



DELIGHTING CUSTOMERS THROUGH DIGITAL SELF- SERVICE PLATFORMS

CASE STUDY.

OVERVIEW

Tech Mahindra along with our partner Smart Energy Water (SEW) equips a leading power and water provider, to deliver stellar customer services through digital self-service platforms. We helped improve their customer service, increased operational efficiency, and provided them the strategic advantage to expand their existing service portfolio with enhanced digital transformation.

CLIENT BACKGROUND

The customer provides power and water services to over 42,200 residential customers and approximately 271 industrial customers in Jubail and Yanbu.

One of its core values is being customer focused; and so, they are committed to building healthy and sustainable relationships with its customers that will generate long-term mutual benefits.

As Saudi Arabia's first private integrated power and water utility company, it strives to continuously improve its services for its customers.

CHALLENGE

The customer wanted to implement a comprehensive solution, which could help improve customer service, increase operational efficiency, and enhance customer satisfaction. The application would enable them to become more proactive in anticipating customer's needs and resolving issues faster, and establish a channel to respond to customers in a practical and meaningful way.

01

Enhance and improve customer service along with innovative digital transformation

02

Bring substantial increment in operational efficiencies

03

Enhance and ameliorate customer satisfaction by re-invigorating the digital landscape.



SOLUTION PROVIDED

To meet their objectives, we helped them adopt SEW's digital CX platform, Smart Customer Mobile (SCM®). The platform allowed them to quickly leverage new technologies and gain strategic advantage. It enabled them to capture digital value and gain all the benefits that technology offers. It effectively engages with its customers through multiple channels and achieves the desired outcome of customer service excellence while providing services at competitive and sustainable prices while being environmentally sensitive.

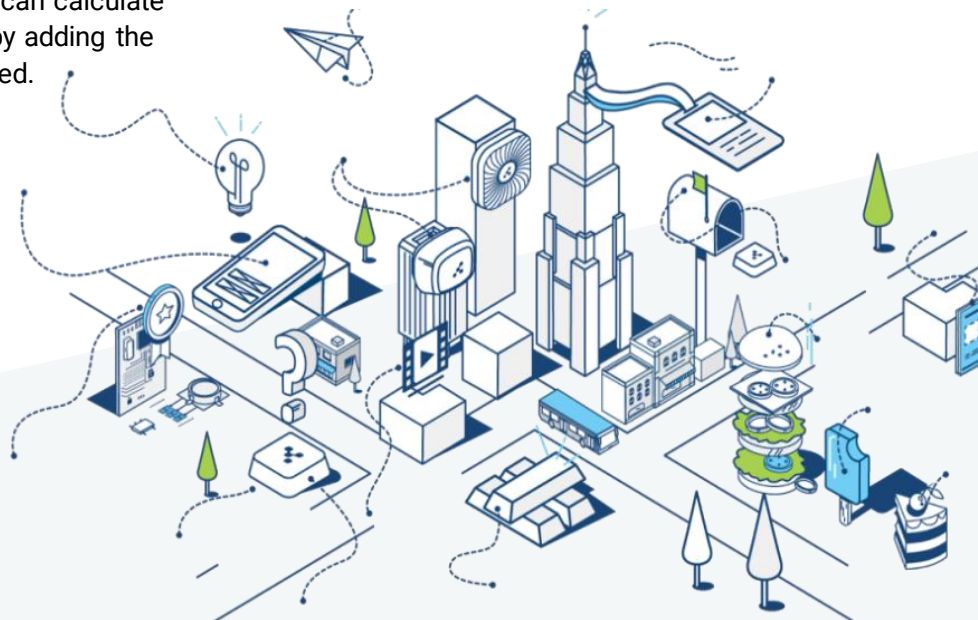
With the platform, they were able to give their customers the freedom to manage their utility account, at their fingertips. With the digital self-service platform accessible via online portal and native mobile app, the end customers can manage their online account, track usage, securely pay bills, stay connected in case of outages, get 24/7 services, and much more.

For the power and water provider, the digital intervention created a new channel to optimize their customer service – by allowing customers to proactively track their complaints and remain updated on their query status. This streamlined the internal operations, by reducing the load of outbound calls and optimizing processes. To enable customers to efficiently manage usage and bills – the platform also offered a tariff calculator where customers can calculate their estimated bill amount by adding the time-period of units consumed.

BUSINESS & COMMUNITY IMPACT

- They have been able to capture the value of digital technologies and improve operations and flexibility throughout the utility value chain.
- The platform also helped mobilize the entire organization and provided momentum for embracing a longer-term, more profitable digital transformation.
- By tapping the potential of customers and operational analytics, automating processes, and implementing digital tools – they were able to initiate a transformation of existing business models.

Furthermore, SCM allowed them to incorporate advanced analytics, artificial intelligence (AI), and machine learning, to expand their existing service portfolios to include smart, digital-based services tailored to meet customer's needs, that helped elevated customer experiences and improve their brand value.



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