

SAP Solution Brief

SAP Solution Extensions | SAP Self-Service Accelerator for Utilities by SEW

Fast-Track to a Digital Platform to Improve Utilities Customer Engagement

THE BEST RUN





Meet utility customer demand for digital customer engagement

Customer engagement is changing. To stay competitive, utilities can no longer merely provide an online presence with basic account functions and a call center. Customers today demand digital service. Whether it's Web, mobile, or multichannel, **customers would rather click, tap, and type than talk.** SAP® Self-Service Accelerator for Utilities by SEW offers a digital solution.

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The value proposition for going digital is clear. Optimized digital customer engagement is more efficient and cost-effective than traditional channels. Yet, many utilities motivated to transition may hesitate about where to begin and whether to build or buy.

provider of cloud-based solutions for the energy and utility sectors. The fully integrated accelerator offers access to billing, outage information, self-service tools, energy-efficiency tips, and more for residential, commercial, and retail energy and water utilities. (See [Figure 1](#) on the next page.)

SAP Self-Service Accelerator removes the dilemma by providing a preconfigured platform for customer interactions and self-services. This user-friendly Web and native mobile app accelerator is designed specifically for utilities by SEW,

Available in cloud and on-premise editions, the accelerator is deployed, managed, and maintained by SAP. You can deploy it in weeks with confidence in its qualification, testing, licensing, and best-practice support.



Figure 1: Transform Customer Interactions into Experiences Accessed by a Portal and Mobile Apps



Meet utility customer demand for digital customer engagement



Enable real-time multichannel interaction

SAP Self-Service Accelerator integrates customer interactions into intuitive, multichannel experiences accessible through an online portal and native mobile apps.

What really sets the accelerator apart? It comes with 12 configurable modules that improve digital customer engagement and help accelerate the implementation (see details in the following [table](#)). Choose which features to deploy to best meet your utilities' needs while giving your customers a user-friendly, digital experience.

Customers can go online or go mobile using a single user ID and password to access self-service tools to manage their account. They can personalize interactions including language preferences, notification channels, and settings.

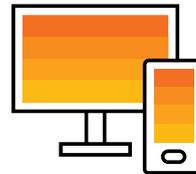
No more dialing in and waiting on hold – customers simply log in. They can view energy and water-use data, install smart-home devices and view smart-meter data analytics, place service requests, view and pay bills, view and purchase energy-efficiency programs and products, and receive multichannel alerts and notifications.

Enable real-time multichannel interaction

Gain a 360-degree view of customer engagement

Align your mobile strategy with a robust road map

Drive digital customer engagement in **an integrated platform on premise or in the cloud**, with configurable modules managed, deployed, and maintained by SAP.





These configurable modules can help your energy and water utilities company facilitate digital customer engagement.

Module	Capability
My Account	Manage the overall account, settings, and each user's digital real-time profile
Billing	Analyze bills, compare rates, pay online, view payment history, make billing queries, and view payment locations
Usage	Analyze consumption history and receive energy and water-use alerts for advanced metering infrastructure (AMI) or non-AMI data
Outage	Learn about current and planned outages and report outages
Notification	Configure multichannel notification capabilities with the preference center
Service	Place a service request anytime and check the status on the go
Connect Me	Connect in real time with the utility and receive status updates on self-services
Compare	Compare yearly and monthly usage with similar households
Efficiency	Receive efficiency tips, learn about rebates, and sign up for energy-efficiency, demand response, and water-conservation programs
Smart Home	Set up smart devices and view smart-meter data analytics
Electric Vehicle	View, track, and manage use of electric vehicles and electric-charge-related information and alerts
Footprint	View energy-efficient businesses and service providers

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SAP Self-Service Accelerator is certified to fully integrate with SAP Multichannel Foundation for Utilities and Public Sector software and the SAP HANA® business data platform. From both technical and functional standpoints, the utilities accelerator offers a consummate fit as a self-service solution for utilities running SAP solutions.

Because the accelerator fully integrates with your solution landscape, no data redundancy occurs between SAP Self-Service Accelerator, your customer engagement platform, and your back-end

IT system. Your core SAP solutions maintain your master data.

Centralized customer information provides a rich source of data to better understand your customers, analyze performance, and make better-informed business decisions. Built-in analytics synthesize the data from your enterprise software and SAP Self-Service Accelerator, and it presents the synthesized data in real-time operational dashboards for your management team. (See [Figure 2](#) on the next page.)

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Access all customer data in one spot and use **built-in data analytics to forecast your business** and make better-informed business decisions.





Figure 2: Robust Road Map for Mobile-First and Mobile-Only Customers for Self-Services



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For forward-thinking utilities looking ahead in customer service operations, SAP Self-Service Accelerator offers a robust road map for mobile-first and mobile-only customers. The accelerator provides full automation for customer service representatives to support processes through live dashboards for a 360-degree view of each customer's account.

The utilities accelerator features self-service tools for your customers, your workforce, and your decision-makers. The mobile-friendly interface enables real-time, two-way communications

between your customers and your utilities operations. The accelerator helps improve the customer experience by offering various self-service capabilities and helps increase operational efficiency.

The accelerator can also enhance how your utility can use mobile apps to improve field-worker performance and the customer experience. Your mobile workforce can focus on enhancing field-worker performance and providing technicians with the ability to see detailed, job-related work orders; assets in the field; and training and compliance information in real time.

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Give your customers and field-workers the convenience and control of **simple and intuitive access to real-time information**, anytime and on any device.





Experience the benefits of digital engagement

SAP Self-Service Accelerator has been deployed globally at numerous electric, water, and gas utilities that have received recognition for improved customer service and increased digital adoption. The accelerator can help your utility enhance customer engagement while improving operational efficiency and reducing complexity and costs of customer service operations.

By providing a single, integrated view of all self-service capabilities on the Web and mobile devices, your customers will want to use the tool to interact with your utility company. Higher adoption rates mean a 360-degree view of more of your customer base that you can analyze to make strategic and operational decisions.

Some of the key benefits of SAP Self-Service Accelerator include:

- Increased adoption and use of digital customer engagement tools
- Reduced call-center volume and lower cost of customer service operations
- Better data integrity and understanding of your customer base
- Improved analytics to inform decisions
- Enhanced ability to meet customer needs through smart-meter data presentment, analytics, and alerts
- Improved communication with customers and fieldworkers through real-time information exchange and multichannel notifications

Experience the benefits of digital engagement



Summary

SAP® Self-Service Accelerator for Utilities by SEW provides a user-friendly customer-engagement Web and mobile platform that provides self-service capabilities to your utility customers. The accelerator serves as a starting template for your digital platform to speed time to value. Deployed, managed, and maintained by SAP, the accelerator integrates customer interactions into intuitive, multichannel experiences.

Objectives

- Improve digital- and mobile-channel adoption to enhance customer service
- Simplify customer service operations through digital containment
- Provide energy- and water-use data analytics to customers through mobile and Web devices
- Enable multichannel self-service options

Solution

- Single point for mobile and Web interaction
- Deployment, management, and maintenance by SAP
- End-to-end process automation for all customer interactions
- Real-time, two-way customer engagement capabilities
- Integrated 360-degree view of the customer

Benefits

- Increased adoption of digital platform to improve service and enhance customer satisfaction
- Reduced call volumes and cost of customer service operations
- Faster time to value and improved ability to meet demand for ongoing innovation
- Enhanced analytics to support reduction in energy and water consumption

Learn more

To find out more, call your SAP representative today or visit us [online](#).



SAP® Customer Experience

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Studio SAP | 53446enUS (18/08)

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