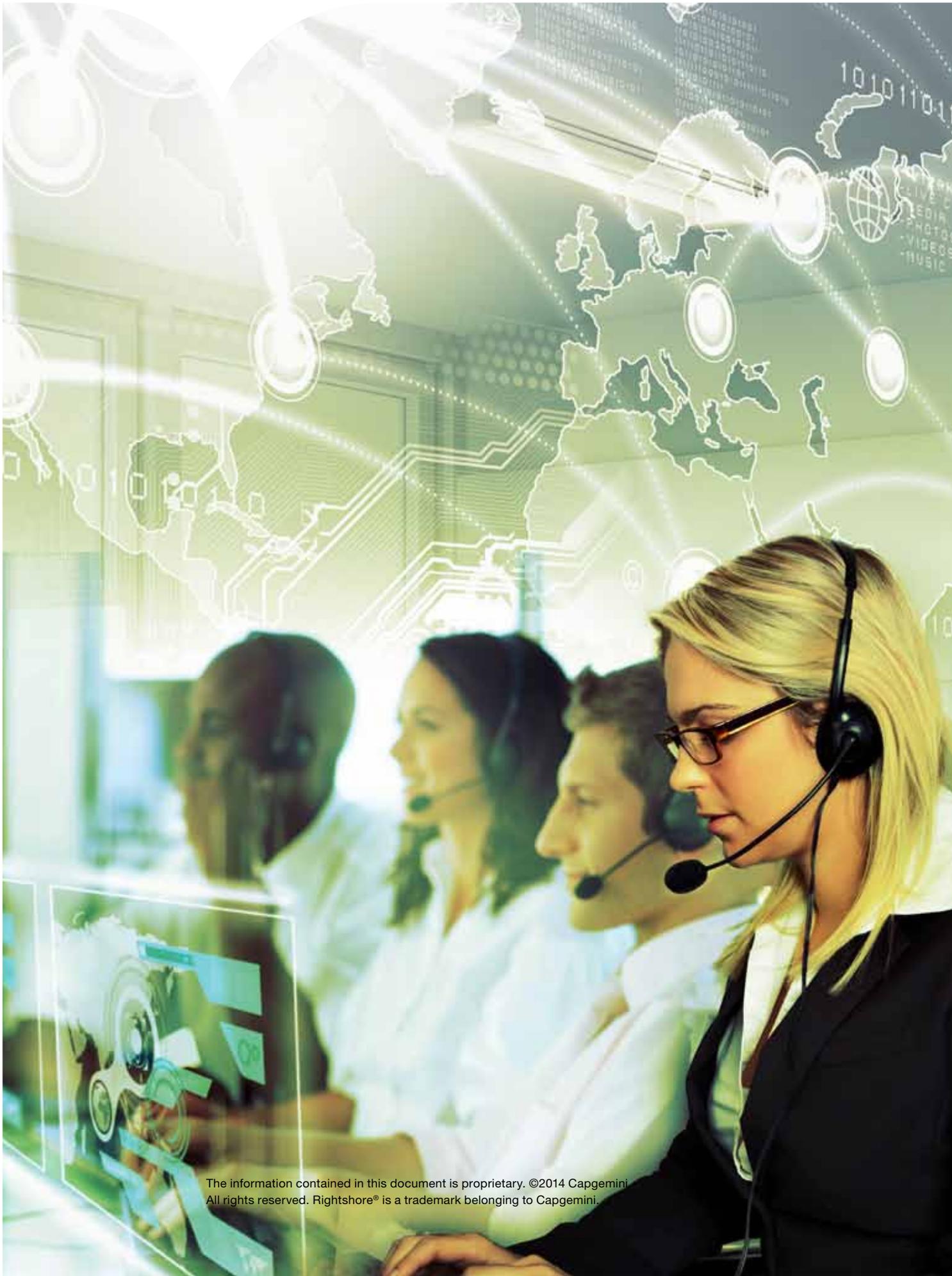


Odigo for Utilities

Digital Contact Centre Solution





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UTILITIES ARE NOW INVESTING IN DIGITAL TRANSFORMATION. IF CUSTOMER EXPERIENCE IS THE #1 DRIVER, IT IS THE DIGITAL CONTACT CENTRE THAT WILL PROPEL IT TO THE PODIUM.

The digital revolution is no longer news. Customer expectations have long since moved on from the days of waiting on the phone for a response, only to be passed on to yet another agent who also can't give an answer. Today's utility customers expect to access information and complete many transactions online, including from their mobile devices. It is when the query is more complex or more sensitive – for example, payment arrears – that they need to speak to a person. But when they do, they expect a clear resolution first time.

For online interactions, the customer experience is determined by ease of access, ease of use and quality of information. For voice, it is about empathy and the quality of response. But there are many interactions that start in one channel and are then better served in another. Here, the customer experience is also dependent on seamless cross-over, especially when the interaction involves digital and voice.

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The good news for utilities is that getting it right reduces the cost to serve. More importantly, the right level of proactive communication through digital channels also reduces the customer's need to call in, reducing costs further. For example, ongoing availability of better information on consumption reduces billing enquiries. Early customer alerts, for unusually high usage, cut the level of calls for bill shock and can reduce possible delays in payment. Regular updates on outages, often through social media, limit outage enquiries. Rapid response to negative posts on social media reduces the potential for escalation. An important by-product is the ability to focus agents' time on the more complex calls. By up-skilling agents into advisors, utilities can support this new focus and provide a better customer experience, especially where greater sensitivity and empathy are essential.

Achieving this is the "holy grail" of digital transformation and it requires a new type of contact centre platform, one that: aligns and integrates voice and digital channels; achieves a single view of the customer; builds on, not replaces, investments in CRM; and scales up or down easily with volumes across each of the channels. By capturing and utilising customer data at all touchpoints, utilities are able to gain deeper insights into their customers' expectations and preferences, and deliver a better customer experience.

Capgemini is a leader in Digital Utilities Transformation. Now we have our Digital Contact Centre solution to help our utilities clients to race ahead.

OUR DIGITAL CONTACT CENTRE SOLUTION INCLUDES A CORE PLATFORM AND A RANGE OF CUSTOMER EXPERIENCE ACCELERATORS

Capgemini's core platform, Odigo for Utilities, is a cloud-based solution that acts as the customer experience engine. It connects the channels and ensures smooth transmission of communications within and across them. Of course, it handles the key, traditional contact centre features required by managers and advisors, such as supervision and statistics, live skills modification, outbound calls, call transfer, conferencing, call recording, breaks management and so on.

The first benefit is in its routing capabilities. Being natively cloud-based, it does not suffer from the limitations faced by hardware based solutions, especially in multi-site environments. Instead it treats all advisors as a pool and can route across multiple sites, taking into account skills and even which advisor last spoke to the customer. It analyses service levels to make real-time decisions on the most efficient routing path, balancing service levels across predefined queues. In periods of understaffing, this approach to "service objective routing" will find the best possible outcome. It can also ensure that groups of advisors receive a guaranteed minimum number of calls in a time period.

Odigo supports IVR based on keypad entry, but also on natural language, so that customers do not need to make multiple levels of selections themselves. They simply have to state why they are calling. It supports web chat, humanising digital interactions and offering co-browsing to guide customers through transactions – and also allowing advisors to handle multiple conversations simultaneously. Odigo also has a Virtual Assistant, so that web chat can be conducted without the need for advisor intervention – unless it is necessary, in which case the customer is transferred to an advisor, along with the details of the conversation so far.

Odigo supports Speech Analytics, allowing utilities to understand the tone and sentiment of the customer against the response of the advisor, thereby providing the basis for future advisor training.

It supports mass outbound messaging via e-mail, SMS, social media and mobile apps. This is important for campaigns, but also, for example, when alerting customers to high usage in advance of receiving the bill. And of course, it can manage inbound messages, linking communications to customer records and allowing the CRM or Business Process Management system to initiate follow-up.

All the while, Odigo integration with CRM and channel applications means the relevant information about customers and interactions is made available where it is needed – be it for a virtual assistant, on an advisor's desktop or on a customer app.

Being natively cloud-based, it **does not suffer from the limitations faced by hardware based solutions**, especially in multi-site environments.

Other benefits include the ability to:

- Prioritise high value customers by moving them up the queue or routing them to the most experienced advisors
- Flatten call volume peaks by offering customers call-backs during less busy times
- Route repeat callers, if possible, to the last agent they spoke to, even skipping the IVR if necessary
- Use click-to-call-back so that customers can request a call from the web site
- Track calls that were abandoned in the IVR and call back, as appropriate
- Carry out customer satisfaction surveys, either at scheduled times or at the end of the call
- Integrate with knowledge management tools to drive up quality and first time resolution
- Reduce call duration by shortening ID and verification times

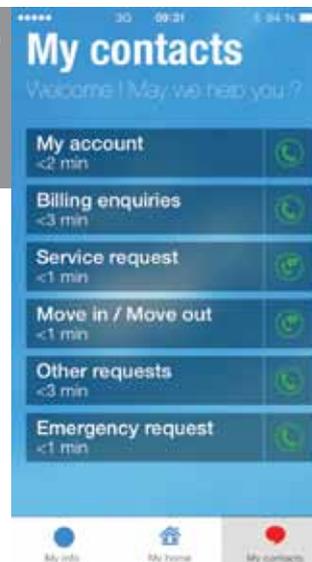
The magic does not stop there. Our Smart Call capability allows customers to contact the utility through a mobile app, select the topic they wish to discuss and see the expected wait time through a visual IVR. The customer is then alerted through the app when an advisor is available. The customer simply needs to hit a button to acknowledge and initiate the call. This service is provided at no cost to the customer.

Importantly, our Odigo for Utilities incorporates a fully functional “My Account” customer app, a mobile lens into the customer’s account. The functionality goes further than just billing, tariff and payment history. It is designed to be re-skinned and customised rapidly as required. It can integrate with home energy management solutions, providing ongoing consumption and cost data, tips/hints on energy reduction and the ability to control home appliances. It can provide a means to report outages and receive updates on outage status. It even allows the customer to take a photo of the meter, converts it into an actual reading and lets the customer make a manual amendment, before sending the reading direct to the utility. And it can incorporate Smart Call, so the customer needs just one utility app for everything.



The Smart Call visual IVR shows the customer the wait time before the call is initiated

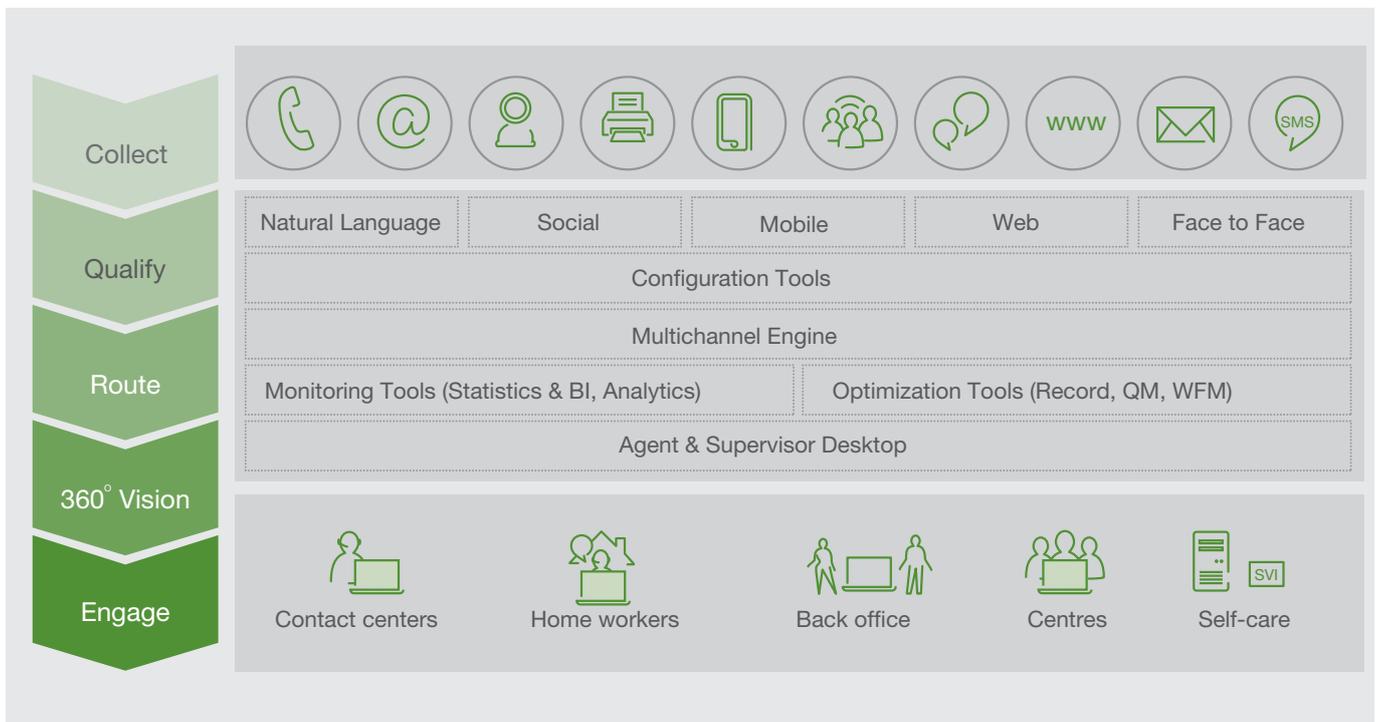
The meter reading function allows customers to send in accurate reads, generated from a photo, direct from the mobile app



DESPITE THE RANGE OF CAPABILITIES, IT IS CHEAPER AND MORE FLEXIBLE TO RUN THAN TRADITIONAL CONTACT CENTRE SOLUTIONS

Odigo works on a pay-as-you-go basis. There are no additional charges for extra capacity to cover peaks and it is fully flexible to handle home workers – users can connect from anywhere. Equally, running costs go down during periods of low activity. The solution’s cloud architecture means that it is faster to deploy innovations, such as Virtual Assistant, Smart Call and web chat. New functionality is automatically made available across the entire organisation – all office-based staff, all remote workers – and there are no more worries about infrastructure. APIs and previous client experience mean it is rapid to integrate with the major CRM solutions, such as SAP, Oracle and Salesforce.com. Analytics and real-time monitoring are unified across locations and channels, thereby speeding up and simplifying operations management and decision making. And the platform delivers full business continuity, resilience and a secure data environment.

Odigo allows utilities to qualify contacts, route them to the most appropriate workers and provide the necessary supporting customer information. Its configuration, monitoring and optimisation tools ensure utilities are in a position to provide a high quality customer experience.



CAPGEMINI HAS THE EXPERIENCE TO HELP UTILITIES NAVIGATE A PATH TO THE CUSTOMER EXPERIENCE PODIUM

Capgemini is a leader in Digital Utilities Transformation. We have many years experience helping our clients to build their digital strategies, transform their organisations and provide a top quality customer experience.

With Odigo for Utilities, we are now able to offer a solution tailored specifically for the Utilities sector. It supports multi-channel communications and co-ordination. It embraces previous investments in ERP and CRM, reduces cost to serve and increases operational flexibility. It is the foundation upon which utilities can reach the customer experience podium.

Advantages

- Integrates voice and digital channels, supporting a seamless all-channel customer experience and reducing cost to serve
- Utilises a cloud architecture and a pay-as-you-go business model to reduce the total cost of ownership, even compared to traditional Voice and IVR only contact centre solutions
- Builds on, not replaces, existing investments in CRM
- Provides operational flexibility by unifying the entire workforce and through sophisticated workforce management
- Offers a wide range of functionality and a long term product roadmap
- Facilitates digital transformation, channel shift, reduction in cost to serve and more proactive customer interaction management

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About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Capgemini's **Global Utilities Sector** serves the top Utilities worldwide and draws on a network of more than 10,000 dedicated sector consultants. As a leader in smart grid and advanced metering infrastructure solutions, Capgemini's **Smart Energy Services** is helping Utility customers throughout the world. Our integrated **Digital Utilities Transformation** framework empowers utilities to drastically improve their customer experience, operating and business models through disruptive technologies.

More on industry specific solutions is available at
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