center efficiency



PERSONALIZED EXPERIENCE

- Understand what the customer wants
- Reduce customer's time and effort
- Grow brand value & sentiment



ENABLE DIGITAL SOLUTIONS

- Leverage customer data and customer analytics to drive actionable insights
- Drive customer adoption of products and services

We drive growth by deploying and running customer experience solutions powered by AI and new channel innovation delivering significant client outcomes.

In order to connect with customers on their terms we must support multiple channels through an omni channel and microservices approach. 83% of millennials begin their customer service interactions online. As the utilities industry moves to provide for an increasingly larger tech -savvy population, we bring the Oracle CX suite that offers an Omnichannel platform providing consistent interaction across channels for customer and 360 customer view to call centers.

The ability to pivot the same platform across digital channels is a game changer. A major trend we are seeing today is the ability to connect the IVR with digital channels based on customer preferences. One example of this is when customers engage with a Digital Assistant on an issue and the need for a Call Center agent is realized, the Oracle CX platform can transition the issue to a rep while continuing to interact with the customer using the chatbot functionality.

Omni- channel enablement provides multiple self -service digital channels for customers to engage and transact, equips CSRs with the right customer information to understand call intent and efficiently resolve inquiries and improves workforce management methods and reduce attrition

89%

Customers use at least one digital channel

69%

Customers want multi -channel service

60%

Consumers will pay more for better customer experience



PERSONALIZED

Customers expect energy providers to keep pace with other industries in terms of digitalization, hyper-relevant personalization, and customer centricity. We provide a custom-tailored opportunity for utilities companies to revolutionize their customer experience, interact with customers on their preferred channel and pro actively engage with their customers.

We believe Customer Engagement hinges on moments that matter for the customers. How they feel when reporting issues, getting these issues solved, paying bills, and upgrading services: these experiences make all the difference in customer loyalty.

Enterprise-level Customer Engagement should connect to where the customers are, focus on the moments that matter to them, and adapt quickly to their preferences and needs. Our solutions connect data, standardize processes across the enterprise, and adopt a unified customer engagement solution that caters to these moments, while simultaneously embracing constant innovation.





The value lies in the digital customer interaction which reduces cost and ultimately average handle times.

Our integrated yet modular platform and solutions, enable us to bring a multitude of capabilities that incrementally add value to the client.

- Capabilities like Next Best Action allows agents to focus on the customer and not the system in order to resolve an issue in less time
- Integration with Energy Efficiency platforms provides agents with usage insights and analytics to expand and enhance the 360 view of the Customer
- Leveraging AI and automation capabilities reduce call volume and increases first call resolution, enables higher rates of customer self-service and reduces manual tasks

We create enterprise value, drive significant customer service OPEX savings and increase digital sales by creating a differentiated capability that harnesses innovation in Channels and AI with new ways of working to continually launch disruptive, industry B2C and B2B customer experiences.

The platform can cater to all customer segments including SMB, C&I and Energy Assistance

Utilities now more than ever must deliver an exceptional customer experience, and this can be accomplished by harnessing the power of Cloud, Machine Learning, Analytics and AI.

The Digital Customer seeks to create meaningful, delightful and valuable customer experiences across all channels and customer touchpoints by connecting and integrating design, process, and technology solutions. We help our clients to reframe how they drive connected energy experiences across the entire customer lifecycle journey and channels. Our offerings span from digital marketing to advanced customer engagement across the front and back offices to help drive revenue growth, reduce operational costs and ultimately customer lifecycle value.

By digitizing customer interactions, we are improving process efficiency and meeting increased customer expectations. We help our clients to deliver exceptional customer experience through AI Virtual Agents and Agent Assist that leverages customer data and analytics to enable CSRs with data -driven insights.

82%

would be willing to buy additional products and services if they were personalized.

72%

are willing to use AI for value added services such as managing home energy usage.

88%

of energy consumers are ready to use a digital agent if it is easy to use, highly available and fast at resolution.



UNLOCKING VALUE THROUGH AGILITY

We are helping a leading, multi-opco electricity and gas provider pivot to agile and standardize the customer experience with a phased, multi-release CX Service Cloud and CIS Customer Care & Billing (CC&B) v 2.7 transformation program

Throughout the program we have increased operational efficiencies which lead to reduced average handle times and increased billing accuracy drive decision-making and the client now has a lower cost of ownership due to a reduced customizations approach.

Additionally, the Introduction of agile and multi-channel immersive learning and leadership development/engagement programs, constant education sets the foundation for success.

1-2 mins

Average handle time reduction in the call center

↑ Collections

Increased return on payments due to consistent payment arrangement policy

20-30%

Less PUC complaints

↓ Training

1/6 of CSR training needed for legacy system



AN EXPERIENCE LIKE NO OTHER

We are helping a large North American gas and energy firm understand its customers better with the help of Oracle Customer Experience (CX) Sales and Marketing Cloud through a multi-year transformation journey from pilot conceptualization and proto-typing through roadmap planning, culminating in incremental launches for relevant operating companies.

The team standardized go to market processes using a single Oracle Sales and Marketing instance and have empowered employees with Digital Capabilities that further enable the digital transformation agenda. The client is strategically leveraging the Oracle Sales Cloud mobility capabilities to drive adoption and move to the cloud.



MEET ACCENTURE'S UTILITIES INDUSTRY THOUGHT LEADERS



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