



REENGINEERING THE HEART
OF UTILITIES WITH

AUGMENTED SERVICE

The retail energy landscape has been massively disrupted – by nimble new entrants, oil & gas majors, and technology companies eager to capitalize on the exciting new opportunities provided by IoT and EVs.

But no matter who your company is competing against you are all competing for the same thing: the customer.



“Utilities are seeing a radical shift in the importance of the customer experience. As we enter this new era of consumer empowerment, organizations need to decide if they want to evolve to meet the changing expectations of their customers or cede ground to those who do.”

CARL HAIGNEY

Augmented Service MU Offer Lead

Meeting the needs of utility customers, today and tomorrow

In an era of rapid change, where expectations evolve daily, utilities must not only prove that they understand their customers’ current needs and preferences but can also anticipate their future desires.

To attract and retain customers, utilities must position customer service as a differentiator, intelligently leveraging multiple data sources to create personalized offers that drive loyalty and deepen the customer relationship.

A 360-degree view of your customer

Today	Tomorrow
<ul style="list-style-type: none">• Electricity supply• Smart meter• IoT enabled consumption• Generic tariffs	<ul style="list-style-type: none">• EV charging• Solar energy management• Energy trading• Individual consumer-centric propositions

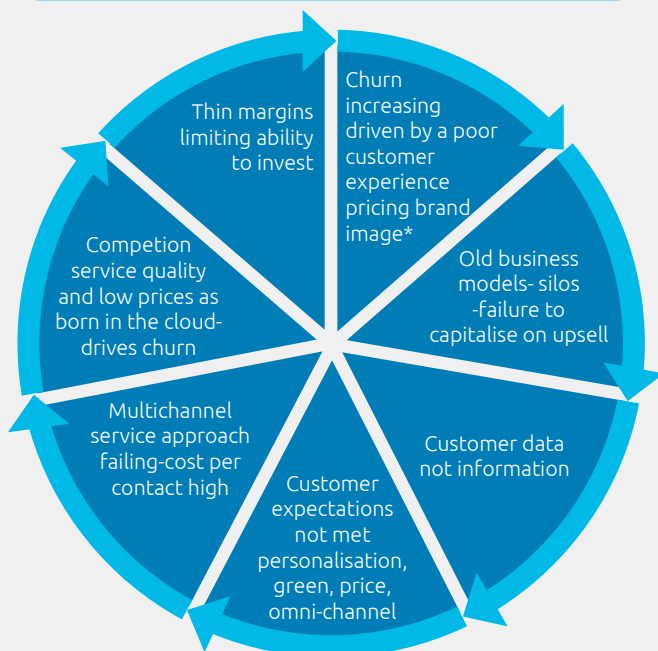
Breaking the utility customer churn cycle

Siloed, incomplete, outdated and erroneous customer data across multiple ERP systems and other databases cannot be used to form a customer profile or develop customized insights

Large, outsourced contact centers base performance on metrics such as average handling time, which reduces incentives to improve NPS and revenue per customer



Customer service in e & u



Challenges and opportunities

A growing churn rate (10-25%+) and agile, digital competition drives a vicious spiral of failure which drives further churn.

Breaking the cycle depends on using customer service as a differentiator -intelligently leveraging the vast information pools to on-sell and up-sell personalized offer and to deepen customer relationships and trust.

Source:

*Household Consumer Perceptions of the energy market (UK), OFGEM Q3 2020

**VaasaETT Utility Customer Switching Research Project, 2019



“Utilities need to reframe their customer service function, from being a outsourced resource that manages complaints to an advanced capability that fuels growth.”

CHRISTIAN SCHACHT

Augmented Service Global Offer Lead

Creating the data-enabled utility

To compete and win in today's market, utilities need to treat data as a strategic asset and put customer service at the heart of the organization.

This means reframing customer service from a cost center to a growth engine.

Every contact with a customer service channel is not just an issue to resolve – it's an opportunity to grow. When equipped with the right information, systems and tools, agents will become brand advocates, building rapport with customers to not only fix issues but guide growth.



Success Stories

EUROPEAN UTILITY GIANT ELEVATES THEIR CUSTOMER EXPERIENCE THROUGH AI AND DATA

A major utility giant in Europe explored the potential of AI and Data to improve their client experience. 4 major domains were addressed to enhance customer experience: voice, text mining factory for email content analysis, bots, and predictive marketing. They aim to achieve 30% increase in ARPU and 50% reduction in operational costs through AI and Data.

NEW ENERGY MARKET ENTRANT, THIS RETAIL COMPANY IMPLEMENTS CAPGEMINI'S "UTILITY IN A BOX"

A new entrant in the European energy market, this retail company entrusted us with implementing our "Utility in a Box" solution where we helped them launch their operations within months. We built a solution managing the entire customer lifecycle from subscription to billing- claims and a website for a full online subscription process. They saw a significant rise and rapid acquisition of customers.

Capgemini's Augmented Service

Capgemini's Augmented Service offering brings customer service back to the heart of a utility, enabling organizations of all kinds to maximize their returns and respond rapidly to new market opportunities.

Our Augmented Service offering brings together two critical components that help utilities revolutionize their customer service function:

1. Rich, data-driven insights to identify trends, unmet needs, portfolio opportunities and priorities
2. AI-enabled Customer Data Hub to empower personalized interactions and guide the customer journey

WITH AUGMENTED SERVICE, UTILITIES CAN ESTABLISH A CLEAR CUSTOMER JOURNEY AND OMNICHANNEL CAPABILITIES THAT DRIVE LOWER COST TO SERVE, HIGHER NPS, LOWER CHURN, HIGHER FIX-AT-FIRST CONTRACT RATE, HIGHER REVENUE PER CUSTOMER.

Augmented Service from Capgemini offer elements

Benchmarking

Comprehensive market review that compares performance with peers and target competitors across multiple cost and service dimensions

Customer strategy

Establishing the business case for change based on benchmark data and organizational goals

Technical strategy

Connect and review the enterprise and third-party

technology ecosystem as a comprehensive customer experience platform

Implementation and scaling

Create and scale a Customer Data Hub to enable a unified, 360-degree view of the customer

Utility in a Box

Develop a scalable, multi-tenant, digital reference architecture to design, configure and operate a utility – rapidly bringing new entrants to market

DELIVERING VALUE FROM DATA WITH A CUSTOMER DATA HUB (CDH)

- Integrate existing data sets to enable a unified view of customer
- Establish a trusted, unified and actionable customer profile, management and activation in real time
- Leverage AI and other advanced technologies to deliver customer service capabilities such as contact qualification and routing, automated case classification and handling, Next Best Action, sentiment and intent analysis

Conclusion

“Utilities know why they need to put customer service back at the heart of the business. Augmented Service from Capgemini shows them how.”

James Forrest

Is your organization ready to revolutionize your customer service function and transform it from a cost center to a growth engine?

Capgemini can help. Contact our team of experts to schedule a consultation today and start your journey toward the future you want.





About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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