As shifts in the global energy market and regulatory environment focus a harsh spotlight on operational risks, health, safety, security and environment (HSSE), energy companies are under enormous pressure to stay ahead of industry trends and respond to legislative and market changes quickly and effectively in order to remain viable.

To accomplish this, the energy and utility sector is relying on information technology solutions like never before to solve some of their key business challenges. CRM’s are quickly becoming business critical systems for energy and utility companies due to their underlying premise of enabling them a new delivery model. Many utility companies are looking at back-end database integration solutions that link collected data with customer information and service requests. With a single system, companies can integrate both technical and customer data, from electric meters and transformers to customer data, allowing them to leverage a 360-degree view of their entire operation and make more informed business decisions and secure a competitive advantage.

As the technology continues to advance, the ability of energy and utility companies to power up customer relations will only increase through greater analytics capabilities and tighter integration between infrastructure systems, customer data, emergency preparedness, energy distribution and consumption, energy trading, compliance, incident management, and other key business and operational functions.

The Challenge

Traditionally, Utility & Energy companies have operated with disparate customer care and billing applications and lacked the capabilities to consolidate organization-wide information for a holistic and integrated customer view. This has created impediments to maximizing the business impact of their lead management, claims management, sales management, customer data management and Partner Relationship Management (PRM).

In order to accelerate their commercial outcomes, industry players need a robust business technology solution to really drive improvements across these crucial business functions. Organization-wide CRM infrastructure holds the potential to streamline and integrate both processes and data as well as enable energy and utility companies to address some common industry challenges:

- Build customer loyalty by delivering consistent, high-level customer service across all channels.
- Identify high-value clients and take advantage of new revenue opportunities.
- Maintain and grow energy supplies to provide access and meet future demand with a reduced environmental impact will require substantial long-term investments.
- 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.
- Manage compliance and risk management.
Positiveedge Life Science CRM Solutions

CRM Solutions integrate 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. However, the advantages of CRM solutions extend beyond reduced support service spending, enabling companies to drive improvements to across the entire range of customer and account management activities.

- Solution enables leading power and utility companies to segment customers for collections, service calls, and infrastructure monitoring to predict potential power failures.
- 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.

Business Benefits with PES Dynamic CRM Solution

PositiveEdge’s CRM solutions enable energy and utility companies to realize 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.

Better Customer Insight

Energy, Utility, and Services organizations are able to obtain 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.

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.

Dashboard and Reporting

Personalize data views, dashboards, and navigations allow enterprises to share and report information seamlessly, allowing every level of the organization to stay on top of their KPIs and targets.

- 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)
Mobile and Social Options

As communications evolve, organizations are taking their first steps towards building the next generation of customer management platforms. They are investing in technology that supports all channels, from mobile to social media. Enterprises are leveraging every avenue of customer intelligence in order to be able to engage and assist customers on a more personal level. PositiveEdge enable these capabilities by leveraging Microsoft Dynamics CRM to deliver robust customer-centric solutions.

Efficient and Scalable Solution

PositiveEdge’s customer-centric approach helps Energy, Utility and Services organizations design and execute CRM solutions effectively and at optimal costs. We achieve this by employing best practices-based business processes and leveraging domain expertise gained over years of successful CRM implementations.