

Customer Experience for Utilities

Oracle Utilities Sales - Commercial Account Management

Protecting and growing commercial account revenue is critical to utilities businesses. Arm your team with the right tools as new opportunities arise to engage with commercial & industrial (C&I) consumers – as they gear up for economic recovery and strive to get back to normal.

Understand, engage, recommend

Many utility companies experience challenges managing and engaging C&I customers. There is an opportunity to better understand C&I customer needs and to engage with them proactively across every channel, thus creating the best offer recommendations for them.

Nowadays, rather than simply reacting to incoming customer requests, utility C&I account managers can have a full view of their customer needs. With CX Sales, they can better understand C&I customers, enriching their utility usage data, billing and transactional information with online buying signals and digital profiles. Oracle's CX Sales offering helps electricity, gas and water utility companies navigate commercial and industrial accounts with ease and become trusted advisors.

Account managers will be able to understand their accounts better today, proactively engage to meet their needs and recommend intelligent offers for tomorrow. CX for Utilities Sales automates account management activities from cross channel communications, appointment & activity scheduling to contract management, keeping account managers focused on delivering value.

- Manage C&I account teams with clear territories, performance goals, forecasts and targets, and measure their success
- Improve agility and reduce operational cost through cloud delivery
- Quickly enable new experiences or add new channels leveraging the API first approach for extensibility



Real-Time Collaboration

Microsoft Outlook and Teams Integration

- Respond to email with complete side-by-side customer 360 view
- Quick edits for opportunities and records
- Clear records of emails and attachments
- Synchronized contacts and appointments
- Log call and expense reports, update opportunities, all from a Microsoft teams enabled mobile device.
- View top connections and ID graph of other company relationships within contacts

Slack Integration

- Use slash commands to update and view CX Sales information right in Slack
- View top opportunities, leads and accounts
- Take quick actions on opportunities such as logging a call report, scheduling a task or scheduling a meeting
- Access AI insights like Win Probability and Recommended Actions

Unified Customer

Knowledge Management



Commercial Collaboration Svnc

Intelligent Advisor



Productivity Tools

Enhanced Sales Functions



Core Mobile Functions

Engage from Anywhere

Make mobile intuitive

- Work on and offline using a mobile workspace
- Biometric authentication
- Action driven home screen
- Streamline follow up activities, and update records from anywhere.

An all-in-one experience

Oracle CX Sales helps account teams work more efficiently, with fewer clicks, allowing reps to collaborate with their team and manage opportunities on the go—all without code, complex technical training, or reliance on other experts. Empower teams to work how they want, focus on engagement and upsell revenue, while elevating customer satisfaction and increasing productivity:

- Specifically designed for account management of utility commercial and industrial accounts
- Tailored for the complexities of utility-grade commercial and industrial account management and sales
- Offering proactive account management, activity and task-based actions with guided recommendations for opportunities and offers
- Integrated sales productivity tools including email, contacts, calendars, tasks, actions, knowledge and content sharing
- Enhanced with feature rich mobile capabilities for the account manager on the go including on/offline mode, and digital and voice assistants
- Pre-integrated with Oracle CX for Utilities Service and the CX application suite


Guided Selling Tools


Organized workflows


- One-page view to see and search – sales, service and custom objects
- Task lists, account scoring and guided action plans
- Share best practices via Sales Coach
- Define automated workflows

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