

#1 Digital Customer Engagement Platform

Smart Customer Mobile (SCM) is the #1 digital customer engagement platform for Energy and Water utilities worldwide. Together with Microsoft Azure, SCM helps utilities deliver:

- **Single integrated multi channel digital platform** for customer self service enabling online account management, billing and payments, service start and stop, conversation programs, and Smart Home capabilities
- **Reduced operational cost** to serve the customers through higher digital adoption
- 24*7 digital connectivity and **multi-channel communication** for customer alerts and notifications
- **AI and ML** driven Energy and Water customer behavioral analytics



Digital,
Connected
and Social

Digital
Customer
Experience
(CX)



Why customers use SCM?

For utilities world-wide to become a customer-led, digital-first organization we help them achieve the following outcomes.

- Increase digital engagement with customers via Web, Mobile, & Notifications
- Reduce operational cost to serve customers
- Increase Customer Satisfaction Score
- Provide 24X7 engagement options on key Billing Pay, Outage, & Emergency Alerts via SMS Text & Voice

What is SCM?

Utility customers are demanding real-time digital engagement to manage services, view and pay bills, monitor energy and water use, and utilize Smart Home capabilities. SCM provides a single platform to enable all these interactions and more on Web, Mobile, SMS Text, Voice, and Social Media channels for utility customers.



IMPROVE CUSTOMER EXPERIENCE

- Improve digital experience for customers through digital journey mapping
- Empower customers with digital self service options giving them control over their lives and their relationship with the utility
- Increase C-Sat scores

Up to 72% increase in customer satisfaction



REDUCE COST-TO-SERVE

- Enhance real time data analytics and operational efficiency gains
- Improve self service channel adoption through automation
- Reduce need for customer to contact utility via traditional, staff intensive channels

Up to 45% reduction in operational costs



INCREASE CUSTOMER ADOPTION

- Improve adoption of digital communication channels
- Enrollment in programs and rebates
- Enrollment in online services, paperless bill

Up to 90% customer adoption of online digital channels

“Our customers want more information about their electric service, and this platform is significantly improving the experience we want to create for them. The response to outage and restoration notifications has been overwhelmingly positive, and this latest enhancement of billing and payment information, plus a text-to-pay option, provides even more peace of mind and more convenient options to fit everyone’s preference.”

Terena Boyer – Director Utility Customer Operations, Oklahoma Gas & Electric

Smart Customer Mobile (SCM®) deployed on Microsoft Azure enables utilities to leverage the power of cloud to deliver a seamless, personalized and omni-channel experience to customers.



Box 19: Proof & Statistics

- Qualitative Proof
- Measurable Success or Statistics
- Business Outcome



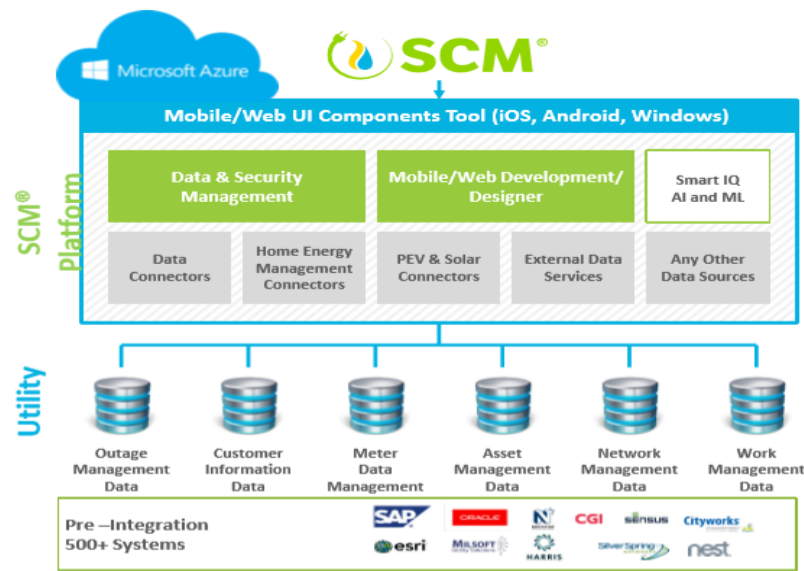
Box 20: Proof & Statistics of Joint Solution

- Qualitative Proof
- Measurable Success or Statistics
- Business Outcome



Box 22: SCM offerings

- With built-in User Intelligence (Ui)
- Seamless Deployments
- Quick implantation
- Pre-built integration with utility CIS and backend systems



Tangible Benefits / Desired Outcomes/Qualitative Outcomes

- Enhance and modernize existing customer interaction channels to meet evolving customer expectations.
- Improve business operational visibility and facilitate improved efficiencies and effectiveness.
- Create a scalable platform that caters for business growth.
- Address aged technologies, thereby reducing risks associated with personnel and maintainability of the applications portfolio.

Why Smart Energy Water?

Smart Energy Water with its innovative solutions powered by AI & Machine Learning, cloud, mobility and Internet of Things, is driven by a mission to create a smart and sustainable future. SEW enables utilities to improve their customer service and operational efficiency leveraging mobile and cloud technologies SEW transforms the traditional utilities to 'energy enablers' by facilitating solutions focused around customer centricity to meet growing customer expectations and provide better customer experience. Aimed at harnessing the power of next-gen digital technologies, SEW offers a wide range of cutting-edge products to add significant value to utility growth and customer needs.