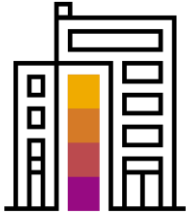




# **SAP® Innovation Awards 2020 Entry Pitch Deck**

**Building a Customer-Centric Enterprise with Digital Customer Experience Platforms**

**Southwest Gas Corporation**



## Company Information

Headquarters	Las Vegas, Nevada
Industry	Utility
Web site	<a href="https://www.swgas.com/">https://www.swgas.com/</a>

- **Southwest Gas Corporation (SWG)** founded in 1931, is an investor-owned utility that provides safe and reliable natural gas service to over 2 million residential, commercial, and industrial customers in Arizona, California and Nevada. It is the largest distributor of natural gas in Nevada and Arizona, and also serves parts of California.
- **Invested in its mission** to drive sustainability and develop efficient business processes, Southwest Gas is committed to building business value by focusing on the fundamental pillars of operational excellence, strategic growth and financial performance.
- **Equally important** is our commitment to delivering superior customer service and meaningful engagements with our customers. SWG is focused on process and technology that will meet & exceed customer expectations (for all our customer segments) and to ultimately enhance the customer journey / experience throughout.



# Building a Customer-Centric Enterprise with Digital Customer Experience Platforms

## Southwest Gas



“ Southwest Gas is very excited about the success of our mobile app. We’ve surpassed 114,000 downloads and are proud to have received many positive reviews and ratings. At Southwest Gas, we’re always looking at enhancing our level of service by providing more options for customers to conduct business with us. With more and more customers managing their accounts through their mobile devices, providing an app has enabled us to enhance the overall customer experience with 24/7 account access at customers’ fingertips. ”

Jose Esparza  
Senior VP/ Information Services  
& Customer Engagement

### Challenge

With ever-evolving customer expectations, a greater percentage of Southwest Gas customers expect the ability to self-serve, have access to utility services 24/7, and be able to engage with staff and systems through various digital channels. With a vision to provide excellent customer experience, SWG also wanted to improve their customer support technologies and strengthen the utility-customer relationship. At the end of the day, Southwest Gas wanted to improve all customer service touchpoints and meet and exceed customer expectation.

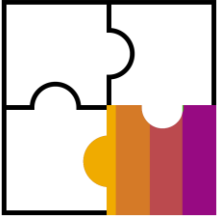
### Solution

To keep pace with customer expectation, improve the customer journey and to provide a next-level digital experience, SAP Self-Service Accelerator (SSA) for Utilities by SEW was deployed. SSA is an award-winning, comprehensive and innovative cloud & mobile customer engagement platform that provides an omni-channel digital experience via email, text, push notifications, and IVR calls. SSA also helps the customers manage and compare usage via real-time analytics and provides self-service capabilities to customers to manage their account, pay bills, receive outage notifications, etc. – all at their fingertips.

### Outcome

By adopting SAP Self-Service Accelerator for Utilities, SWG was able to dramatically enhance communication with its customers, as well as bolster operational efficiency by reducing call center volume and utility-customer communication. Whether it is a residential or business customer, SWG provided an additional option, in addition to its responsive web-based self-serve portal, for customers to effortlessly pay bills, receive outage updates and review statements on the go using an app.





## Participating Partner Information

### Smart Energy Water (SEW)

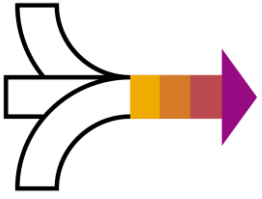
SEW and SAP collaborated to provide Southwest Gas with a highly-robust digital solution; that would successfully fulfill the needs and expectations of its customer base of more than 2 million residential, commercial, and industrial customers. The solution would provide comprehensive capabilities via mobile application for numerous utility-customer touchpoints, spurring a complete transformation of the overall user experience and digital customer journey. As the technology and solution partner for the project, the SEW team comprising of project managers, delivery managers, product engineering team, business analysts, quality experts and the customer success team, participated in this program and provided continuous 24/7 support to SWG during the entire lifecycle of the project.



“Today, delivering an engaging customer experience / journey is vital for the success of every organization. Southwest Gas recognized the importance to holistically engage with its customers and wanted to deploy a next-generation digital solution. SEW leveraged advanced digital technologies and provided SWG with an innovative solution to eliminate operational inefficiencies and to truly redefine Customer Experience.”

Brad Adamske, VP Sales - Western Region





# Business Challenges and Objectives

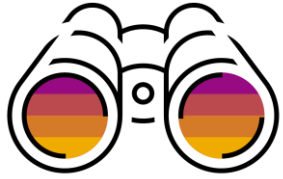
Given below are some of the key areas that posed a challenge to Southwest Gas:

- Increasing Customer Demand for self-serve and 24/7 access to utility services
- Need to establish omnichannel interaction services for the customer
- Provide alerts and notifications on outages in addition to text messages
- Provide personalized customer experience through multiple channels; technology, web, face-to-face and phone

The entire project followed an effective program management process to take into consideration risk, communication, and scope critical for the success of the project. SEW considered the following objectives in the project:

- Increase customer engagement and improve adoption by deploying a multi-purpose user engagement platform
- Deliver an interactive, intuitive and easy-to-use platform to provide a hassle-free, seamless experience for all users
- Reduce call center volume and average call-handling time by improving agent experience via customer portal
- Development of multi-channel communication platform for customers to communicate with the utility anytime, anywhere





## Project or Use Case Details

Southwest Gas deployed the modular “SAP Self-Service Accelerator for Utilities by SEW” for its customers so they could better interact with the utility as well as for inclusion of data and analytics – greatly enhancing both communications and process. The scope of the project includes: **Mobile Self-Service Apps (Customer-facing)**, **Utility Customer Service Portal (Admin Portal)**, as well as **Multichannel Alerts & Notifications driven by customer preference**.

The modules used in the project include:

- **My Account:** Provides the ability to add and edit customer profile information such as customer name, address, phone number, email, etc.
- **Billing:** Provides users the ability to view current and historical bills, pay bills online, view billing/payment history, set monthly/annual budget goals with email/text alerts.
- **Usage:** Allows customers the ability to analyze periodic consumption and historical comparisons. Customers can view projected usage & cost based upon historical baseline consumption.
- **Notifications:** Customers can sort, view and respond to notifications & alerts received from the utility
- **Contact Us:** Provides real-time, two-way communication between the utility and its customers.
- **Service:** Enables Utility customers the ability to submit service requests for Start, Stop, Move/Transfer Service.
- **Outage:** Provides awareness (map-view) and alerts for outages (both scheduled and non-scheduled)

With the Southwest Gas mobile application, SWG has transformed their customer journey through digital technology. Customers are now able to Make Quick Payments, Receive Outage Notification Alerts and Track Restoration Progress, Request Start, Stop or Move Services, Manage Automatic Payment Plan (APP) and Equal Payment Plan (EPP), View Detailed Billing information and Gas Usage for multiple accounts and much more. As a result, the SAP Self-Service Accelerator for Utilities by SEW turnkey solution, dramatically increased customer satisfaction and engagement, reduced call volumes and greatly streamlined operations across on multiple levels .







# Benefits and Outcomes

## Business or Social

- Over **\$1.5M** Savings on Customer Care Expenses within a year of go-live
- Up to **5%** Increase in Customer Adoption
- **7%** Reduction in Call Volume
- **9,677,551** Proactive Notifications sent across multiple channels
- **114,000+** Total App Downloads
- Complete Transformation of Customer Journey / Experience
- **96%** Customer Sat Rating

## IT

- Enables future Predictive Business Analytics providing for continuous improvement
- More Visibility into Systems and Functions
- Easily manage all information with just a few clicks
- Seamless integration with CIS & CSS
- Easy Deployment of mobile application
- Reduced IT costs

## Human Empowerment

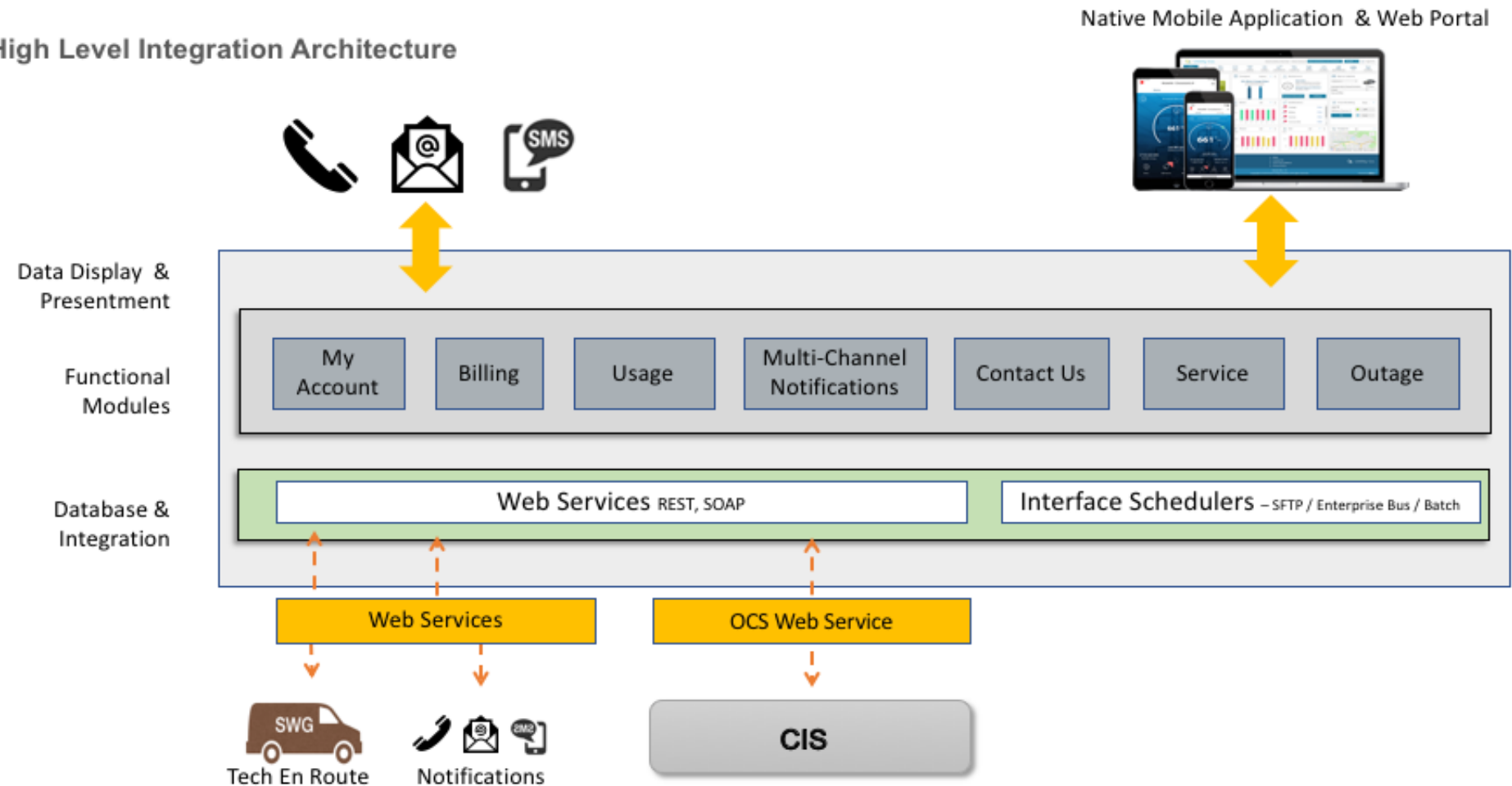
- Qualitative Improvements in customer service operations and increased satisfaction rates
- Empowered Customers with self-service capabilities, giving them greater access and preference for how they interact with the utility
- Scripted two-way communication
- Greatly Enhanced Customer Engagement with self-service options and communication channel choice





# Architecture

## High Level Integration Architecture







# Deployment



Deployment status      Live

Date                      May 2019                      Number of users      114,000+ downloads

## SAP technologies used:

	SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
1	SAP Self Service Accelerator (SSA) by SEW	Live	SAP / SSA by SEW was the core software solution deployed for this project.
2			
3			
4			

5  
If you have used one of the services or support offerings from SAP Digital Business Services during the implementation or deployment phase, please select with ☒ one or more of the following offerings:

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> SAP MaxAttention™       | <input type="checkbox"/> SAP ActiveAttention™              | <input type="checkbox"/> SAP Advanced Deployment |
| <input type="checkbox"/> SAP Value Assurance     | <input type="checkbox"/> SAP Model Company                 | <input checked="" type="checkbox"/> Others:      |
| <input type="checkbox"/> SAP Innovation Services | <input type="checkbox"/> SAP Innovative Business Solutions |  |



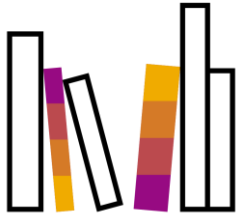


# Advanced Technologies

The following **advanced technologies** were part of the project.

	Technology or use case	Yes or No	Contribution to project
1	3D printing	No	
2	Blockchain	No	
3	Internet of Things (IoT)	Yes	Enable full-suite solution functionality across entire platform / devices
4	Machine Learning or AI	No	
5	Conversational AI	No	
6	Robotic Process Automation	No	
7	Data Anonymization	Yes	Promote adherence to privacy / regulatory requirements
8	Augmented Analytics	No	





## Additional Information

### STRATEGIC IMPERATIVES FOR MODERNIZING SWG's BUSINESS

#### Sustainable initiatives

##### **Sustainability**

SWG is constantly developing sustainable and responsible business practices that protect the environment, safeguard its employees and preserves natural resources

#### Safety and Reliability

##### **Keeping pace with market by delivering gas safely and reliably**

Our constantly evolving market ensures that our capabilities must quickly extend delivery of natural gas safely and reliably. Executing to this strategy depends on a modernized digital platform.

#### Digital Customer Centricity

##### **Drive towards digital channel shift and adoption**

Personalized Digital Customer service, communications, and engagement to satisfy the core service expectation.

#### Intelligent data

##### **Enable intelligent data-driven decisions**

Reliable, usable, and consistent Data that is consolidated to enable a **single view of the customer** and accomplish our goals



**SOUTHWEST GAS**

**SEW**  
SMART ENERGY WATER