CUSTOMER ENGAGEMENT in Utilities INDUSTRY

ENR Forum

Miguel Gaspar Silva

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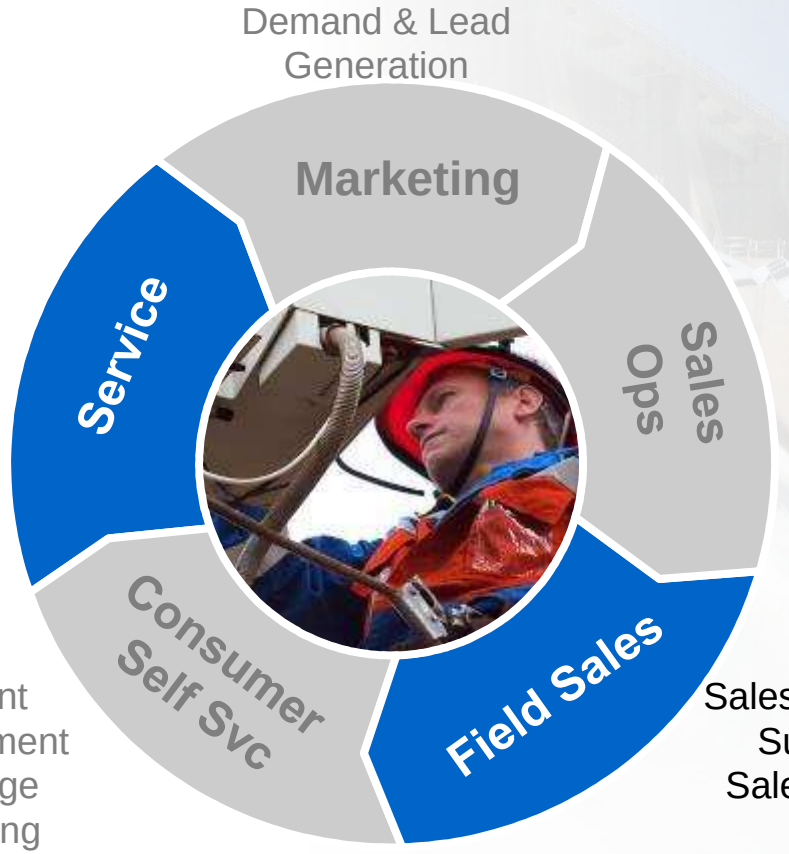
Industry Director, Utilities

Vision for Utilities

Engage, serve, and win with Omni-channel Sales & Service Excellence



- **360° consumer and customer** view with, financials, usage/service history, service points, etc.
- Increase **account manager productivity** with a simple and integrated tool to manage customer engagement and effectively manage new opportunities and leads.
- **Modern contact center and service capabilities** fully integrated with IS-U SAP ERP and SAP CRM backend, with support for listening, engagement, and seamlessly transitioning between social media, SMS, Web, e-mail, and phone channels.

Fully Integrated

- IS-U ERP
- SAP CRM
- SAP hybris Marketing

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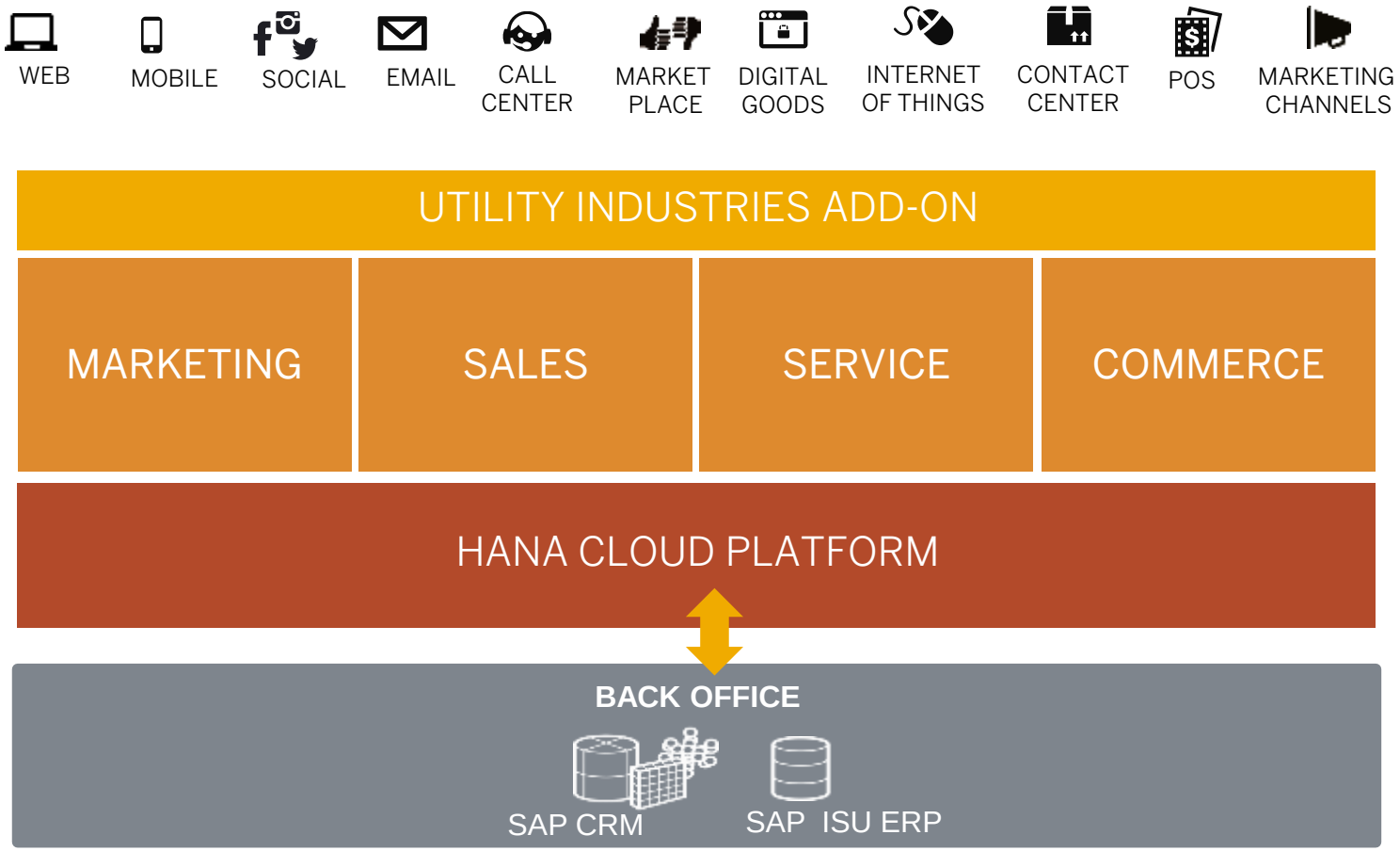
SAP Customer Engagement and Commerce

Omni-channel customer engagement platform



- SEAMLESS customer journey across all channels
- SINGLE VIEW of the customer
- INTEGRATED across sales, service, marketing & commerce
- Specific to your INDUSTRY

* Standard C4C Field Service

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Cloud for Customer for Utilities

SAP CLOUD FOR CUSTOMER FOR UTILITIES

ENGAGE, SERVE AND WIN CONSUMERS, NEW COMMERCIAL & INDUSTRIAL CUSTOMI

Utilities Focus Solution

SOLUTION CAPABILITIES

B2B SALES

- Management Leads, Opportunities, activities and calendar
- Optimize engagement with commercial & industrial customers
- Review customer payment, invoice terms, business agreement to gain 360 view
- Set contract dates, point-of-delivery at time of quote

CUSTOMER SERVICE CALL CENTER

- Omni-channel customer service for consumers and commercial customers
- Optimize dispatching of technician to service locations
- Access connection, premise, point-of-delivery information and service location

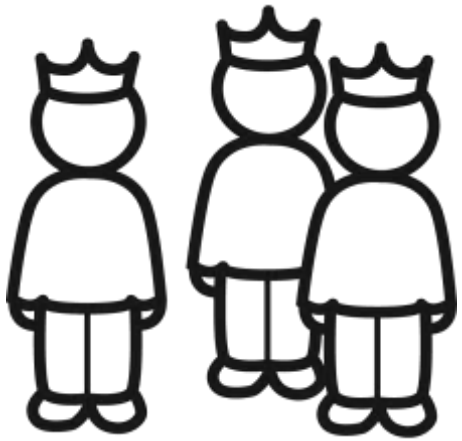
INTEGRATED WITH SAP IS UTILITIES BUSINESS SUITE (SAP ERP & CRM)

AVAILABLE IN MULTIPLE LANGUAGES FOR GLOBAL DEPLOYMENT

AVAILABLE WITH SUPPORTING MOBILE APPLICATIONS ON IOS & ANDROID DEVICES

BENEFITS

- **SIMPLIFY AND REDUCE COMPLEXITY:** Increase account manager productivity with simple & integrated tool to manage customer engagement and effectively manage 'new opportunity and leads.
- **WIN NEW CUSTOMERS AND INCREASE REVENUE:** Manage complex opportunity with 360 account view fully integrated with IS Utilities backend.
- **RAPID ROI.** Is fast to deploy and easy on your budget, and won't tie up your IT resources.



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C4C for Utilities B2B SALES

Win and retain commercial and industrial customers

Customer Insights | **Leads & Opportunities** | **Pipeline Management** | **Visit Management** | **Quotes & Contracts** | **Collaboration**

Gain a 360-degree customer view with

- *Service location, contracts, business agreement , and financials data at finger tips*

Increase sales team performance and win rates

- *Manage leads and uncover new sales opportunities and quick create quotes*

Increase sales force productivity and CRM tool adoption

- *With access to real-time business information from backend IS-Utilities business suite on mobile devices and analytics*

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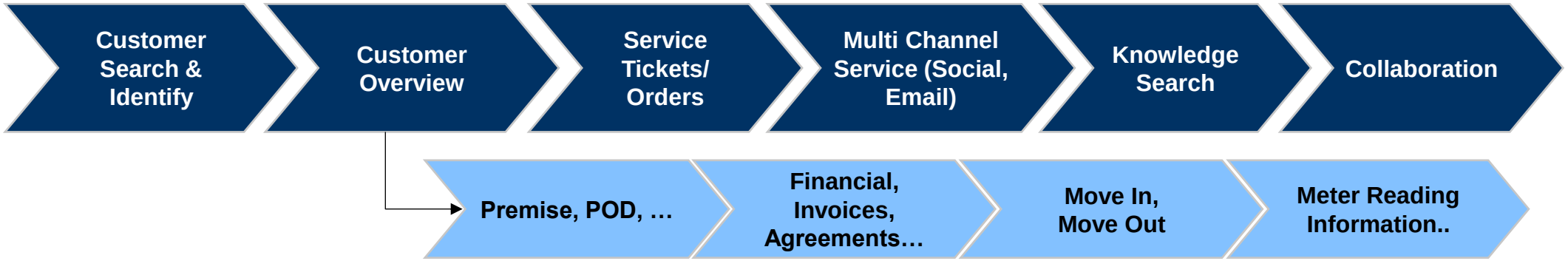
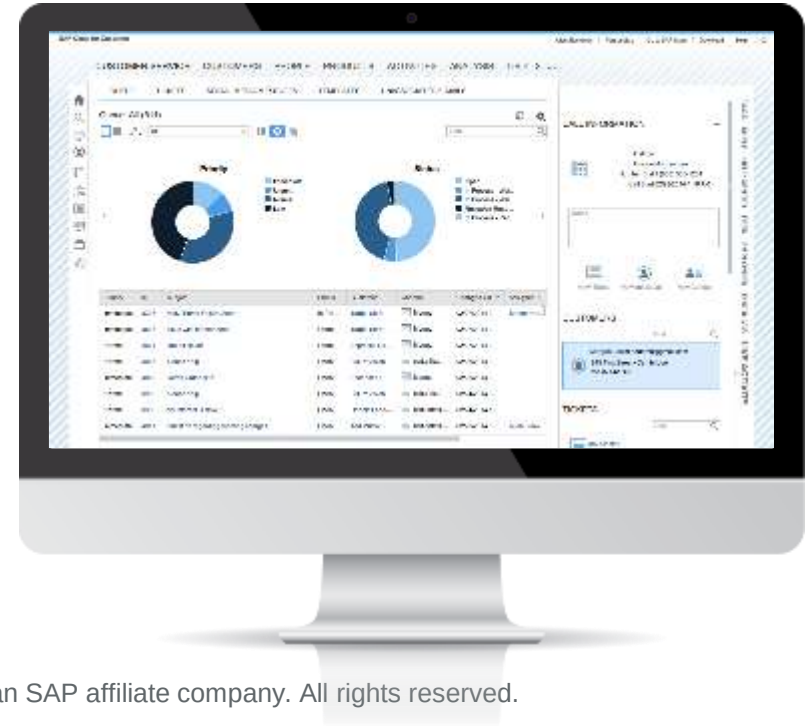
C4C for Utilities Call Center

Service excellence with integration to IS-U





- Deliver consistent, contextual and relevant customer service experiences across devices and channels
- Integrated with IS-Utilities backend business suite

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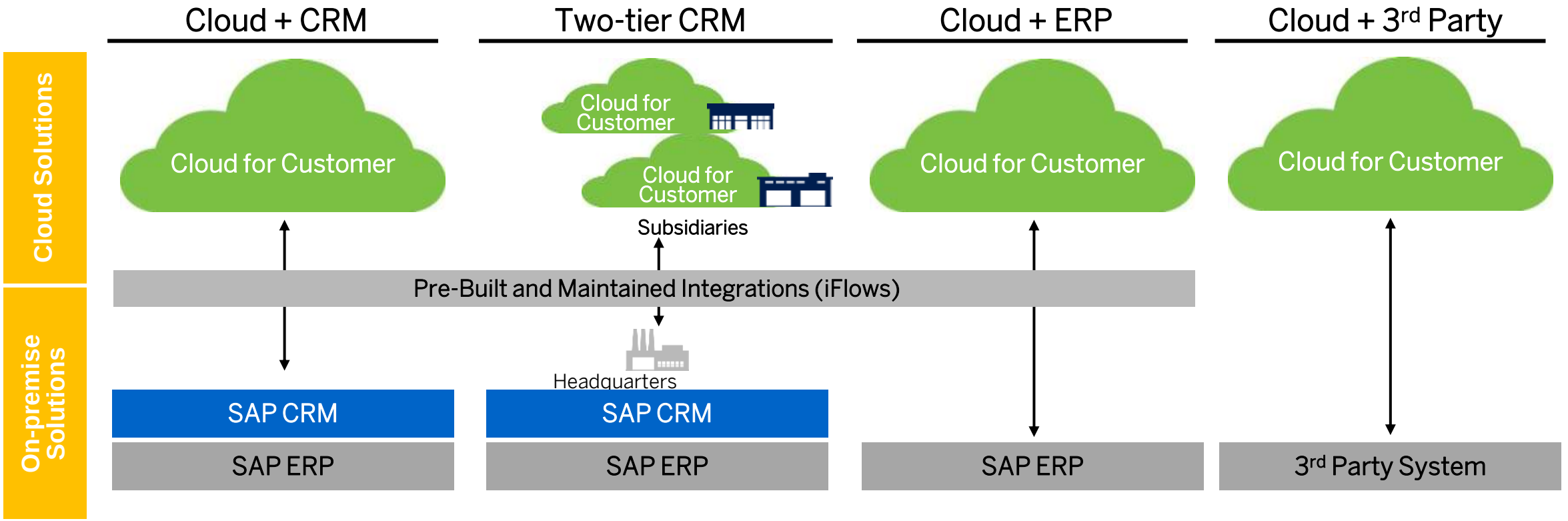
SAP CLOUD FOR CUSTOMER FOR UTILITIES

PACKAGED INTEGRATION

DEPLOYMENT OPTIONS

INTEGRATE WITH SAP AND NON-SAP BACKENDS



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Multichannel Foundation for Utilities & Public Sector

Multichannel Self-Service is Two-Fold

Foundation

1. Fast-track multichannel enablement with SAP Multichannel Foundation for Utilities

Secure, scalable, real-time, channel-agnostic, open standards, ...

Apps

2. Claim strategic advantage with innovative apps people like

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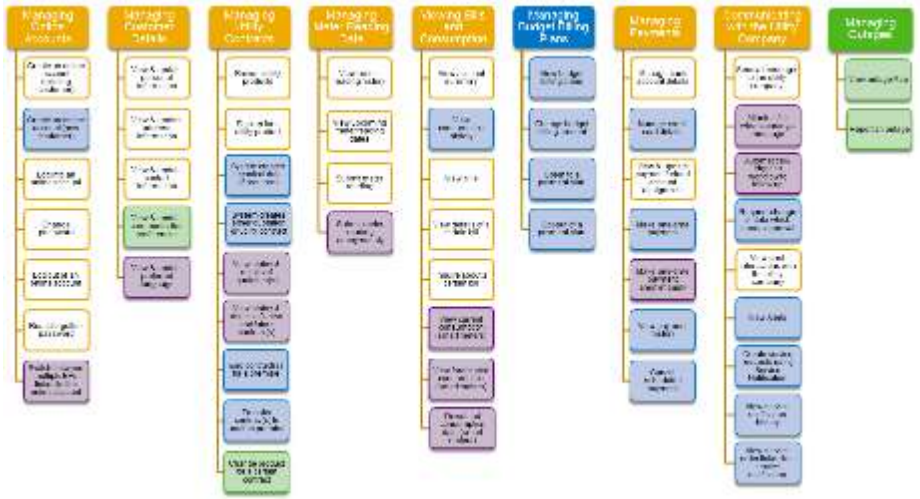
SAP Multichannel Foundation for Utilities
What does it offer out of the box?

OData services tailored to **55+** typical business process steps of a utility company



Simple and **attractive UIs** showing how to consume OData services

Responsive Web Application
iOS/Android native mobile app (*)

Desktop Web Application

Minimum release:
IS-U 6.04 (EhP4)
CRM 7.0 (EhP0)

Deployable **without upgrade** as add-on to **IS-U and/or CRM**

Enhancement Tools
SAP Gateway Service Builder, enhancement spots, configuration,

(*) iOS/Android native mobile app: planned RTC May 2015

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Enabling apps across channels ..the Multichannel way

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SAP Multichannel Foundation for Utilities (MCF)

SAP for Utilities

IS-U

CRM

Analytics

N

Non-SAP systems

- Channel agnostic
- Scalable
- Out-of-the-box self-service features
- Secure
- Built using open standards (Rest, OData)
- Robust
- Apps

Expensive

Not Scalable

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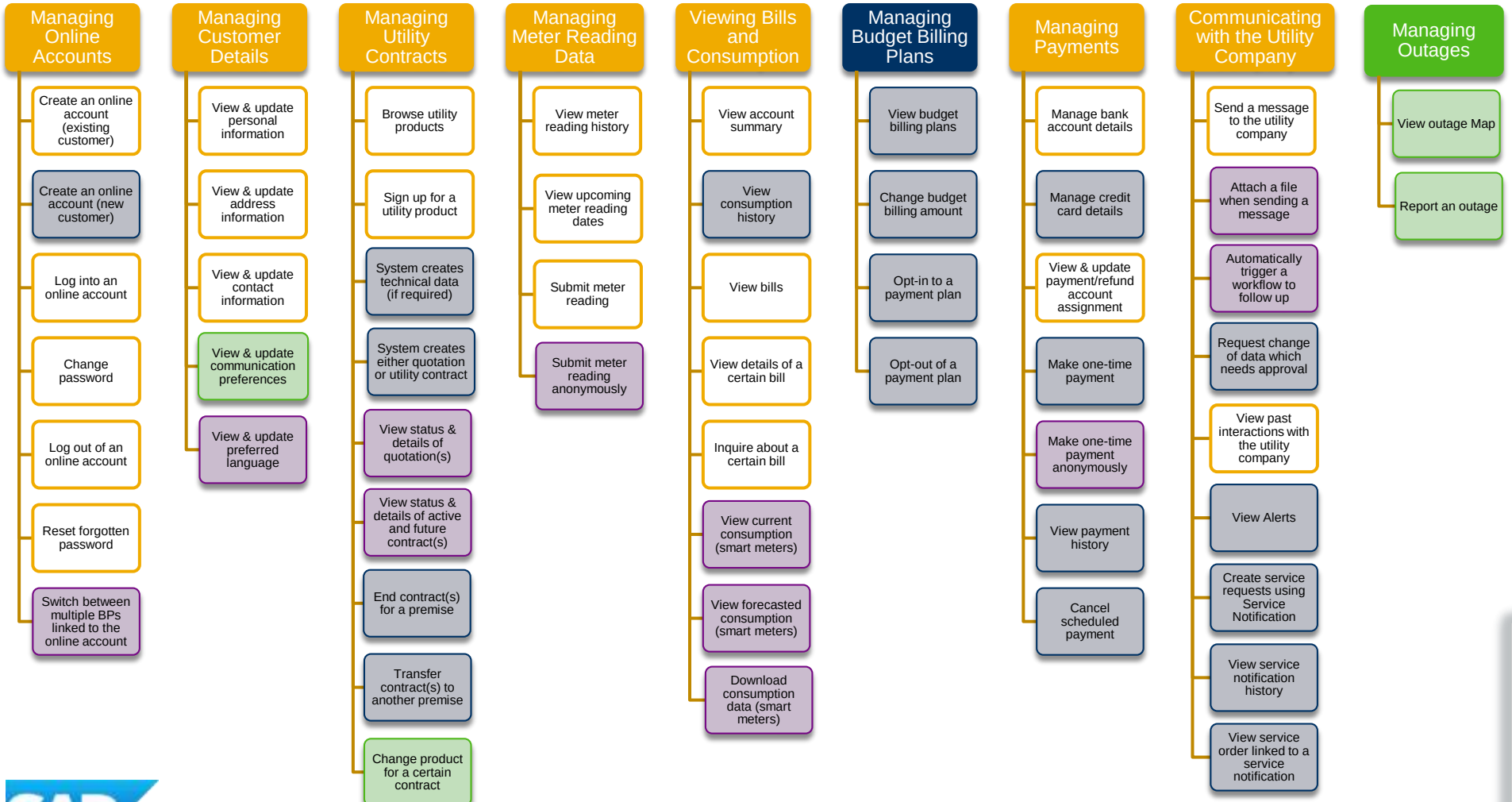
SAP Multichannel Foundation for Utilities
Feature Set



1.0 (available since Q4/2013)

1.1 (SP02, available since Q2/2014)

1.2 (SP03, available since Q3/2014)

2.0* (SP04, available since Q1/2015)

Minimum release:
IS-U 6.04 (EhP4)
CRM 7.0 (EhP0)

Note: New features of 2.0 are available in Responsive UI

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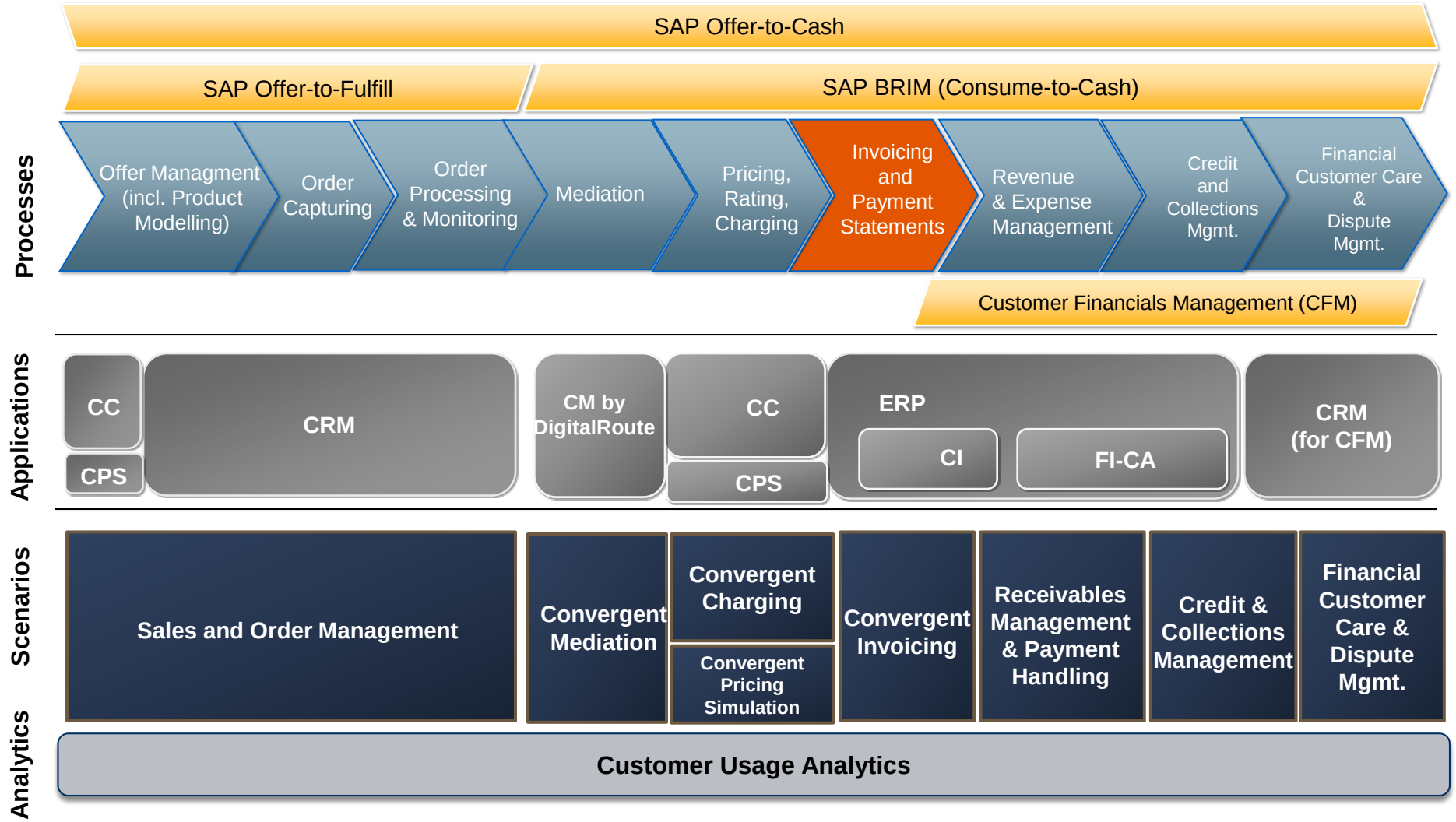
Hybris Billing for Utilities

Convergent Invoicing is Part of the SAP Solution Hybris Billing



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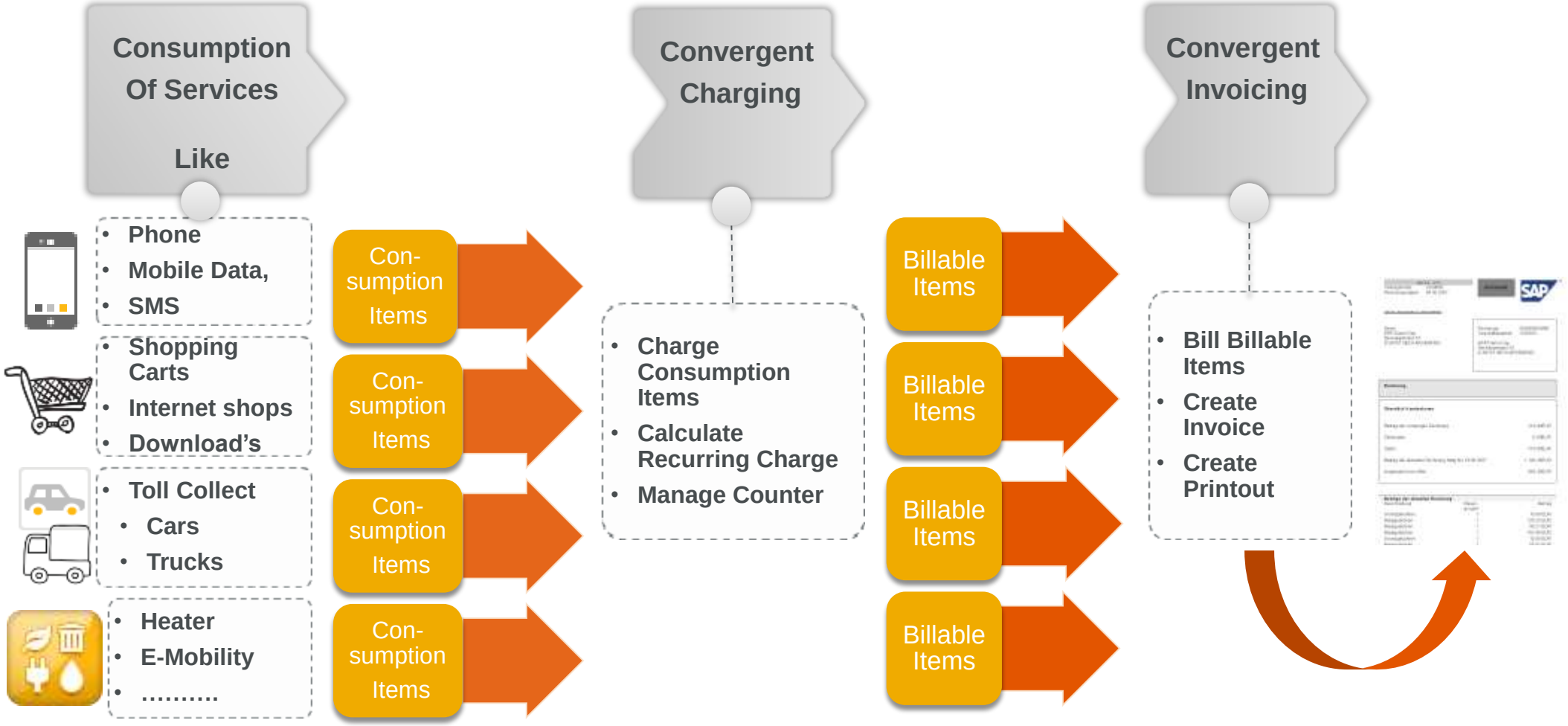
Convergent Invoicing



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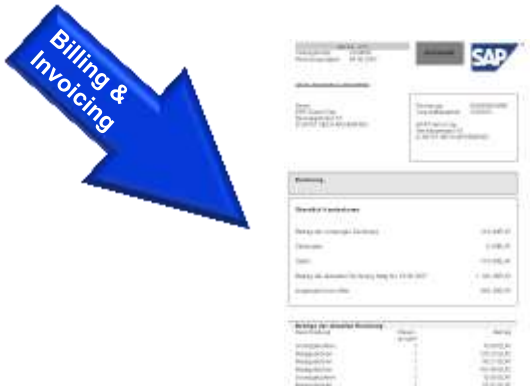
Integration of Convergent Invoicing and IS-U

IS-U

Billing and Invoicing Engine

Meter Reads

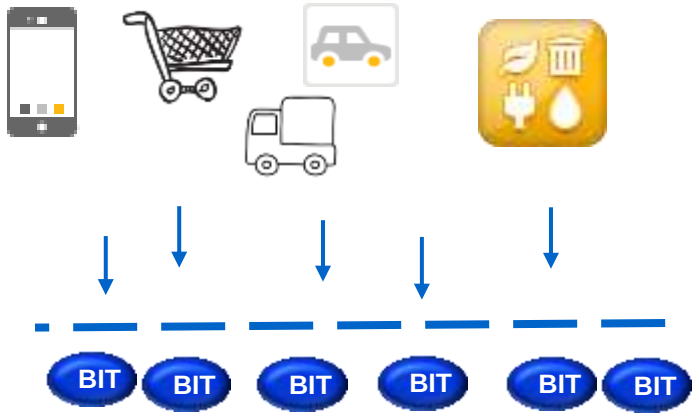
Quantity



Convergent Invoicing (CI)

Billing & Invoicing Engine

Consumption Events



Billable Items

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Integration of Convergent Invoicing and IS-U

The integration of the CI Billing document into the ISU brings the following benefits:

- No change in the market communication
- No change in the energy correction processes
- No major change for agents as they know all ISU transactions and process
- Minor change for the bill presentment

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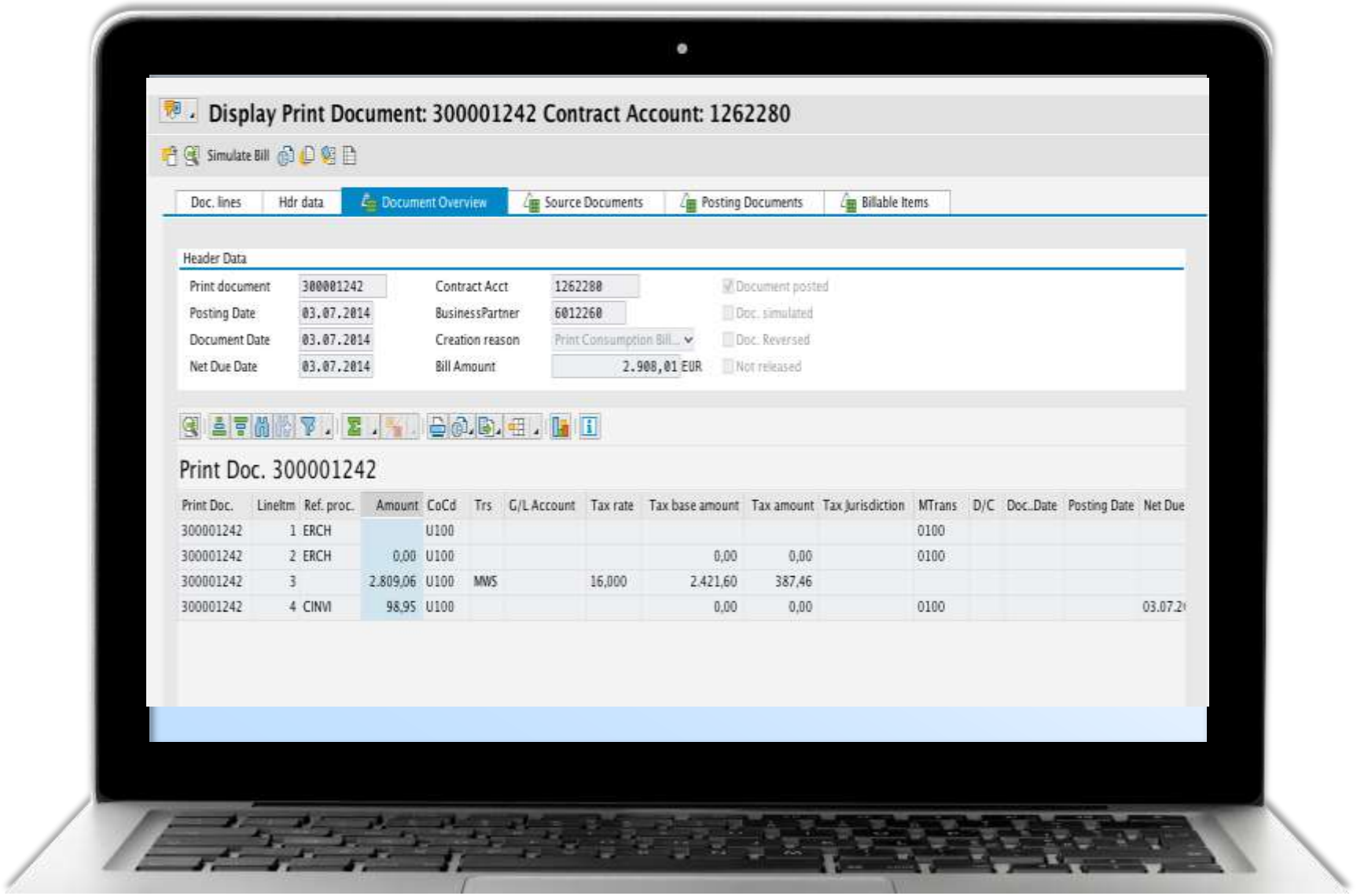
Convergent Invoicing / ISU integration



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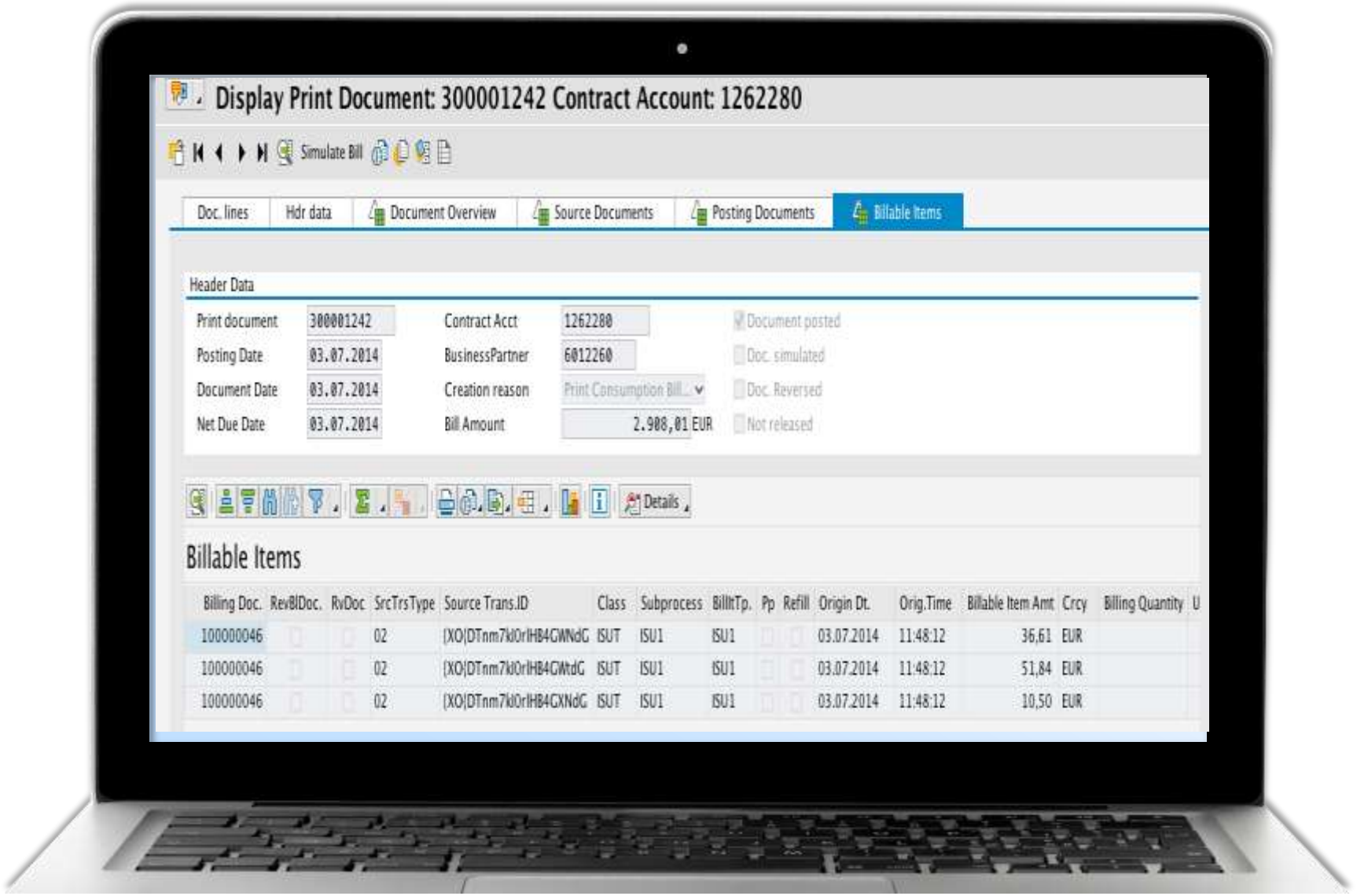
Convergent Invoicing / ISU integration



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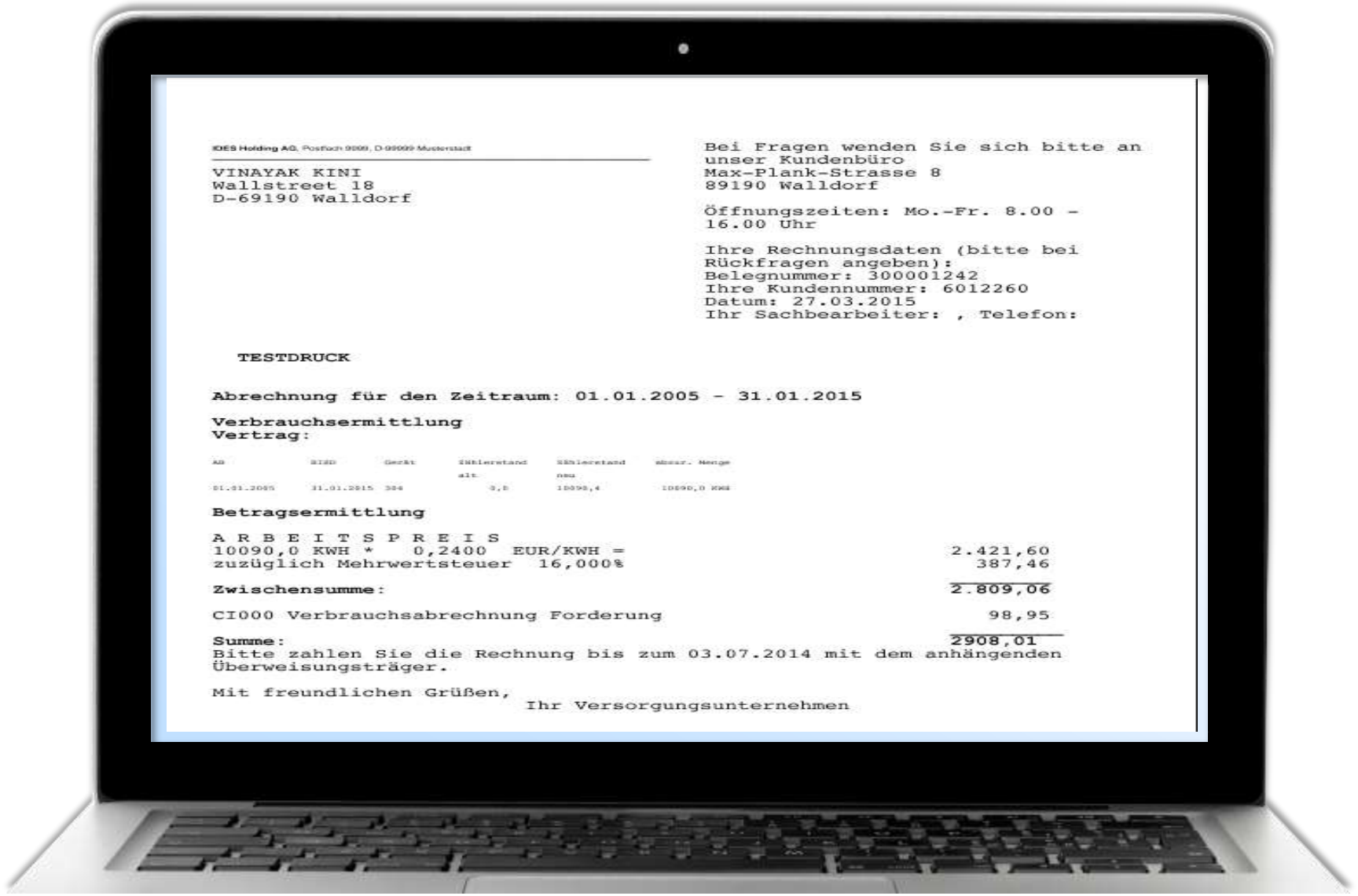
Convergent Invoicing / ISU integration



IDES Holding AG, Postfach 9999, D-99999 Musterstadt

VINAYAK KINI
Wallstreet 18
D-69190 Walldorf

Bei Fragen wenden Sie sich bitte an
unser Kundenbüro
Max-Plank-Strasse 8
89190 Walldorf

Öffnungszeiten: Mo.-Fr. 8.00 -
16.00 Uhr

Ihre Rechnungsdaten (bitte bei
Rückfragen angeben):
Belegnummer: 300001242
Ihre Kundennummer: 6012260
Datum: 27.03.2015
Ihr Sachbearbeiter: , Telefon:

TESTDRUCK

Abrechnung für den Zeitraum: 01.01.2005 - 31.01.2015

Verbrauchsermittlung
Vertrag:

AB	BISD	Gerät	Ablesestand alt	Ablesestand neu	abrech. Menge
01.01.2005	31.01.2015	384	0,0	10090,4	10090,0 KWH

Betragsermittlung

A R B E I T S P R E I S
10090,0 KWH * 0,2400 EUR/KWH = 2.421,60
zuzüglich Mehrwertsteuer 16,000% 387,46

Zwischensumme: 2.809,06

CI000 Verbrauchsabrechnung Forderung 98,95

Summe: 2908,01

Bitte zahlen Sie die Rechnung bis zum 03.07.2014 mit dem anhängenden Überweisungsträger.

Mit freundlichen Grüßen,
Ihr Versorgungsunternehmen

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Useful Links

Access the BRIM-section in our SAP Customer Network SCN

Access the MCF in our SAP Customer Network SCN

THANK YOU.

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