

Re-imagining customer experiences for energy & utility major

Supercharging cloud integration for a better customer experience and satisfaction



HCLTech supported a leading German energy & utility company operating across **30+ countries with over 50+ million customers** in their cloud transformation journey with Salesforce.



The Objective:

To meet the business objective the client wanted to transform their Cloud journey with Salesforce as a single CRM platform.



The Challenge:

They were facing various challenges that included:

Client Onboarding

- 1 Lack of automated system operations, real-time visibility and requisite integrations with internal systems and applications
- 2 Lack of automated onboarding of customer and contract management

Client Support

- 1 Longer release cycle due to dependency on manual deployment
- 2 Lack of 360-degree customer information for the customer service team and therefore a longer wait time for issues' resolution

The Solution:

Services Cloud

Implementation of Service Console with a 360-degree view of customers, Customer-Telephony Integration (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 layouts have been created including next best 'billing' actions

Salesforce omnichannel 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 logs to Splunk for monitoring



Salesforce Einstein Chatbot

Configuration of Salesforce 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 the 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

The Impact:

HCLTech's solution helped in implementing a scalable architecture which led to:

70% time saving
at a platform
level

Platform downtime
reduced from 3 days
to **6 hours** during
releases

Reduce
time-to-market from
6 months to **4 weeks**

It also improved sales performance through continuous monitoring
and enhanced collaboration among the sales team

