

UGI Utilities Inc- Transforming digital customer experience through 24X7 mobile engagement



Before: Challenges and Opportunities

- Increase online customer adoption rate
- Leverage contemporary technology to streamline operations and engage more deeply with their customer base

Why SAP

- Faster implementation and deployment in SAP solution-based landscape
- Supported UGI Utilities business growth strategies by delivering high quality service and benefits to their customers

After: Value-Driven Results

- Project successfully rolled out to more than 200,000 customers
- Seamless integration with SAP CIS and utility business processes
- Self-service capabilities through portal and mobile app including the ability to view outages, analyze usage, schedule payments and receive real-time notifications
- Enabled UGI to analyze customer usage and behavior patterns to improve customer service operations

“Today customers expect their utility to provide more than just **reliable services or billing transactions**. Thus, it was important for us to engage with them to understand their needs and expectations. This had to be achieved while **improving operational efficiency** and **reducing costs**. And, SCM® promised both – customer engagement and faster ROI.”

Customer Service Team, UGI Utilities

30%

Increased online customer adoption

100,000

Increased customer enrollment in auto pay from 35k

Enhanced

Increased online customer adoption

Improved

Ability to target market energy efficiency programs

SAP Customer Experience

Customer Name
UGI Utilities Inc.
Reading,
Pennsylvania (US)
www.ugi.com

Industry
Energy & Utility
Industry

Products and Services
Electricity, natural gas,
propane

Employees
13,000

Revenue
\$8.277 billion US

Featured Solutions
SAP Self-Service
Accelerator for Utilities by
SEW

