



**Today's increasingly sophisticated customers expect their utility companies to service their diverse needs via multiple channels, including the Internet. To present and pay their bills, enter meter readings, or record a move out, more and more of these Web-savvy customers are relying on their utility's Web-supported services for direct access to the information and services they need. For this reason, support for secure, Web-enabled, value-added e-services is fast becoming a necessity for success in the industry. The more Web-enabled services you offer, the more costs go down and customer satisfaction goes up. That's why SAP specifically designed an e-services solution for utility companies and their customers: SAP® Utility Customer E-Services.**

## **SAP for Utilities**

# **CONNECTING WITH CUSTOMERS AND DRIVING VALUE WITH SAP® UTILITY CUSTOMER E-SERVICES**

**LEVERAGING THE INTERNET TO IMPROVE CUSTOMER SERVICE AND KEEP COSTS DOWN**

Deregulation and privatization are creating an increasingly competitive environment for the utilities industry – one in which issues like customer retention, marketing, image building, and market share have become critical to growth and success.

Survival in this dynamic market means achieving new efficiencies in business processes and strengthening customer relationships – improving service options while keeping costs in check – to drive value for both your customers and your utility company. To create this value and to meet customer demand for it, today's utilities need to offer customer services via multiple channels, such as the Web or phone-based voice recognition services.

In growing numbers in all countries, customers are using online technologies to carry out transactions electronically, from paying their bills via the Internet to ordering products – and a host of other interactive online services. Customers expect the same flexibility and convenience in communicating with their utility companies:

- They want direct access to their personal account data to pay bills or change or add master data whenever necessary.
- They want to navigate their account on the Web to view all relevant information so they can answer questions without speaking to a customer service representative.
- They want to be able to contact you 24 hours a day, seven days a week – and only at their convenience.

More and more customers live in a connected world, and they want to be connected to you. With the SAP® Utility Customer E-Services application, you can make sure they are.

## **POWERED BY SAP NetWeaver™, THE FOUNDATION OF SAP SOLUTIONS**

SAP Utility Customer E-Services uses the latest technology. Its Web-enabled tools provide security-driven access to the underlying SAP customer care and service solution and sophisticated data validation capabilities that ensure improved customer services and reduced process costs. They are a key to future success in the industry.

SAP Utility Customer E-Services runs on SAP Web Application Server (SAP Web AS), which is a major part of SAP NetWeaver™, the application and integration platform that forms the technical foundation for the whole SAP product family. SAP NetWeaver delivers a complete, open, and flexible infrastructure that allows you to integrate SAP and non-SAP applications easily.

SAP Web Application Server provides both Java 2 Platform, Enterprise Edition (J2EE) and ABAP™ personalities. The J2EE environment embraces Internet standards, such as HTTP, Extensible Markup Language (XML), and Java Server Pages (JSP).

SAP Utility Customer E-Services uses JSP. In combination with the solution's easy-to-use Web development environment, Web developers and designers can easily adjust the services to incorporate standards or rapidly create new ones in a reliable, secure, and scalable manner.

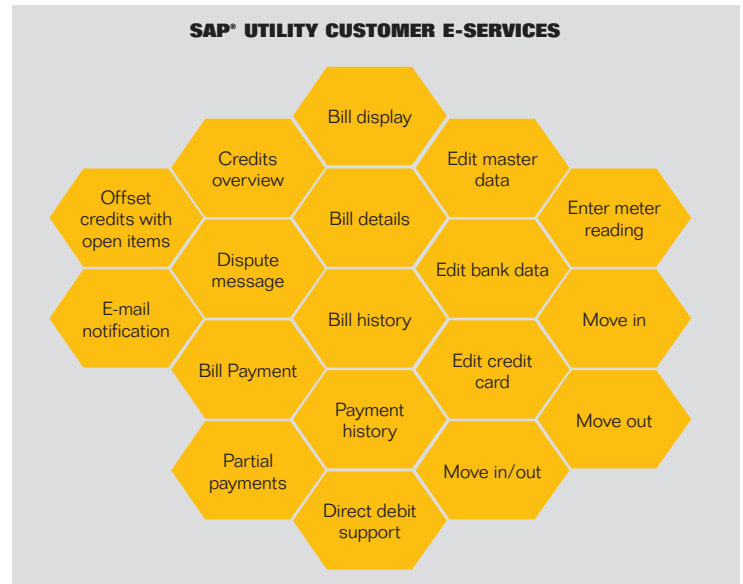
The SAP Java connector links the application to the underlying SAP customer care and service solution immediately, without delay. In this way, SAP's many years of experience in developing utility-specific applications can be reused for the new generation of SAP Internet customer service solutions.

## **SAP ENTERPRISE PORTAL SUPPORTS A FULL ARRAY OF CUSTOMER SERVICE OFFERINGS**

SAP Utility Customer E-Services can be tightly integrated within SAP Enterprise Portal – a component of the SAP NetWeaver platform – to provide a customer-tailored user interface. SAP's role-based portal approach allows your utility company to create different Internet offerings for different customer segments, because the needs of residential customers are very different from those of small or midsize businesses.

With the solution's knowledge management capabilities combined with the ability to integrate further applications, SAP Enterprise Portal offers great variety in designing optimized service offerings.

## **A COMPREHENSIVE SERVICE OFFERING FOR THE UTILITY MARKET**



SAP NetWeaver with SAP Web AS enables SAP Utility Customer E-Services to support a complete menu of value-added, Internet-enabled services and features, seven days a week:

- Online bill presentation and payment
- Support for automatic payments, so all future bills are paid on time
- Payment histories, so customers can easily view their previous payments
- Meter readings, so customers can read their own meters and enter the reading online
- Move-in and move-out services, also known as turn on/turn off or start/stop services, to create or terminate customer utility accounts
- Transfer services, so customers can notify you when they change address but remain in your service area
- Online account management, so customers can change master data, such as password, address, or banking and credit card information

### **THE INCREASING BENEFITS OF A FULLY INTEGRATED CUSTOMER E-SERVICES SOLUTION**

When utilities offer customer self-services, they typically need to transfer various scenarios to an integrated Web platform. Because SAP Utility Customer E-Services is directly linked to your customer master database, it can initiate workflows, eliminating the need for manual data entry and ensuring that only the correct data is transferred. It guarantees a considerable reduction of errors, while also delivering significant time and cost savings for your company.

Data validation and consistency checks, as well as parallel processing of mass transactions, further reduce process and error-handling costs. Moreover, the solution is easy to implement, keeping your installation costs and investment risks to a minimum.

There are benefits for both your employees and your customers alike. SAP Utility Customer E-Services allows you to create closer relationships with your customers. Service office and interaction center agents are under less pressure from routine queries and have more time to work on revenue-generating activities. Customers are better serviced with the convenience of 24x7 online services, in addition to personal care through customer service representatives, if needed.

Finally, Internet contacts are much cheaper than letters or calls to the interaction center or service office. To give you an idea of the savings, an Internet contact can cost less than a penny, compared to a call center contact, which can cost up to \$1 or more.

### **SAP SUPPORT FOR MULTIPLE SELF-SERVICE CHANNELS**

To keep customers satisfied, utility companies must ensure that multiple channel systems are in place to deliver the highly automated service and accurate data transfer required during customer interactions. And to serve customers who are not familiar with the Internet and prefer to use the phone, SAP offers voice recognition self-service capabilities. These capabilities raise the number of fully automated self-service calls, reduce call-handling times, and as a result, ensure improved customer service efficiency and quality. When combined with SAP Utility Customer E-Services, both approaches can cut down costly employee-handled calls to less than half. Your company's strategy should be one in which both service options complement one another and offer the most user-friendly access available.

## MEETING CUSTOMER EXPECTATIONS, TODAY AND TOMORROW

The Web has found its feet in the utilities industry and is increasingly assisting it to achieve its common goal of improving service options, while keeping costs down. Internet-based applications will become more pervasive, driving out inefficiencies, while raising customer satisfaction and shareholder value. More and more customers will become frustrated if they cannot use the Web to maintain their relationship with you. But there is every reason to satisfy them, not the least of which are the cost savings of Internet versus interaction center contacts, which can be enormous.

SAP's multichannel self-service solutions can help utilities achieve a rapid return on their system investment while they reduce customer service costs, improve customer service, and allow their customer service representatives and interaction center agents to spend more time pursuing new business opportunities through consulting and telesales.

To learn how you can leverage the power of the Internet to improve customer service with the SAP Utility Customer E-Services solution, just follow the future on the SAP Service Marketplace at [www.service.sap.com](http://www.service.sap.com)

## POWERED BY SAP NetWeaver

SAP Utility Customer E-Services is powered by the SAP NetWeaver platform, the open integration and application platform that enables change. SAP NetWeaver helps companies align IT with their business. It allows companies to obtain more business value from existing IT investments and to deploy a services-oriented architecture. SAP NetWeaver reduces total cost of ownership (TCO) and complexity across the entire IT landscape.

SAP NetWeaver powers mySAP™ Business Suite, SAP xApps™ packaged composite applications, and partner solutions. It provides the best way to integrate all systems running SAP or non-SAP software. SAP NetWeaver unifies integration technologies into a single platform and is preintegrated with business applications, reducing the need for custom integration.