

# DELIVERING CONNECTED CUSTOMER AND WORKFORCE DIGITAL EXPERIENCES, TO GLOBAL ENERGY & THE WATER INDUSTRY

The utility industry is on the precipice of transitioning into a more agile, connected, and data-driven industry. While this change is accelerating at a rapid pace, the idea of the 'New Normal' is forcing energy and water utility providers to look for alternate ways of future-proofing their business. Adapting to the market and customers trends, the industry has identified a drastic need for real-time, two-way, and multi-channel digital capabilities based on comprehensive and personalized digital technologies that can cater to the customer of today and help them make faster, informed decisions.

With innovation at the edge, digital transformation is empowering global utilities to take full advantage of the myriad of data resources with AI/ML/IoT infrastructure and distributed analytics. A connected enterprise with customer and workforce centrality is driving transformation at the core, leveraging a digital framework to simplify and enhance connected experiences.

## DELIVERING FASTER OUTCOMES USING A DIGITAL CX BUSINESS MODEL

Dynamic Transference of Customer behavior has prompted a transformation of customer service interactions. The traditional approach to phasing in digital is being replaced by an urgent need to migrate to digital service delivery, completely. This might be uncharted territory for some utilities, but this is where the opportunity lies. Utilities can leverage a digital framework that has the capability to deliver exemplary customer satisfaction in the future.

- Hyper-Personalization – Leverage omnichannel data and drive real-time personalized experiences
- Digital Self Service Capabilities – Allow frictionless, transparent transactions and enhance digital customer experience via self-service capabilities
- Multi-Channel Communication – Encourage digital customer interaction using multiple channels such as email, text, IVR, phone, social media, and AI-powered chatbots
- Deep Data Insights based on AI/ML/IoT – Provide granular insights into the data that helps utilities optimize customer experiences

Engage. Empower. Educate.

Connecting People with Energy and Water Providers

Powered by AI/ML/IoT



- 24/7 Customer Service – Transform contact centers by providing AI-powered customer service to help support agents online and manage operational efficiency

## HELPING UTILITIES EMBRACE THE NEW NORMAL

Driven by a vision to engage, empower, and educate billions of people to save energy and water, SEW provides various solutions to:

- Improve customer experience (CX) using digital self-service platforms
- Increase productivity and efficiency of field personnel by providing job, safety, and asset-related information in real-time on any mobile device.
- Increase conservation efforts by addressing the challenges of global sustainability.
- Improve operational efficiency
- Enable effective customer engagement and enhance customer satisfaction.
- Reduce the cost to serve
- Provides a 360-degree view of all customer interactions on a single integrated platform (usage consumption, bill payments, service requests, outage reporting, online auditing, home reports, and program enrollment)

## NAVIGATING THROUGH THE WAVE USING DIGITALIZATION

Establishing Customer and Workforce Centricity can prove to be game changers for utilities in the New Normal. Utility customers need us to provide them with solutions that reduce customer effort and bring added convenience and value - all with a single click – and a human touch when necessary.



### ***Deepak Garg , Smart Energy Water (SEW), Founder, Chairman, CEO***

He has over two-decades of experience in product development and is responsible for the innovation, vision, strategy, and leadership at SEW. He has successfully established high-powered technology teams, to develop the world's leading Digital Customer Experience, Digital Workforce Experience, Smart AI/ML Analytics Platform that address key business challenges for energy, water and gas providers. Before SEW, he held senior executive positions with Fortune 500 companies, and successfully developed direct and in-direct business solutions for diverse markets, adding over \$500+ Mn to the company's revenue. Deepak has an MS in Computer Science and has completed an Executive Management Program from Stanford Graduate School of Business and MIT.

