ORACLE

Business Customer Engagement

Oracle Business Customer Engagement solutions serve, engage, and empower your Large Commercial & Industrial Business (C&I) and Small and Medium Business (SMB) customers by providing digital self-serve access to energy insights on the web, proactive alerts and energy updates via email and other channels, and powerful analytics tools for utility staff. This solution brings together front- and back-office capabilities from a single vendor on a single platform. Our web and outbound communications such as email and paper alerts and reports are integrated with back-end tools for your staff to serve customers efficiently and manage customer and program data. APIs and tools are included so that your Customer Experience, Marketing, and Demand Side Management teams, as well as Key Account Managers (KAMs) and Customer Service Representatives (CSRs), can work together to deliver personal service to more business customers. The solution helps to enhance customer satisfaction, reduce the cost-to-serve, and make your utility staff more effective.

Engage and serve business customers more efficiently

Self-serve web access to energy insights

Engage business customers with web features and personalized data. Our energy insights ingest customer and energy use data of all types and display which can be seamlessly embedded on your website or housed in a standalone site. Your business customers receive a great digital web experience with personalized energy insights like energy use over time, a demand heatmap, demand charges, a business profile, tips for being more efficient with energy use, and downloadable data.

Using AI to identify and present relevant customer data increases the productivity of sellers and account managers, reduces the time spent on tasks, and tracks communications. Utility staff such as Key Account Managers and Customer Service Reps can masquerade as the customer and see the customer's view of personalized insights on the web.

Proactive Alerts

Increase customer satisfaction, program adoption, and digital engagement with personalized emails containing customer data and unique energy insights. And help customers avoid bill surprises with AMI-based forecasts of their upcoming bill.

- **High bill alerts** identify customers trending toward higher than usual bills and automatically send a message with personalized insights, tips, and program promotions.

- **Weekly energy updates** offer insights, such as day-by-day energy benchmarking, that help business customers get answers to their billing and energy use questions without needing to contact the call center.
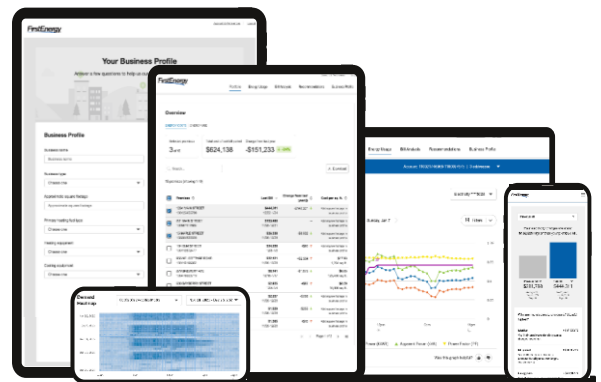
Analytics, sales & service tools for customer service

We can help you centralize and self-serve customer data around energy, engagement, and programs so that your account managers can see what your customers see to effectively address customer questions. And we can embed energy insights directly into your analytics, sales, and service tools. This solution uses the Oracle Analytics Visualization tool which leverages Oracle's strength in enterprise data and analytics, making it easy to see a 360-degree view of your customer data in one place.
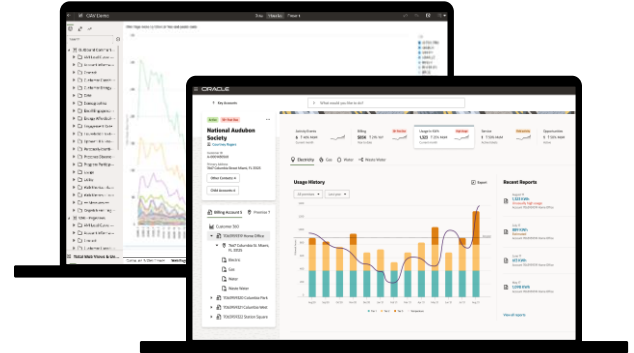
Business analytics powered by Oracle Business Intelligence interface allows utility staff to understand their business customers and generate new insights, make decisions about program and outreach targeting, create custom reports on customer engagement, and segment customers using all available business customer data quickly and easily.

## Empower your teams to better service business customers

Beyond self-service, Oracle offers solutions designed to improve the experience you deliver to your business customers and your teams supporting them. With Oracle, you can give your contact center agents and dedicated account managers the intelligence they need to deliver more value at every interaction, driving revenue and customer satisfaction.

A modern agent desktop tailored for utilities
- Serve customers from a single pane of glass
- Personalize service with AI powered insights
- Lower costs with service automation

A utilities sales solution for key customer accounts
- Navigate complex C&I accounts with ease
- Increase program interest and revenue with actionable insights
- Automate the full sales lifecycle
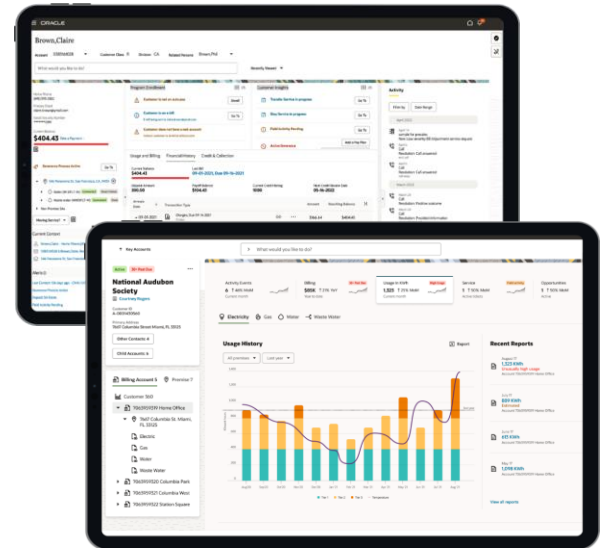
Take a tour- Digital Engagement solution here.

Take a tour- Customer Service and Billing solution here.

Connect with us

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