



ORACLE  
Utilities

# Muscle, Hustle, and Sizzle.

Keys to an Autonomous Customer Platform





Imagine walking into your local market on a lunchtime break. Your stomach grumbles as you eye the sandwich case ahead, but your heart jumps for just a moment as you remember you left your wallet back at the office. Undeterred, you reach for the chicken salad on wheat and slip it into your bag. Thirsty, you make your way to the row of drinks down the aisle and choose a cold bottle of lemonade, placing it carefully into your bag next to your sandwich. You look around the store one last time before making a beeline for the door, disappearing into the lunchtime crowds on the street as you make your way back to the office.

No, you don't need to look over your shoulder to make sure security isn't on your tail. And you don't need to spend late nights contemplating your moral compass. You just enjoyed the simplicity and efficiency of an automated market like the ones popping up in urban centers around the world. When you step into the market, you are automatically connected to your account. Each item you select is added to your virtual cart, and whatever you owe is taken from your digital payment method.

Automation is all around us and it is transforming so many of the experiences we have as consumers and is changing how we approach aspects of our daily lives. Your espresso machine can prepare your morning coffee as you roll out of bed. Your floors can be cleaned by a vacuum robot. You can even buy a self-driving car from Tesla. This "convenience economy" makes our lives easier.

Automation can fundamentally redefine your work life, too. It can transform the way you serve your customers and can radically improve the way you drive personalized engagement to each and every customer. When we look through the lens of your customer platform, with CIS at the core with integrated CX applications for a full, modern customer engagement strategy, one thing is clear:

**The future of the customer platform is autonomous.**

# Starting with the basics: what is autonomous?

The roots of autonomous are in the digital revolution. Though we've been talking about digital transformation for years, and you may think we're through it, we've only just begun to scratch the surface of what's possible in the digital future. The utility industry has made progress in recent years in adopting the technology systems needed to unleash data across the business – this is the foundation of digitization. It's how we bring that data into action that delivers the true value of digital. How do we use that data to tell a story about our business, to better understand customer engagement or grid edge behaviors? Beyond that, how do we use that intelligence to take action? When we master digital transformation, we unlock the next frontier: Automation.

Automation moves us beyond visualization and into action. It pairs data with analytics tools like machine learning to create outcomes, creating feedback loops that allow the process to become smarter and better and more effective over time. Automation puts data in motion.

An autonomous customer platform is one that is inherently intelligent and adaptive – with constant learning and refining built into its core. It captures troves of data supplied by the digital revolution, unleashes the power of machine learning and AI, and transforms it into a powerful tool to drive outcomes, insights, and innovation. An autonomous customer platform improves operational efficiency, improves user and customer outcomes, and is built to fit into and take advantage of a broad digital ecosystem.





# 3 ways autonomous can improve your work now



At its core, autonomous changes how we experience data – from the foundational technology our systems are running on, to the insights we use to perfect how we target the segment of one with superior customer engagement. In this eBook, we'll take a look through those layers and see how autonomous can improve our work today in three areas: our technology foundation, our processes and teams, and our customer experiences.

**1 The Muscle**  
Fortify the foundation with autonomous database and infrastructure that infuses intelligence into the core

**2 The Hustle**  
Empower our teams with AI powered workflows make work smarter

**3 The Sizzle**  
Delight our customers and achieve the segment of one at scale



# 1. The Muscle: Fortify the foundation

Leverage autonomous database and infrastructure to infuse intelligence into your core. Using autonomous at the core not only lays a strong foundation, but keeps the foundation strong consistently overtime with self-driving, self-securing, and self-repairing capabilities. A self-driving autonomous database can take on provisioning, securing, monitoring, tuning, and more – reducing costs and eliminating the need for human intervention, freeing up those important IT resources so they can shift focus from administration to high business-impact priorities.

An autonomous database is also more secure, protecting itself with automatically applied security patches, and more reliable, as it self-repairs and can recover automatically from any physical incident.

Software as a Service (SaaS) delivered on a foundation of these autonomous capabilities should incorporate the same streamlined, self-driving approach as well. Applications delivered through SaaS should include self-tooling features like automatic upgrades and patching, automated testing and test data management, and reduced downtime from self-driven application maintenance.



**Consider this**

Autonomous and Cloud go hand in hand. Cloud delivery of technology enables the machine learning and AI that drives rapid learning and optimization required for autonomous capabilities. Cloud will be your key to a solid foundation. Not all cloud technology is equal. As you embrace the cloud, think about what cloud you choose, and how you move your systems to the cloud. Make sure you can leverage all of the latest and greatest capabilities, including autonomous. It's not just about lifting and shifting to the cloud, that's first generation cloud thinking. It's about optimizing how your entire platform works in sync, how your team experiences and uses data across your business, and eliminating silos to build a truly boundary-less application experience, free from the constraints of yesterday's technology ecosystem.

## Key attributes

- **Self-Driving:** Automatically provisions, secures, monitors, and tunes
- **Self-Tooling:** Automated patching, upgrading, testing and test data management
- **Self-Securing:** Automatically applies security patches with no downtime
- **Self-Repairing:** Maximizes uptime and productivity and minimizes both planned AND unplanned downtime

## Benefits

- Reduces admin costs by up to 80% by automating manual tasks
- Reduces risk and avoids the real costs associated with security breaches
- Allows you to focus on innovation – shifting resources to higher value tasks, increasing productivity, and accelerating time to insights.

## 2. The Hustle: Empower your team

As we stated, autonomous should transform how we experience data. Think about your teams, what is their experience like now, and how could it be made better leveraging autonomous capabilities? You should aim for your teams to have the exact data they need, readily available to them, curated by each task they're completing or each challenge they're tackling. The data should be well organized and provide deep insights. Autonomous moves us beyond that, though. Autonomous transforms that data into action. An autonomous customer platform should leverage built-in intelligence to guide them to the best outcome, "having their backs" so to speak, before, during and after every interaction.

When someone on your team is serving a customer, he should automatically see a clear picture of the scenario before he even says "hello". He should be given guidance automatically for how to best serve this customer – what questions should he ask? Is there a better rate this customer should be on? Is there a budget billing program that could proactively ease this customer's payment challenges? An autonomous customer platform will use machine learning insights to bring all of this intelligence to this CSR's fingertips and drive him to action. Autonomous capabilities should streamline and accelerate that action, too, leveraging intelligent tools like Robotic Processing Automation (RPA) or voice assistance natively in the application to help your team work smarter.



### Example:

A customer, Jessica, visits your website to pay her water bill. On your website, next to her total payment due, Jessica clicks on "Understand My Bill" to learn more about why it's so high. Now, your intelligent system goes to work. A chat window pops up. Combining the customer's unusually high bill with the contextual knowledge that the customer may be a good target for a better rate, the Chatbot suggests Jessica may benefit from moving to a new rate and asks if she would be interested in learning more. Jessica is interested, and the Chatbot connects her to a live CSR who can seamlessly continue serving her over chat.

Before the CSR connects, he is immediately provided with the right information and guidance to serve Jessica, including her high bill information and details on the best rate for her, the system essentially coaching the CSR through his conversation with Jessica. With these details, the CSR provides Jessica with a projection of annual savings on the new rate, then enrolls her when she confirms she'd like to move. The CSR asks if she'd like to receive alerts if she's on track for a high bill in the future, when Jessica replies "yes", the system's native RPA tool automatically enrolls Jessica in the program as the CSR moves on to the next item. Finally, noting that Jessica's home may benefit from a more efficient irrigation system, the CSR asks if Jessica would like to discuss systems offered by the utility that could help her reduce her water consumption.

Using data insights and context-aware workflows, the intelligent customer system automatically guides your team to drive Jessica to the best outcome possible.

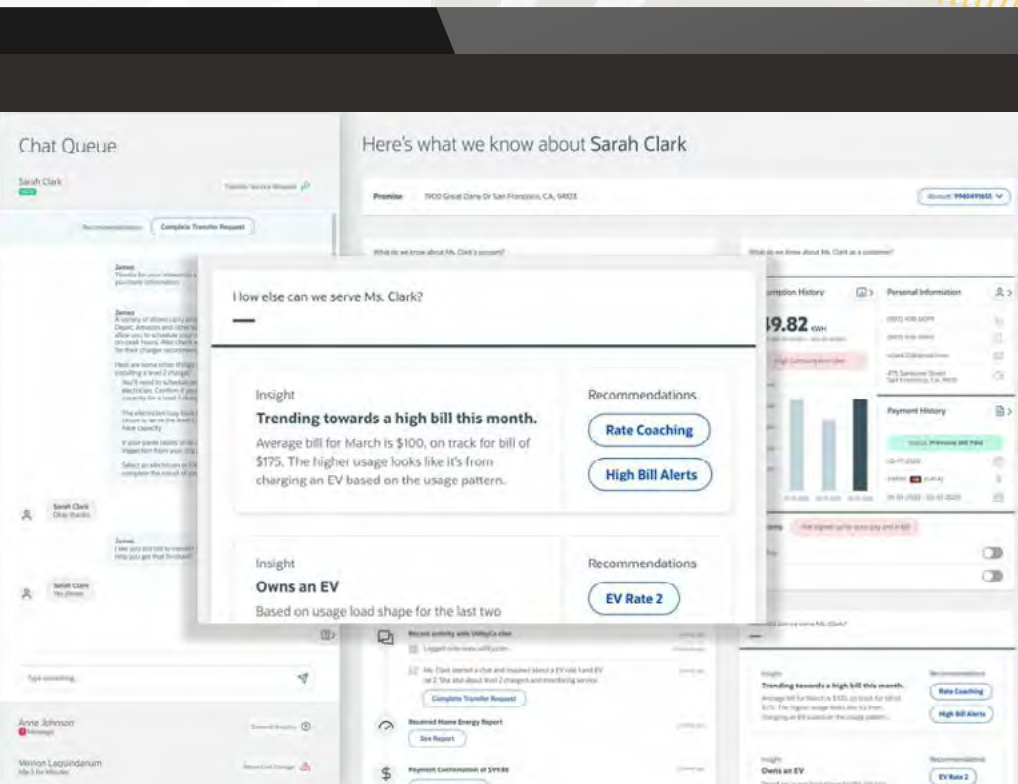


## 2. The Hustle: Empower your team (cont.)



Consider this

A cloud customer platform not only should deliver you the latest and greatest now, but should prepare you to take on future capabilities as seamlessly as possible. Make sure the customer platform you choose includes a clear path forward, and a clear strategy for continued adoption of new customer experience tools or capabilities.



### Key attributes

- **Embedded Insights**  
Insights are embedded directly into user workflow in the apps making work more intuitive, impactful and insightful.
- **Closed-Loop Learning Platform**  
Because it's embedded in your workflow, the models learn from your activity.
- **Autonomous business processes**  
Orchestrate activities like exception management or field service orders without human intervention.

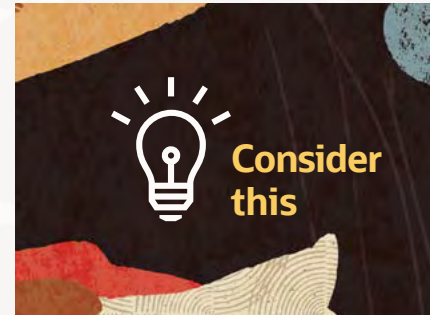
### Benefits

- Intelligent workflows ensure consistently exceptional customer service and user efficiency
- Improved usability leads to reduced training time
- Reduced call handling time through clear insights and guided recommendations



# 3. The Sizzle: Delight your customers

With autonomous, we can bring the power of AI and machine learning right out to the customer, too, making the “segment of one” attainable at scale. With autonomous built into our customer engagement solutions, we can provide smarter self-service and personalized actions, guiding customers to the best outcome, just as it drives your own internal teams to the best outcomes.



Scale is key here. To tap into the power of autonomous across your entire customer engagement ecosystem, you’ll need solutions that can move you beyond pilots or subsets. A scalable, well-tuned solution can help you treat your entire customer base with the deep personalization you’re aiming for and can deliver those intelligence-driven outcomes you need.

## Example:

A customer, Stacy, opens her email to find her energy bill. It’s high, again, and Stacy knows she’ll struggle to pay it. But Stacy notices a new message in her eBill, suggesting that she is eligible for programs that could help her with her costs. Stacy is pleasantly surprised by this and clicks to learn more. On the utility website, Stacy learns that she can sign up for a financial assistance program and rate coaching, to help her actively save energy.

In the past, utilities had limited visibility into their most vulnerable populations. But Stacy’s utility just rolled out a new program that uses enhanced data science techniques and new data sets to better identify limited income customers that are disproportionately impacted by energy costs. By using data-driven, automated engagement techniques like this to reach these customers, her utility provider drives low-income program uptake, reduces arrears, and improves customer satisfaction.

### Key attributes

- **Data Science + Behavioral Science**  
Informs each customer interaction with utility-centric behavioral science and deep learning, for constant, targeted refinement of programs
- **Engagement at Scale**  
Supports intelligent engagement across the entire customer base
- **Agile and Adaptive**  
Allows for quick pivots as you test and measure messages and programs, constantly improving your engagement performance

### Benefits

- Reduce cost to serve with more intelligent, automated self-serve tools
- Deepens customer relationship and opens door to additional value add services and program offerings
- Engage customers as a resource in demand side management programs
- Allows for detailed targeting of customers for programs and services they’ll benefit from most

# Do you have enough muscle, hustle, and sizzle?

Automation is becoming part of our everyday lives, streamlining the mundane, making complex tasks easier, improving our experiences as consumers. It's about time we look to infuse our work with the same automation. Autonomous solutions in utilities will allow us to embark on the next era of innovation, they will be inherently intelligent and adaptive, and they will drive insights and outcomes.

## Your next great customer platform is here, and it's autonomous.



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