



Transforming Utility & Energy Sector with Dynamic CRM



INDUSTRY OVERVIEW

The changing global energy market and regulatory environment have focused a harsh spotlight on operational risks, health, safety, security and environment (HSSE). Successful energy companies need to stay ahead of industry trends and be able to respond to legislative and market changes quickly and efficiently.

Energy and utility sector is relying on information technology solutions like never before to solve some of the business challenges. Specifically, CRM technology has a special meaning for utility and energy companies which often operate under tightly regulated monopolies and cater to clients who have very limited options in terms of providers. Utility companies have long made CRM as part of their business strategies, and technology has recently advanced to the point where they can power up customer relations through analytics and tighter integration between infrastructure systems, customer data, emergency preparedness, energy distribution and consumption, energy trading, compliance and incident management etc

CRM has become business critical application because it's the underlying premise of the new delivery model that utility companies are leveraging. Many utility companies are looking at back-end database integration solutions that link collected data with customer information and service requests. "If you look at the number of devices and the amount of data these companies are taking in -- both from a technical and customer side of things, such as electric meters, transformers, and customer data from a CRM system -- this is a huge asset that utility companies are trying to leverage to make better informed business decisions and gain competitive advantage.

BUSINESS CHALLENGE

Utility & Energy industry needs a robust business technology solution to address some of these challenges:

- Help build customer loyalty by delivering consistent, high-level customer service across all channels.
- Identify high-value clients and take advantage of new revenue opportunities.
- Utilities and Energy companies need strong integration between mature CRM systems and billing applications. There are no standard integration objects available leading to bespoke application development.
- Traditionally, the Utility companies have operated with disparate customer care and billing applications. These applications support minimal CRM functionalities. Consequently, they do not provide a holistic, integrated customer view.
- Maintaining and growing the energy supplies to provide access and meet future demand with a reduced environmental impact will require substantial long-term investments
- Develop organization-wide CRM infrastructure for lead management, claims management, sales management, customer data management and Partner Relationship Management (PRM)
- Need for segmenting customers for collections, service calls, and infrastructure monitoring to predict potential power failures.
- Ability to detect trouble spots and speeding the dispatch of work crews
- Track case details, ensure the capture of faulty products and resolution details, and enhance customer satisfaction
- Efficient inventory management system to capture all products, the availability of quantity and quantity requested
- Efficient budgeting, claims and returns management system
- Efficient collaboration tool with other public service entities
- Provide centralized system for emergency preparedness, training and servicing.
- Extend the value of IT investment by integrating with legacy core systems and existing applications.
- Remove information silos with real time accurate business information anytime on any device.
- Manual workflows across multiple departments
- Manage compliance and risk management

POSITIVEEDGE (PES) CRM SOLUTIONS



PES Dynamic CRM Solution are designed specifically for Utility & Energy Sector.

The solution:

CRM Solution integrates with contact center technologies like email response management systems (ERMS), interactive web chat, internet self-service, computer telephony integration (CTI), interactive voice response (IVR), automatic call distribution (ACD), and so on to help improve customer interactions while reducing support costs.

Benefits:

PES solution realized several benefits:

- Streamlining customer service through multichannel interactions.
- Captures customer contact history, provides access to service order status, and integrates with field service operations.
- Predicts customer behavior and facilitates targeted marketing campaigns.
- Integrates tightly with billing and operational systems.
- Provides the flexibility to adapt to regulatory changes and evolving business processes.
- Provisions detailed understanding of the demographic, geographic, contractual, and customer interaction information readily available.

DASHBOARD AND REPORTING

- Personalize data views, dashboards and navigations
- Import and export Microsoft Office Excel spreadsheets in real-time
- Use built-in traditional or customizable reports with Report Wizard

- Track and measure performance for the organization, business units, teams and individuals
- Use inline visualizations to gain knowledge on key performance indicators (KPI)

PES CRM SOLUTION - KEY FEATURES

- Assess the profitability of customers and determine their lifetime value.
- CRM solution enables clients analyze and forecast future customer demands so energy companies can make more informed capital investment and infrastructure upgrade decisions
- Improved Employee Productivity - by automating mundane tasks, employees are more productive while business processes such as dispatching field technicians, handling overdue payments, or promoting new services are handled more efficiently
- Solution enables leading power and utility companies to segmenting customers for collections, service calls, and infrastructure monitoring to predict potential power failures



WHY PES

Better Customer Insight -

PES help Energy, Utility and Services organizations gain a better understanding of their customers through Customer Data Integration (CDI) and Master Data Management (MDM) solutions. Ensuring content consolidation/transformation, and data governance and stewardship further reinforces our solutions.

Efficient and Scalable Solution -

PES customer-centric approach helps Energy; Utility and Services organizations design and execute CRM solutions effectively and at optimal costs. It is achieved by employing best practices-based business process and leveraging domain expertise gained over years of successful CRM implementations.

Customer Retention and Revenue Enhancement -

PES customer-centric solution design addresses the needs and challenges related to customer and loyalty management solutions. We leverage new channels, including partner channels, customer self-service channels with full service offerings, integrating with legacy business application improving ROI on technology investments and reducing TCO.

Mobile and Social Media Platforms

As communications evolve, organizations are taking first steps towards building the next- generation customer management solution platform. They are investing in technology that supports all multi, mobile and social media channels. The need to gain customer insight is critical, enabling organizations to communicate and assist on a more personal level. What better way to accomplish this need than through PositiveEdge Solutions coupled with social media and Microsoft Dynamic CRM combined.

The PositiveEdge Solutions Advantage

Our Energy Utilities and Services-CRM offerings include:

Experienced and competent resource pool drawn from leading engineering and management schools and industry experts.

Complete range of service offerings, including business and technology consulting, customer operations strategy, CRM road map definition, package evaluation, implementations, upgrades, rollouts, support and maintenance.

Industry vertical-specific competency team developing pre-built solutions, frameworks, methodologies and templates that can reduce the project execution costs by 15-20%. Proven excellence in Energy Utility and Services including the successful execution of large and business critical engagements in Utility & Energy sector.

About PositiveEdge Solutions

PositiveEdge Solutions helps customer's design, develop and deploy software solutions for critical customer-facing business challenges. With our uncommon commitment to project success, along with our comprehensive knowledge of Microsoft technologies and backed by broad industry experience and methodologies, we extend core business platforms to create commercial advantage for our customers.

By leveraging our unique onshore/offshore delivery model, our consultants work around the clock to provide solutions quickly and cost effectively, which add measurable value to your business.

Next Step:

Contact us to discuss how we can help with your business needs.

Prashanth Prahlad

Managing Director

510.579.2144

pprahlad@positiveedgesolutions.com

sales@positiveedgesolutions.com

www.positiveedge.net

Corporate Office:

39899 Balentine Drive, Suite 300

Newark CA 94560

Phone: 510-315-0061

Fax: 510-315-0061