

Customer experience and engagement for utilities from IBM



Where data informs experience and experience transcends channel

Highlights

- Enables a 360 degree view of the energy customer
 - Creates richer, more engaging customer experiences across all channels
 - Delivers real time personalized offers that drive program participation and customer satisfaction
 - Leverages a rich portfolio of IBM software for customer intelligence, marketing and customer engagement integrated on a big data platform (cloud and on premise) and customized for utilities
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In today's always-connected, socially-networked world, customer expectations have never been higher—and customer engagement never so challenging. Successful organizations are meeting the challenge by equipping their customer-focused teams—including marketing, sales and customer service—with the right tools to better understand their customers and dynamically turn that intelligence into meaningful dialog across digital and traditional channels.

Utilities are looking beyond traditional marketing approaches, where mass audience segmentation (based primarily on demographic factors) is followed by impersonal email or billing inserts. More and more utilities are increasing personalization in their interactions with energy customers, giving marketers the ability to engage the utility customer more effectively across the right channels and at the right time.

The customer experience and engagement solution for utilities from IBM combines the capabilities that utilities need to help them achieve this goal. The solution is designed to help utility companies create targeted, omni-channel analytics-driven programs, products and services that deliver a personalized customer experience and significantly improve customer relationships.



Use big data and analytics to understand customers and their expectations

“Understand your customer” is the first rule of customer service. To succeed, utility companies need a 360-degree view of customer preferences, behavior, attitudes and expectations. IBM uses predictive analytics software to help you segment customers to determine how they experience your company and to identify opportunities to serve them better. Your system can access structured data from sources such as metering systems, billing and CIS to help you develop a detailed energy usage profile, including peer benchmarking and efficiency analysis, for individual customers. Using this data, status changes such as the purchase of an electric car might serve as a trigger for a specific electric vehicle program offer.

IBM® Predictive Customer Intelligence is an analytics solution that combines industry-specific predictive analytics and decision support tools to help utilities drive greater productivity in marketing, target the best candidates for new energy programs, increase cross-sell, upsell, loyalty and retention and, ultimately, build a comprehensive and on-going profile of the energy customer. The solution includes models for micro-segmentation based on behavioral, psychographic, demographic, geographic factors and more. Additionally, Predictive Customer Intelligence enables energy retailers to identify high-value customers who are at risk of churn, so that they can be offered promotions and programs that will keep them as loyal customers.

The IBM Social Media Analytics solution can allow you to analyze unstructured data contained in online communications such as blogs, Twitter, Facebook postings, chat dialogs and click stream history. These findings can reveal trends and provide an accurate assessment of your utility’s reputation, customer satisfaction levels and the likelihood of the customer adopting new offers. This data can be used to formulate detailed plans for marketing programs.

Know more with Watson

Dive deeper into subjects, engage with customers, discover brand new insights, and more. The IBM Watson™ portfolio of offerings allows utility companies to tap into cognitive computing to transform their business. Unlike other computing systems, Watson takes in data from virtually every source of information, from call center notes to tweets. Watson, however, is not bound by volume or memory; it can read millions of unstructured documents in seconds. For more information about Watson, visit: ibm.com/watson

Transform marketing with personalized offers based on predictive analytics

Building an improved relationship with the customer is essential for utilities to deliver exceptional customer experiences. New challenges, such as mobility, social media, and omni-channel communication require utilities to evaluate the way they personalize, target and deliver campaigns to their customers. Therefore, utilities are looking at marketing automation solutions that deliver the right offer, to the right customer at the right time through the desired channel, to drive greater customer satisfaction, lower marketing costs and increase regulatory compliance. Omni-channel marketing solutions from IBM enable you to design, execute and effectively measure campaigns and interactions in near real time.

IBM’s omni-channel marketing solutions offer utilities a set of tools to map interactions with the energy customer and rapidly design cross-channel marketing campaigns to targeted segments and micro-segments. It also provides a single system of record that aggregates marketing plans, programs, campaigns and

customer interaction from multiple systems, reducing the dependence of customer operations teams on overburdened utility IT teams. Typical utility campaigns include:

- Next best action scenarios to increase cross-sell and upsell conversions
- Campaigns to increase adherence to new programs and services, such as demand side management programs or initiatives to move customer interaction to self-service digital channels
- Campaigns to drive commercial or regulatory efforts around green energy and home energy management services
- In deregulated markets, retention campaigns that target high-value customers who might move to a competitor

The platform also enables a utility marketing team to deliver single or multi-wave, contextually-aware campaigns seamlessly across one or multiple channels, including pre-built support for text, email, smart phone, web and call center. The inbound channels, where the energy customer initiates contact with the utility, are particularly important as the right offer or message has to take into account key details the customer provides as they interact with a call center agent or surf a utility's customer portal.

IBM's omni-channel marketing platform provides utilities with a set of tools to better organize the marketing team and automate some of the more complex campaign management processes around scheduling and resource management, enabling a more effective use of marketing budget. It also provides dashboards and reporting capabilities to track the effectiveness of campaigns. The solution uses the strengths of a leading marketing platform and offers a broad range of capabilities to help utilities successfully reach their energy customers more effectively.

Create richer, more engaging customer experiences across all channels

IBM can help you deepen customer relationships by delivering enriched personalized experiences at every touchpoint. Our solution for utilities can provide a full-service customer portal using responsive design that automatically tailors content for virtually any mobile device. It also drives customer self-service by providing the key capabilities customers require. This includes online billing and payment, energy usage and comparison information, automated move in or move out, or high bill notification, all built on a secure platform. Self-service is a critical feature that customers desire, which also lowers the cost to serve for the utility. The solution is designed to enable the seamless, robust, compelling customer experiences and interactions that customers want and expect.

Twitter and IBM are transforming customer understanding

A partnership between IBM and Twitter is bringing together Twitter data that represents the public pulse of the planet with IBM's industry-leading cloud-based analytics, customer engagement platforms, and consulting services to help transform how businesses and institutions understand their customers, markets and trends. For example, the integration of social data with enterprise data can help accelerate product development by predicting long-term trends or drive real-time demand forecasting based on situations like weather patterns.

With the aid of IBM Interactive Experience, a full service digital marketing agency, you can create enriched customer experiences for your website, contact center and customer-facing business applications. IBM Interactive allows you to apply leading-edge technologies and techniques to differentiate your brand and build superior customer experiences across

phone, mobile, online and social channels. This organization can deliver your solution on a wide range of customer experience platforms. IBM Interactive is ranked as a Top 10 Digital Agency for 5 consecutive years by Ad Age.

Where today's customer-centric utility begins

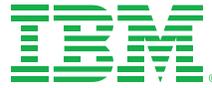
Becoming a customer-centric, information-driven organization is no longer simply an option for most utility companies. It is a business imperative. Technology shifts, regulatory changes and the emergence of empowered customers all demand a new approach to customer engagement. The customer experience and engagement solution for utilities from IBM gives utilities the services and tools needed to make this shift and engage with customers in highly personalized ways that can increase customer satisfaction, lower the cost of service and promote new products and services. For utilities in retail markets, the solution helps reduce churn and increase revenue.

Why IBM?

IBM is a global leader in developing and deploying the advanced technologies energy and utility organizations need to meet the most pressing issues they face today. For customer experience and engagement, the industry-leading capabilities IBM provides span analytics, customer segmentation, enterprise marketing management, customer experience design, multi-channel strategy and contact center optimization. In sum, IBM offers the expert consulting, systems integration services and software platforms utilities need to effectively transform customer engagement. Through services offerings provided by nearly 2,000 dedicated experts, IBM uses industry best practices, value accelerators and reusable implementation patterns to minimize risk and deliver a fast path to value. These integrated IBM solutions offer energy providers effective ways to keep pace with change as technology and customer expectations evolve.

For more information

To learn more about the customer experience and engagement solution for utilities, contact your IBM representative or IBM Business Partner, or visit: ibm.com/energy



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¹ Gartner Magic Quadrant (MQ) for Digital Marketing Agencies, Gartner, Inc., 2012.



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