


SALES & RETENTION PROCESS EXCELLENCE FOR **ENERGY AND UTILITIES**



Tech Mahindra Business Process Services (BPS) adopts an intelligent customer journey mapping blended with utility customer lifecycle-led approach while designing efficient sales / acquisition, retention and churn processes for its clients. At each step of the journey, we strive to infuse smart digital, intelligent automation & analytics interventions fostering innovation.

Acquire and Join

- Sales
- Cool-off period
- Registration process
- Agent appointment
- Welcome letter
- First bill

Use and Help

- Usage measuring
- Customer billing
- Payment

Change and Leave

- Move in / out details
- Information captured by supplier
- Account open / closed
- First / final bill sent to customer
- Welcome letter

Accurately mapping the ideal E2E customer journey requires identifying customer needs. In today's omni-channel settings, customers interact via multiple ways. We pick best practices from our key operating geographies and inculcate the usage of technology to present an ideal journey. Utilities can:

Enhance overall CX, reduce churn, and improve retention by:

Reducing customer wait time during the switching process



Sending timely and accurate bills to the customers



Providing customers with more choices - billing frequency, platform or mode of payment



Assisting the supplier in becoming proactive with their actions

Increase monetary gains, reduce hidden costs, and deliver value by:

Providing updated and correct information amongst all parties which would save time and money, otherwise wasted due to data discrepancy

Reducing the number of accounts with lack of ownership concerns and vacant properties

Increasing chances of receiving timely accurate reads with the help of various platforms options provided to the customers

Addressing Diverse Set of Utility Customers with Different Behaviours...

A young internet-savvy tenant who needs quick, self-serve online means to manage home move.

A single mother demanding value for money. Wants the right payment method to control energy spends.

A retired couple that expects their energy supplier to keep them updated on deals / discounts.



Energy Supplier

Addressing Diverse Needs

Understanding the Utility Shop and **Join Journey**



Opportunity Areas

- Competitive differentiation on simplified product portfolio
- Expand multichannel adoption and capitalize on digital investments
- High quality customer data and credit checks, integrate with non-core systems and 3rd parties
- Promote cross brand tariff and integrate look up tools and third party databases
- Personalize retention strategy on cancellations, win-back and DNS customers

“Tech Mahindra’s intricate solution can help utilities to meticulously engage with their customers throughout the meter-to-cash journey to ensure seamless onboarding and request fulfillments.”

One Platform to Manage All Core Processes

We ensure seamless, flexible and agile process deliveries with a culture of continuous service improvement that addresses ever-evolving customer needs with greater efficiency and effectiveness at each and every transaction. The utility customer front office can be managed in close alignment with business back office over our platform:

- Sales Support
- Acquisitions
- Withdrawals
- Home Move
- Account Management
- Returned Mail
- Disputed Reads
- Erroneous Transfers
- Billing
- Complaints & Escalations
- Manage Meter Reads
- Device Management
- Energy Payments
- Late Billing
- Delivery Support / Business Process Excellence

Tech Mahindra's Key Sales CoE Transformation Levers for Utilities

PROCESSES

- Sales, Upsell Cross-sell
- Renewals
- Win backs
- Campaigns
- Sales through Service
- Lean Six Sigma led Process Re-engineering

METRICES

- Sales Conversion
- Revenue per Call/Chat
- Upsell Cross sell rate
- Total Monthly Sales
- Contact Ratio
- % Self Service
- TCO (Total Cost of Ownership)
- Complaints, Repeat Calls

SALES WORKFORCE

- Robust Hiring Methodologies
- Domain led Digital Training Framework
- Energy & Utilities domain University
- Transition Methodology

DIGITAL SERVICES

- Socio SeeR - Advanced analytics on social media platform
- Conversational AI led Self-service WinBot
- Propensity Models (Churn, Acquisition, Customer Lifetime Value)
- Speech & Text Analytics
- Next best offer using best of breed TechM-Eventus Platform

COMPLIANCE

- Proactive Risk Mitigation Framework
- OPEX Framework for Standardization
- Risk-free Operations
- 100% Compliance to Utilities Regulators

Achieving Desired Outcomes

Easy Buying
Experience

Accurate
1st Bill

Mitigate
Exceptions

Multichannel
Optimisation

Real time order
tracking and
consumption insights

Get it right first time,
Right offers to right
segmented customers

Customer data
intelligence integrated
with unique offers

Why Choose Tech Mahindra as Your Business Process Partner

Laying the digital foundation and taking business ownership | Co-creating best in class utility practices and solutions | Blueprinting the digital utility of the future

01

Deep Industry and Utility Expertise

16+ years of Energy and Telecom Utility experience with 50+ global customers

02

Rich Contact Centre, CX & Analytics Experience

Advisory, Domain and Technology Platforms leveraged by Right Team having utility subject knowledge

03

Proven Delivery Credentials Globally

Successful global project delivery (300+) backed by strong local presence (60%+ localization) & cultural alignment. Among LinkedIn top companies

04

Digitally Transformed Operations

Seamless, friction-free & risk mitigated transition approach along with disruptive technology interventions to build an energy lifestyle provider

05

Leading solutions and recognitions

5 IPs, industry solutions & leading analyst recognitions - Everest, Nelson Hall & Gartner

06

Top Quartile Performance

Achieve top quartile performance along with improved stakeholder satisfaction

07

Flexible Engagement & Commercial Models

Innovative pricing with collaborative governance, change management and captive carve out expertise

08

Utilities Service Value Chain Focused

Digital meter to cash, process mining & simplification, enterprise back office, automation & embedded analytics

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