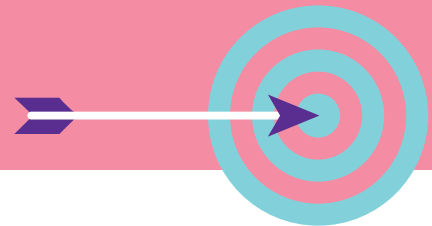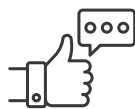# **Driving DevOps** transformation for an electric utility giant

Objective

To implement scaled agile framework, drive DevOps transformation, and add new features to the digitization of the current customer journey for B2C German utility consumers

To increase customer satisfaction and reduce operational costs by 40%

To establish a clear, concrete benefits-orientated proposition story for the customers

Client description

The client is a Europe-based electric utility company and one of the largest operators of energy networks and energy infrastructure. The client is driving energy transition across the continent and providing innovative utility solutions for their customers.

Business challenges

01 Implementing significant digital transformation programs to onboard 30 million consumers on the B2C platform

02 Boosting lead generation and sales across the B2B platform through digital transformation initiatives

03 Bringing AI-based recommendations of various highly customized plans to consumers based on their needs

04 Providing smooth release management for the platform

Our solutions
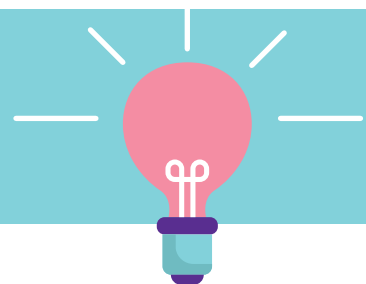
◆ **Built a digital engagement platform**
HCL built a platform named Digital Attacker using a composable architecture approach based on API, microservices, and platform-as-a-product approach to enhance customer experience

◆ **Implemented SAFe based delivery approach**
After taking over most of the services from the incumbent, HCL quickly helped the company move into SAFe framework based agile delivery model from the traditional waterfall-based model

◆ **Enabled B2C platform roll-out in multiple countries**
Created reusable digital foundation library that can be used as the basis for all product launches

◆ **Improved customer experience through self-service**
Created a consistent and great user experience on multiple platforms (web, mobile, tablet)

◆ **Enabled consumer behavior and insights**
Remote home assessment for boiler installation through an AI algorithm

Business impact

25-30% increase in solar panels leads

2X increase in response through social referrals and campaign

40% cost reduction achieved by reducing physical visits

150% increase in leads and **10%** increase in conversions from leads in the bakery and restaurants market segment
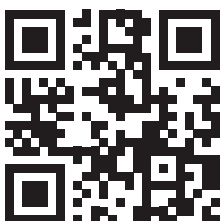
Reduction in go-live time for components from **5** months to **2** weeks

HCL

HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL o ers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through o erings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS o ers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on December 31, 2021, HCL has a consolidated revenue of US $ 11.18 billion and its 197,777 ideapreneurs operate out of 52 countries. For more information, visit www.hcltech.com

www.hcltech.com