



SAP for Utilities

mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT FOR UTILITIES

In today's utilities industry, well-managed customer relationships are the key to profitable growth. Now, you can become a true customer service leader with the only fully integrated customer relationship management solution: mySAP™ Customer Relationship Management.

It's a challenging time for the utilities industry. To have a promising future, the industry must meet ongoing demands from regulatory bodies and constant pressure to raise productivity and lower costs.

The industry is enduring a complex transition from regulated to deregulated energy markets. To deal with that change, it must make significant investments to provide more competitive electricity, gas, and water services for residential, commercial, and industrial customers.

Utilities – whether investor-owned or public utilities – must become more customer-centric. Customers are more demanding than ever. Residential clients want an effective, fast response at no extra cost. Commercial and industrial customers demand customized offerings that provide high value.

Because utility companies need results **now**, it's critical that return on investments (ROI) happen sooner than they have in the past. To achieve rapid ROI, companies must integrate business processes, for example, connecting sales and service delivery with core business functions and asset management while meeting regulatory requirements.

Investing in state-of-the-art information technology that is tailor-made for the utilities industry is essential for achieving cost-effective performance in all critical customer segments. mySAP™ Customer Relationship Management (mySAP CRM) is the leading solution for utility companies seeking to improve quality and efficiency throughout the entire customer service delivery.

mySAP CRM FOR UTILITIES

mySAP CRM enables utility companies to optimize their relationships with and provide added value for residential, chain, commercial, and industrial customers. Utility employees and customers can communicate via interaction centers, Web portals, and other communication channels. The solution gives decision makers and staff up-to-the-minute data on all customers and provides a virtual space where utility companies and customers can work together.

The marketing, sales, and service functions of mySAP CRM are tightly integrated with utility-specific functions, such as billing, invoicing, contract accounting, and energy data management. mySAP CRM supports key account managers with closed-loop sales processes and offers customer-segmentation capabilities for running effective campaigns for products and services.

KEY mySAP CRM CAPABILITIES FOR UTILITIES

Service Processes

mySAP CRM provides a real-time collaboration and communication environment to support all utility customer segments with customized service. It gives interaction center employees a complete picture of a customer's technical environment, recent interactions, and current account situation.

The service process capability of mySAP CRM offers utilities expanded communications channels, including computer telephony, e-mail, text messaging, and Web communication and supports following core service practices:

- Identifying business partners, contract accounts, and premises
- Changing business partner data and contract account data
- Changing payment data
- Displaying different overviews of information for business partners and contract accounts
- Managing activities and workflow for back office
- Integrating Microsoft Office
- Handling move-in, move-out, and move-in/-out processes
- Entering meter readings

- Changing budget billing amounts
- Explaining bills
- Processing open items, including deferrals, document blocking, and acceptance of payments
- Managing complaints and cases
- Creating and changing installation plans
- Sending malfunction and service notifications

Campaign Management

With mySAP CRM, marketing professionals can design, coordinate, execute, and monitor all marketing campaigns using utility-specific information, such as consumer behavior or technical environment. You can produce targeted, personalized campaigns using telephone, fax, or Internet. You can also monitor your company's profitability at the program, product, customer, and partner level.

Sales Management for Residential Customers

mySAP CRM supports the complete sales order process for residential customers from inquiry to analysis to invoicing. With enhanced sales management capabilities, a retail utility can quickly respond to a residential customer's request for a supply contract by performing an initial analysis of the client's needs. The analysis supports such functions as energy delivery, billing, delivery tracking, and invoicing.

Sales Management for Commercial and Industrial Customers

mySAP CRM gives your key account managers effective tools to execute sales for commercial, industrial, chain, and clustered sales contracts. Account managers can also manage the entire sales process across multiple channels, from acquiring customers to creating quotations to negotiating contracts to delivering service. Once a contract is closed, mySAP CRM automatically feeds customer and usage data into your back-office systems for billing and accounting.

SAP NetWeaver™

mySAP CRM is supported by the portal capabilities of SAP NetWeaver™, SAP's comprehensive integration and application platform. SAP NetWeaver works with your existing IT infrastructure to help you rapidly design, build, implement, and execute new business strategies and processes.

SAP NetWeaver lets utility company sales representatives and interaction center agents view real-time customer performance information across disparate system landscapes, such as displaying information from quotations, contracts, technical installation profiles, or energy consumption.

BUSINESS BENEFITS

mySAP CRM improves service, sales, and marketing practices for utilities at every touch point whether face-to-face, telephone, fax, or Internet. With mySAP CRM, your utility company can manage customer relationships efficiently and increase service quality, profitability, and customer loyalty while attaining corporate performance goals.

The key business benefits provided by mySAP CRM include:

- Optimized customer interaction process
- Reduced churn rates
- Low overall project costs and short implementation times because processes are fully integrated
- Easy customer acquisition
- Fast handling of all customer segments
- A lower total cost of ownership (TCO) and faster ROI
- High user adoption from usability
- An improved ability to gather and distribute competitive information
- Estimates of closing dates, potential-to-buy, and sales volumes

FIND OUT MORE ABOUT mySAP CRM FOR UTILITIES

For complete details on how mySAP CRM can help your utility company become more competitive and customer-centric, visit our Web site at www.sap.com/crm or www.sap.com/utilities

www.sap.com/contactsap

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