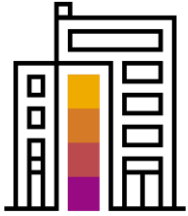




SAP® Innovation Awards 2020 Entry Pitch Deck

Delivering Next Gen Digital Customer Experience (CX) Through Innovative Self-Service Platforms

San Diego Gas & Electric (SDG&E)



Company Information

Headquarters	San Diego, California, United States
Industry	Utility
Web site	https://www.sdge.com/

SDG&E is a regulated public utility owned by Sempra Energy, a Fortune 500 energy services holding company. **SDG&E provides energy service to 3.3 million consumers through 1.4 million electric meters and more than 840,000 natural gas meters in San Diego and southern Orange counties.** SDG&E is committed to the vision of delivering clean, safe and reliable energy to better the lives of the people in San Diego and Southern Orange counties. In effect to enable their vision, SDG&E is creating a sustainable future by building and running an Intelligent Enterprise encompassing both customers as well as employees. Using renewable resources to provide almost 45% of its electricity, modernizing natural gas pipelines, accelerating adoption of electric vehicles, supporting numerous non-profit partners and investing in innovative technologies are just some of the many initiatives undertaken to ensure safe and reliable operation of the region's infrastructure for generations to come.



Delivering Next Gen Digital Customer experience (CX) Through Innovative Self-Service Platforms

San Diego Gas and Electric (SDG&E®)



SDG&E is committed to empowering its customers through the digital transformation of its business. Our collaboration with Smart Energy Water has helped us provide a modern self-serve digital experience to help us to better meet the expectations of the customers. We look forward to a fruitful and continued relationship between SDGE and Smart Energy Water.

Challenge

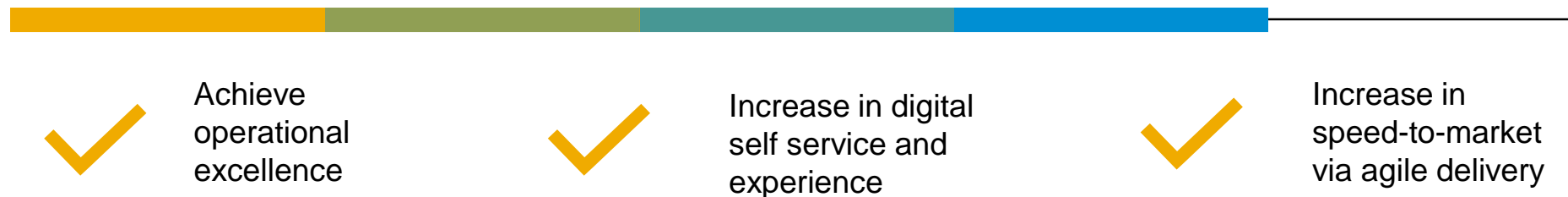
With rise in customer demands and increasing industry & regulatory changes, SDG&E's Customer Information System (CIS) was at a high risk of being obsolete owing to its high operating cost, system instability, increased risk of failure and exponential increase in data volume. To live up to its mission of becoming their customer's trusted 'energy advisors, SDG&E wanted to modernize their existing CIS environment, and transform the legacy premise-based system to a 360-degree customer-centric platform. The digital vision was to **empower customer engagement** by delivering a modern and intuitive user experience and engaging in **personalized interactions** enabled through **digital capabilities**, targeted marketing and **agile delivery**.

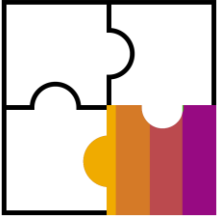
Solution

Keeping technology requirements in mind, SDG&E adopted SAP Self-Service Accelerator for Utilities by SEW (SSA), a single digital customer experience platform for its mobile applications. Through SSA, SDG&E prioritized active engagement customers by delivering services and tools to meet individual needs. It also facilitated SDG&E to respond to customer expectations via self-service capabilities and multi-channel communications with an array of smart and comprehensive functionalities.

Outcome

Our solution enables SDG&E to embrace digitalization to grow and stay ahead of the competition with modern mobile apps for the digital customer. It has helped them cater to their customers' demands for a more seamless digital experience. SEW has also helped SDG&E reorganizing operations and brought about a successful change in the company culture to become more customer-centric.





Participating Partner Information

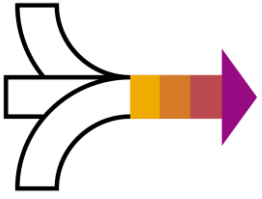
Smart Energy Water (SEW)

SEW and SDG&E partnered to implement SAP Self-Service Accelerator for Utilities by SEW in their digital transformation journey. The solution is aligned with SDG&E's current and future needs with out of box business capabilities. Both the teams from SEW and SDG&E worked closely to achieve the vision to empower customers through Digital CX mobile strategy. As a technology and solution partner, SEW dedicated teams worked on this project to deliver a successful implementation within the specified time frame and under the established budget. The teams include pool of skilled delivery managers, business analysts, solution engineers, product engineering, implementation team, quality analysts etc.



“SEW was able to equip SDG&E with its state-of-the-art, award-winning digital Customer experience platform. This platform will enable SDG&E to manage the unique energy needs of the customers at any moment. We are happy to have contributed positively towards SDG&E's digital transformation story”





Business Challenges and Objectives

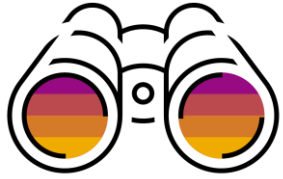
Given below are some of the key areas that enabled SDGE replace their existing legacy CIS systems:

- Increasing Customer Demand as today's customers expect high-end digital experience, on-demand services through digital channels, and personalized communication channels of their choice
- Technology convergence due to high operating cost, system instability and exponential increase in data volume
- Industry & Regulatory Changes due to increasing customer choices and new rates/ programs
- Improved average call handling time

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-

- Seamless transition from legacy environment using digital transformation
- Increase customer engagement and improve adoption by deploying a multi-purpose user engagement platform
- Providing an interactive, intuitive and easy to use platform to provide a hassle-free, seamless experience to all users
- Addressing security issues during and after deployment
- Increase customer satisfaction and reduce call volume



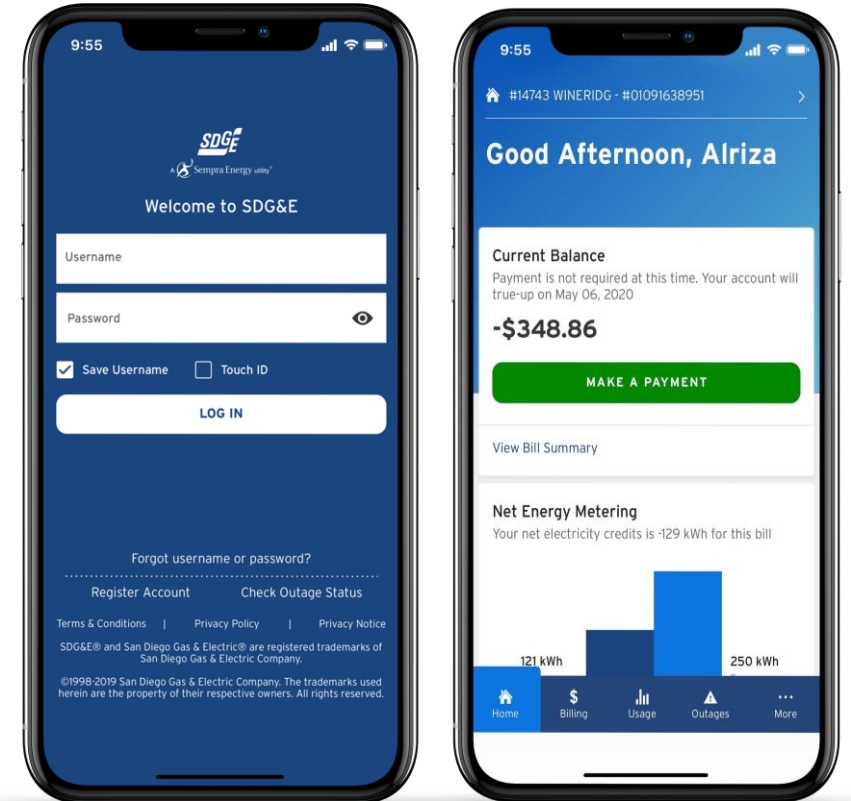


Project or Use Case Details

SEW worked with SDG&E together to pursue a clear strategic direction and build a system of differentiating capabilities consistent with SDG&E's requirement, to reliably and sustainably outpace competitors. The resultant was a solution that helped SDG&E redesign their capabilities and operating models to take full advantage of digital technologies to step up with the "**connected**" consumer. SAP Self-Service Accelerator by SEW (SSA), enabled SDG&E to become a digital champion as it allowed them to target digital capabilities by offering their customer with a comprehensive set of capabilities through four distinct modules- Account, Billing, Notifications, Usage and Service. This platform provides a simple and personalized **mobile customer experience, leveraging native iOS and Android capabilities and device features, to increase self-service and reduce call volumes.**

Some of the project highlights include-

- Consolidated 360° view for the customer with new intuitive designs
- Data Exchange through API
- Data-driven insights via predictive analytics
- Robust Rate Comparison
- Easy Bill Payments through the Mobile App
- Tier / TOU Usage Analysis





Benefits and Outcomes

Business or Social

Streamline work by increasing automation, usability, collaboration, and real-time processes to improve efficiency

Network the business by connecting internal business processes, workers, and customers to deliver a new level of transparency and create increased value that goes beyond the boundaries of the enterprise

IT

Act in the moment by using real-time insights to enable customers, and SDG&E to seize opportunities immediately and take collaborative action

Deliver insight and foresight by analyzing real-time and historical data and by using predictive models with intuitive visualization to identify business opportunities and risks

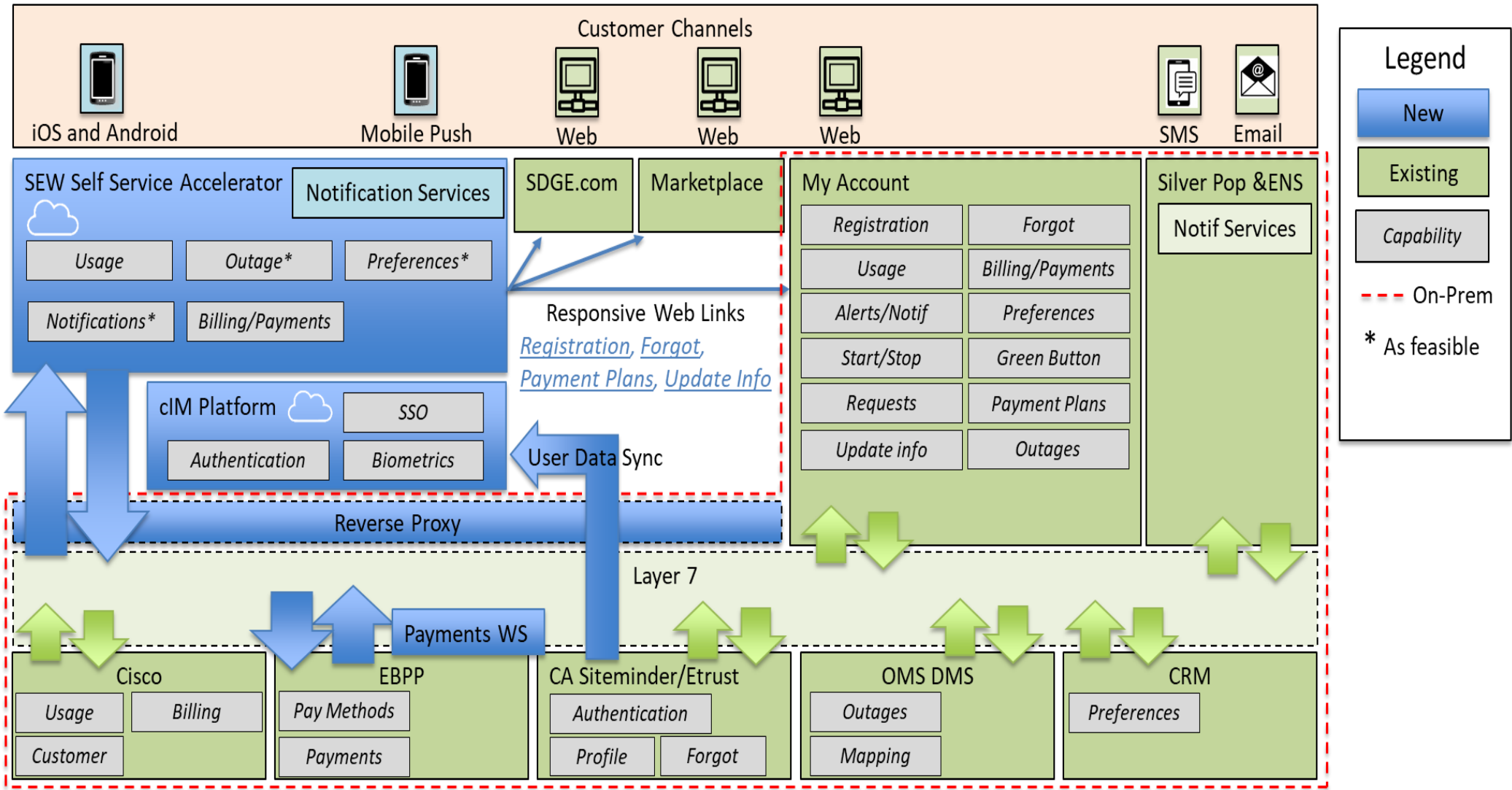
Human Empowerment

Deliver innovative outcomes by developing new solutions, processes, services, and business models in an agile way to create greater value for the customer and SDG&E, and to form a deeper understanding of what customers really care about.





Architecture



**Date**

Number of users 3.6 million

SAP technologies used:

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:

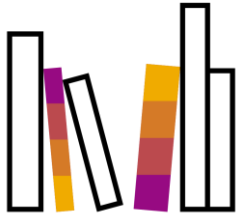
- 
- SDGE
A Semptra Energy utility®
- SEW
SMART ENERGY WATER



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	
4	Machine learning or AI	Yes	SEW SCM® & SAP S/4HANA Cloud Energy & Water platform delivers high performance Mobility, Analytics, Machine Learning, Artificial (AI) and Human intelligence (HI™) on cloud to leverage SAP S/4HANA Cloud core solutions while mobilizing the customer engagement through best in class process mobile, analytics, and integration technologies.
5	Conversational AI	No	
6	Robotic process automation	No	
7	Data anonymization	Yes	
8	Augmented analytics	No	



Additional Information

STRATEGIC IMPERATIVES FOR MODERNIZING SDGE's BUSINESS

Core Service Excellence

Get the basics right every day

A fundamental shift is necessary to provide core service excellence to our customers and make it easy for employees, while delivering customer value.

Efficient Market Responsiveness

Keep pace with market and regulatory change

Our industry and the California market is evolving fast. Our capabilities must quickly extend with cost effectiveness to handle complex rate and billing structures and flexible customer choice in services and products. Executing to this strategy depends on a modernized CIS platform.

Digital Customer Centricity

Drive towards digital channel shift and adoption

Reliable and personalized Digital Customer service, communications, and engagement is a core service expectation.

Data Integrity

Fix the Data, enable data-driven decisions

Reliable, usable, and consistent Data is a necessary foundation to enable a **single view of the customer** and accomplish our goals.

