

Sales & Retention Process Excellence for Energy and Utilities

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**

Contact



Interest



Quote

Sale



Account Set-up

Welcome back



Accurate first bill

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 mASTER™

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

For more details, please write to us at :- BPS BTS - BPSBTS@Techmahindra.com

Manoo Bhatnagar - mb00547176@techmahindra.com

**Tech
Mahindra**
BUSINESS PROCESS SERVICES



www.youtube.com/user/techmahindra09

www.facebook.com/techmahindra

www.twitter.com/tech_mahindra

www.linkedin.com/company/tech-mahindra

www.techmahindra.com

Copyright © Tech Mahindra 2021. All Rights Reserved.

Disclaimer. Brand names, logos and trademarks used herein remain the property of their respective owners.