



# 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



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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.



**Addressing Diverse Needs** 

# Understanding the Utility Shop and Join Journey

**Contact** 



Interest



Quote

99





Account Set-up

#### **Welcome back**





Accurate first hill

# **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**

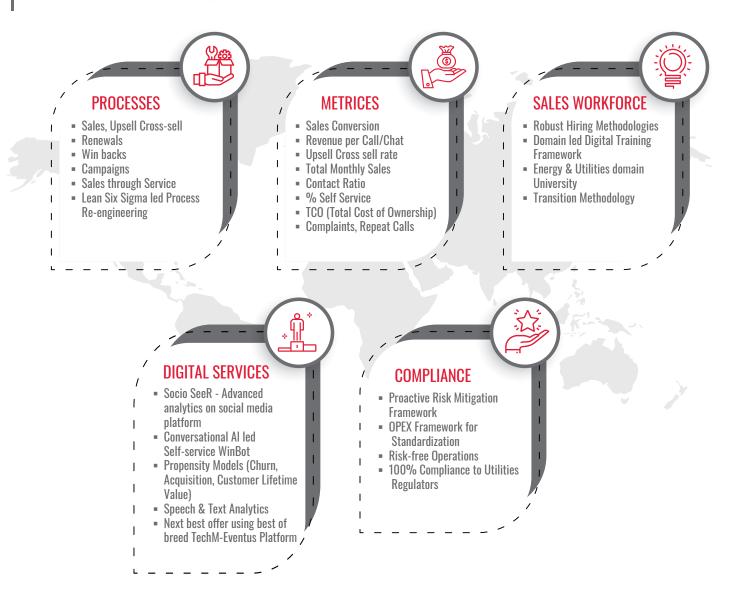
We ensure seamless, flexible and agile process deliveries with a culture of continuous service improvement that addresses ever-evolving customer needs with greater efficiency and effectiveness at each and every transaction. The utility customer front office can be managed in close alignment with business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



# **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

- **Deep Industry and Utility Expertise** 01
  - 16+ years of Energy and Telecom Utility experience with 50+ global customers
- **Leading solutions and recognitions** 05 5 IPs, industry solutions & leading analyst recognitions - Everest,
- Nelson Hall & Gartner
- Rich Contact Centre, CX & Analytics Experience 02 Advisory, Domain and Technology Platforms leveraged by Right Team having utility subject knowledge
- **Top Quartile Performance** 06 Achieve top quartile performance along with improved stakeholder satisfaction
- **Proven Delivery Credentials Globally** Successful global project delivery (300+) backed by strong local 03 presence (60%+ localization) & cultural alignment. Among LinkedIn top companies
- Flexible Engagement & Commercial Models Innovative pricing with collaborative governance, change 07 management and captive carve out expertise
- **Digitally Transformed Operations Utilities Service Value Chain Focused** 04 08 Seamless, friction-free & risk mitigated transition approach Digital meter to cash, process mining & simplification, along with disruptive technology interventions to build an energy enterprise back office, automation & embedded analytics lifestyle provider











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