SAP Innovation Awards 2018 Entry Pitch Deck

Driving Water Conservation and Operational Efficiency through Digital Customer Engagement

City of San Diego (CoSD)
Driving Water Conservation and Operational Efficiency through Digital Customer Engagement
City of San Diego
United States

MyWaterEasy is a self-service digital customer engagement platform that has transformed CoSD’s relationship with their customers by allowing convenient, easy, real-time access to utility services and information.

Using SAP’s Cloud Platform, MyWaterEasy allows customers to manage their utility account, view and pay bills, view and compare their water usage to stay informed on their consumption habits, find water savings tips and apply for rebates, find authorized payment locations, view service outages, report water leaks and request service or help. Customers are able to select their preferred communication channel via the web and mobile app.

“I understood the value of something that not only provides a good customer experience but also integrates with the existing back end IT system of records. Going through the solution, the integration and going live has been a very enjoyable and great learning experience. we have enjoyed it tremendously.”

Tarun Malhotra - ERP Program manager, IT Dept, City of San Diego
Participant Information

Driving Water Conservation and Operational Efficiency through Digital Customer Engagement

City of San Diego
Utility

https://www.sandiego.gov/

Smart Energy Water (SEW) (www.smartenergywater.com) is the #1 global cloud platform for customer engagement, workforce engagement, big data and analytics for the energy and utility sectors. SEW partnered with the City of San Diego to deploy SCM®, its digital customer engagement platform, to provide insights into their water use with smart meter data and improved digital adoption through mobile and web self-service options to pay bills, submit service requests, report outages, receive water leak alerts, and participate in conservation programs. SEW seamlessly integrated with their SAP CIS and used a rapid deployment approach for multi-channel customer engagement. SEW’s SCM® is the only digital customer engagement platform to be part of the SAP Hybris Suite and known as SAP Hybris Self Service Accelerator.

The City’s Public Utilities Department has one of the largest and most complex water storage, treatment, and delivery systems in the nation. The City of San Diego is dedicated to helping foster the region’s economic base to improve the quality of life for its citizens and business community. The City of San Diego Public Utilities Department serves more than 1.3 million people populating more than 200 square miles of developed land.
Solution Overview

MyWaterEasy, using SEW’s SCM®, is a self-service digital customer engagement platform that has transformed CoSD’s relationship with their customers by allowing convenient, easy, real-time access to utility services and information.

The CoSD faced internal and external challenges not uncommon to other California cities. Internally, they struggled with high call volumes, bill disputes, and customer demand for more convenient payment options. Externally, they were challenged to reduce their water consumption and meet California’s water savings goals.

MyWaterEasy provided a solution to these multiple challenges. Not only does MyWaterEasy allow customers to manage their utility account, view and pay bills, find authorized payment locations, view service outages, and request service or help it also allows customers to report water leaks, find water savings tips, apply for rebates, and view hourly water consumption data to stay informed on their water usage habits. CoSD believes, if you can’t measure something, you can’t change. Being able to view granular water consumption data arms customers with the information they need to conserve this vital resource.

SEW’s-SCM® solution provided this functionality for CoSD using a rapid deployment approach for multi-channel engagement. SCM® delivered enhanced functionality, process improvement, high performance, mobility, and analytics by leveraging SAP core solutions. SEW’s SCM® is SAP MFC Certified and built on SAP’s Cloud Platform.

SEW’s customer engagement platform is designed to provide a 360-degree view of all customer interactions while reducing operational costs and maximizing return on investments. Because MyWaterEasy allows customers to select their preferred communication channel via the web and mobile app, including the option for “quiet hours”, the CoSD digitally transformed their relationship with customers. It is a complete turnkey solution with configurable modules specifically designed for CoSD to engage with customers anytime, anywhere and on any device.
MyWaterEasy app has 9 configurable modules as outlined below:

- **My Account**: Provides customers the ability to add and edit their profile information such as name, address, phone number, email, etc. It also allows customers to set notification preferences, with quiet hours, sign up for paperless billing and set marketing preferences.

- **Usage**: Allows customers the ability to view and analyze water consumption, view historical comparisons and rates. Customers can also project their monthly usage and cost based upon historical baseline consumption.

- **Billing**: Provides customers the ability to view current and historical bills, pay bills online, view billing/payment history, enroll in recurring bill, raise billing queries and view payment locations. Coming soon will be the option to pay with a credit card as well as the option for customers to donate to the CoSD’s assistance program to help low-income customers pay their bill.

- **Outage**: Displays current and planned outages directly through Web, iOS and Android platforms.

- **Notification**: The message center records correspondence between customers and the utility related to water leaks, service requests and billing notifications allowing both the utility and the customer one, convenient, location to track conversations and issues.

- **Connect Me**: The Connect Me module is integrated with CoSD’s social media channel, Facebook, and enables the customers to receive live updates.

- **Compare**: Displays the customer’s water usage compared with similar households by utility zip area.

- **Conservation**: Provides real-time updates on the latest utility programs, rebates, savings, and educational tips with the ability to easily view and enroll in these programs through any device.

- **Service**: Allows customers to submit service requests for Move-In, Move-Out, Turn On/Off, Service Transfer.
**Benefits**

**Business value:**
- Improved operational efficiency
- Enhanced decision making and process improvement with analytics, reporting, and insights into customer usage patterns
- Increased online adoption by 71%
- Reduced call volume by 25%
- Improved water use efficiency by 20%
- Decreased operating expenses by 32%
- Enhanced ability to identify and stop water leaks
- Increased customer engagement and customer loyalty

**Social value:**
- Easier access to usage information allowed customers to participate in saving water
- Easier access to rebate programs led to great participation
- Greater community involvement toward achievement of sustainability goals
- Easier access to information and delivery of information over social media led to greater awareness of the criticality of conserving water
- Enhanced funding for low-income assistance program through increased visibility of donation option

**Human empowerment:**
- Empowered with self-serve options customers have more control over their environment and personal matters
- Enhanced and responsive communication for problem resolution supports positive, constructive relationships between the utility and its customers
- Improved customer engagement
- Increased satisfaction by empowering customers with multiple digital communication channels through the communication channel that works best for them
End to End Seamless Integration with SAP
Illustration
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- Tarun Malhotra ERP Program manager, IT Dept, City of San Diego
Deployment details

➢ Customers: 1.3M
➢ On Cloud deployment
➢ Deployed Platforms: Web, native iOS and Android app
➢ Technology: Integrated with SAP
➢ Duration: 14-16 Weeks
Additional information

Addition Product Information:

➢ SEW integrated SCM® with SAP MCF & ISU and Configurable to COSD Web Portal without any changes in their existing systems

➢ SEW SCM® is The only Digital Customer Engagement platform to be part of SAP Hybris Suite and known as SAP Hybris Self Service Accelerator

➢ COSD Video Link- https://vimeo.com/190160420 (Password: SAN_DIEGO_ANNOUCE)