wipro Microsoft

Utilities CX

Supercharge the customer experience with unified customer data

Get started

Overview

The reality

When customers aren’t satisfied with the service they receive, retention drops—and the company can lose business as a result.

About

50%

of consumer satisfaction comes from factors within the direct control of a utility’s customer-service team, including information timeliness, clarity, and ease of access[1]

Introducing Utilities CX

[1] Bobby Dean and others, “Transforming Customer Experience in Utilities,” McKinsey & Company, October 4, 2021.

Wipro **Utilities CX,** built on Microsoft Dynamics 365, is a cloud-based customer relationship management (CRM) solution that unifies customer data from different sources to give customer-service agents the information they need to deliver better service.

Here’s how it can help

What challenge can Utilities CX help you solve?

Long response times threaten customer satisfaction and retention

Give your customer-service team a 360-degree customer view all in one place, so they have the data they need to act fast.

Learn more

Customers get frustrated when they don’t get the timely service they expect

Allow agents to quickly see all customer information and preferences, so they can meet customer needs efficiently.

Learn more

Meet Nico

Director of Customer Operations

Challenge

Long response times threaten customer satisfaction and retention

Because customer-service agents don’t currently have a consolidated view of the customer, it takes them time to jump between systems and find the information necessary to respond to customer issues. These agents need a solution that quickly gives them the tools and data they need to deliver fast, reliable support.

What’s the insight? >

Insight

Unifying all customer data in one place makes the customer-service experience more efficient and improves customer satisfaction

31%

of energy and utilities companies expect the cloud to help create better customer experiences[2]

See the solution

[2] Dan Whigham and Chelsea Hendrickson, "Next in Energy and Utilities," PwC, 2023.

Solution

Utilities CX empowers employees to exceed customer needs and boost customer satisfaction and retention

This CRM solution unifies customer data across disparate sources like email, chat, and phone communications. This gives employees a holistic view to better understand customer preferences and issues, allowing them to act fast to reduce response times and improve customer engagement.

See another use case

Challenge — Insight — **Solution**

Meet Amber

Utilities customer

Challenge

Customers get frustrated when they don’t get the timely service they expect

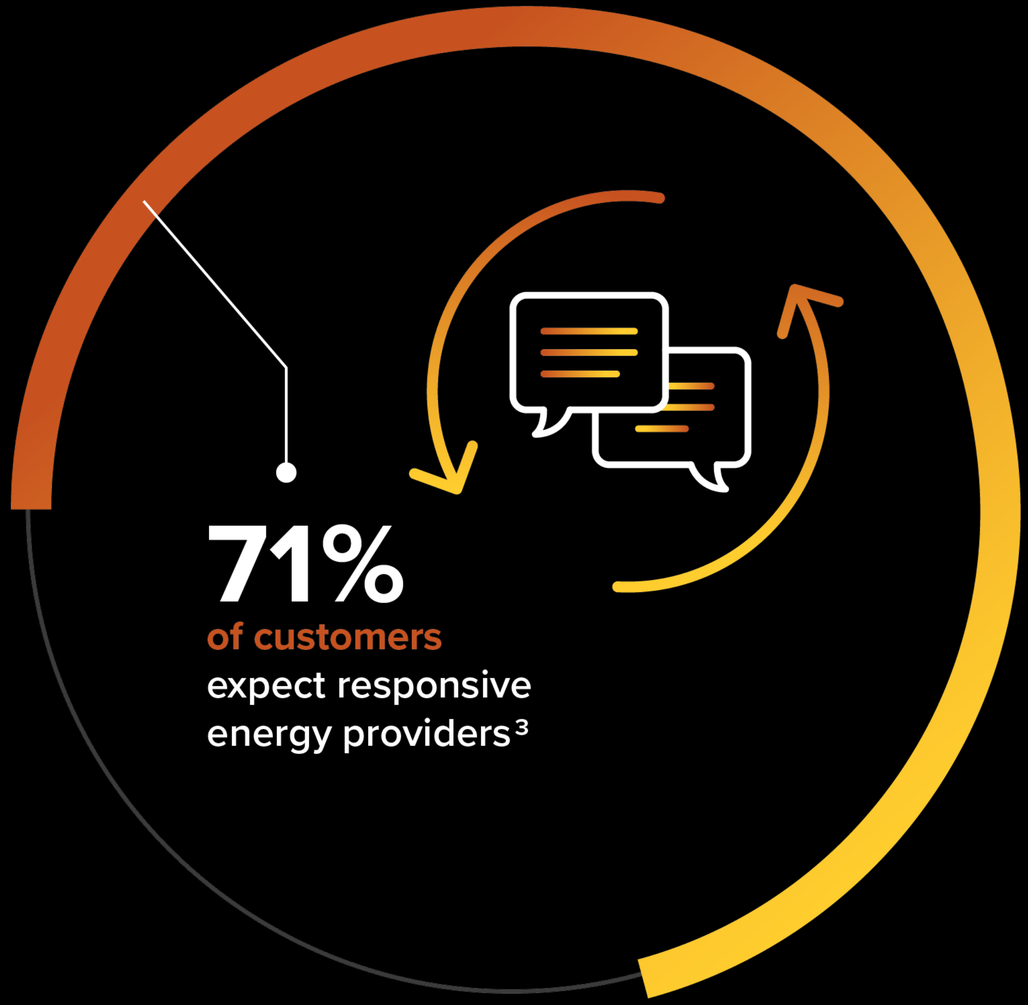
When Amber contacts customer support after missing garbage collections or experiencing outages, and doesn’t get the service she expects, she’s angry. She wants to rectify issues quickly within her preferred communication channel, and doesn’t have the time or patience to deal with drawn-out resolution times.

What’s the insight?

Challenge — Insight — Solution

Insight

Customers expect agents to resolve their energy and utilities issues quickly



See the solution

[3] Greg Guthridge, "When Energy Hits Home, Will Providers Be Left Out in the Cold?" Ernst & Young, November 29, 2022.

Solution

Utilities CX helps customers get their questions answered and issues resolved efficiently

Now that her customer-service agents have a 360-degree view of Amber’s past issues, account information, and preferences, they can better meet her needs quickly and efficiently. Because the solution is equipped with guided business flows, the agents can track Amber's query lifecycle through all the stages to serve her better—which makes both Amber and her agents much happier.

See another use case