

# Enabling Digital Self Service for 500,000+ People, Powered by Cloud Platforms

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CASE STUDY.

# Digital Customer Experience

## OVERVIEW

Tech Mahindra, along with our partner Smart Energy Water (SEW), implemented a comprehensive solution and leveraged innovative digital platforms.

In its endeavour to become a leading Malaysian Energy Provider, the customer embarked on a digital transformation program. It adopted SAP's Self-Service Accelerator (SSA) platform by SEW to facilitate digital self-service, provide personalized customer experience across multiple channels, improve customer engagement, and deliver seamless services.

The utility identified the need for an interactive, intuitive, and easy-to-use digital platform to empower customers with digital self-service capabilities. The Utility also focuses on adopting a data-driven service model by monitoring and analysing customer consumption patterns and offering personalized energy conservation programs to promote conscious energy usage amongst its 500,000+ customers

## CLIENT BACKGROUND

The customer is an owned subsidiary of Malaysian multinational electricity company. It is the only electric utility company in Peninsular Malaysia and the largest publicly-listed power company in Southeast Asia and the state of Sabah, serving over 500,000 customers with electric power services.

It is focused on applying innovative approaches to technology to support the growing electricity demand and is fully committed to serving its customers in the best possible manner.



## THE CHALLENGE

01

*The customer needed an Intuitive and secure new customer registration and easy and seamless logins supported across website portal and mobile app*

02

*There was an increasing requirement and need for Utilities account management & secured billing and payments*

03

*The customer wanted to Proactively monitor current and planned outages through map view interface and accurate restoration updates while also offering customers the ability to report unplanned outages in real-time*

04

*There was a requirement for service requests, advisory, notifications & alerts through the platform*

## SOLUTION PROVIDED

Accessible with web portal and native mobile application, the platform provides numerous avenues for residential customers to save energy, become more efficient by offering personalized advice, make bill payments, view and report outages, track consumption in real-time, and set notification preferences - all at their fingertips.

Powered by AI/ML analytics, the platform helps utilities identify the characteristics and needs of every individual customer, their journeys and build a data-driven customer communication strategy.

Available in localized language, the solution is bridging the gap between utility and its customers, fostering a deep relationship and energy conscious behaviour.

With the launch of the self-service platform, platform is establishing itself as an agile, innovative energy provider.

The digital solution ensures a scalable, sustainable digital backbone that can be augmented with new capabilities and features basis the evolving needs of the customer, changing energy landscape and technological advances.





## THE CAPABILITIES

**Registration & Login:** Intuitive and secure new customer registration and easy and seamless logins are supported across website portal and mobile app

**Utility Account Management:** Customers can manage their accounts, including setting notification preferences, updating contact information, enabling power alerts, and allowing guest users access

**Secure Billing & Payments:** Customers can manage their electricity bills, view billing and payment history, make payments via available payment options, and raise billing-related queries

**Usage Tracking:** Encourage active energy efficiency by providing customers with the ability to analyse, compare and track their periodic electricity usage and make comparisons

**Outage Management:** Provide features to proactively monitor current and planned outages through map view interface and accurate restoration updates while also offering customers the ability to report unplanned outages in real-time

**Service Requests:** Offer customers the ability to raise and manage service requests to start/stop service, change the name of an existing account or relocate meter on the same premise due to renovation

**Advisory:** Provide personalized promotions, programs, safety tips, and eco tips to customers for driving environment stewardship and encouraging more energy efficiency

**Notifications & Alerts:** Engage with customers via two-way communication through emails and texts regarding billing, services, outages, and other requests

## BUSINESS & COMMUNITY IMPACT

Today, the new digital paradigm is transforming how the customer is creating value, serving their customers, managing operational costs, optimizing processes and capturing new growth opportunities.

### Value Delivered



Improved revenue collection with easy access to bill history and multiple payment arrangement options



Improved customer engagement with 24\*7 available multi-channel communication



Agile and data-driven decision-making with a 360-degree view of customers' behavioural and usage patterns



Reduced energy consumption with personalized programs and energy-management solutions



Improved customer service and customer satisfaction levels



Enhanced customer experience with self-service capabilities



Increased operational efficiency and reduced operating costs



Developed new and more accurate electricity power generation forecast models



Amplified sustainability and conservation efforts by allowing customers to track and compare their usage actively



# Tech Mahindra



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