

# Re-imagining customer experiences for an energy & utility major

Improving customer service through cloud integration



## Client overview

HCLTech helped a leading German Energy & Utility provider undertake a successful cloud transformation journey with Salesforce.



# Challenges and goals



Lack of automated system operations, real-time visibility and requisite integrations with internal systems and applications



Lack of 360 degree customer information for customer service team



Cloud transformation journey with Salesforce as single CRM platform



Lack of proper communication medium between customers and the Service Reps



Lack of automated onboarding of customer and contract management



Longer release cycle due to dependency on manual deployment



Longer wait time for customers issues resolution





# HCLTech's solution

## Services Cloud

- Implementation of Service Console with 360-degree view of customers, CTI integration for customer service center with capability of case creation from email, chat and phone

Salesforce case management is

- used for all customer interactions. Multiple case record types with optimized page lay-outs have been created including next best 'billing' actions

Salesforce omni-channel

- skill-based routing is used to assign cases to available agents

## Salesforce Shield

- Implementation of Salesforce shield for encryption of customer sensitive information with GDPR compliance

## Marketing Cloud

- Implementation of automatically triggered e-mails for customer onboarding, contract creation, payment notification, adjusting time for email types and sending complete e-mail log to Splunk for monitoring

## Salesforce Einstein ChatBot

- Configuration of Einstein Chatbot for automated response to customers and case creation

## CI/CD

- Implementation of Continuous Integration /Continuous Deployment for smooth development and deployment using Gitlab and ANT

## Sales Cloud

- Implementation of automated onboarding of new customers, and billing information generation, is implemented via Sales Cloud. Also, the customer's account related activities such as billing information, usage information etc, are maintained in the sales cloud, and the information is readily available to the customers via online portal Sales cloud is also linked with payback for tracking and rewarding loyal customers
- Integration with CPQ component for loading and managing product catalogue and pricing

# Outcome and impact



Implemented a scalable architecture, saving both time and money



Moved releases from 6 months to 6 weeks impacting time-to-market for business



Improved sales performance through continuous monitoring and enhanced collaboration among the sales team

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