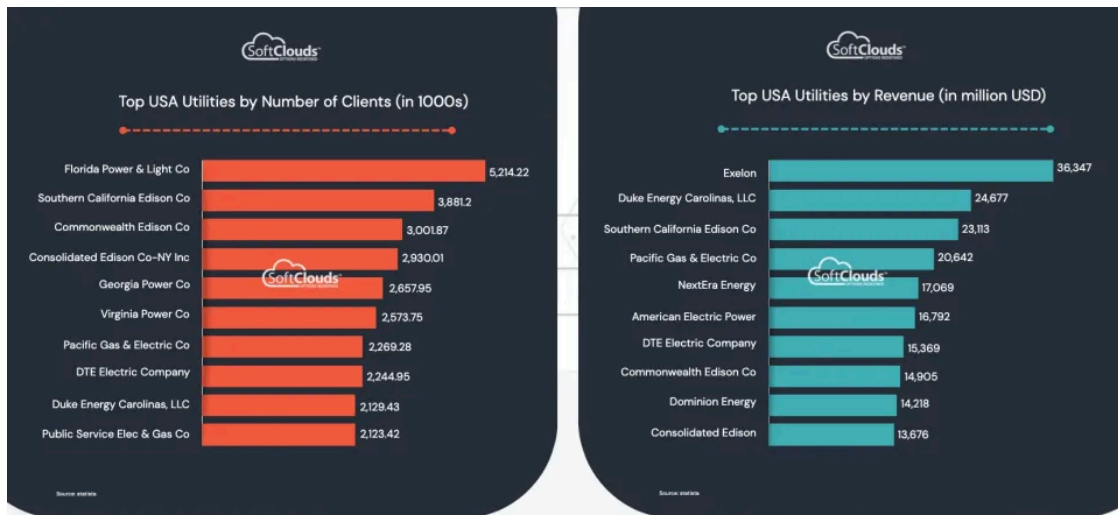


**Top CX Technology Trends:**

- The Vital Role of Field Service in Modern Utilities: Discover how [field service](#) plays a crucial role in delivering exceptional customer experiences within the utility industry.
- The CX Boomerang: How Utilities Can Achieve Repeat Customer Success: Learn how utilities can leverage the "[CX Boomerang](#)" to turn satisfied customers into loyal advocates.
- Connected Customers, Connected Utilities: The CX Revolution: Explore the transformative power of connected technologies in driving a [customer-centric approach](#) within the utility industry.
- The Blueprint for CX Success in Utilities: Get your hands on this [infographic](#) outlining the key ingredients for achieving [CX success](#) in the utility industry.



# CX FOR UTILITIES - 2023

**CX Use Cases**

- Field Service:** Simplifies workflows to improve first-time fix rates
- Intelligent Automation:** Provides personalized answers to customer questions
- KM Platform:** Establishes a central repository of documents, reports, & other relevant data
- Service:** Helps in automating common customer service tasks
- Sales:** Builds personalized, customer experiences (CX) to generate sales
- CPQ:** Reduces time to generate proposals

**Top 5 Technologies Driving Utilities**

- Extended Reality: \$125.2B by 2026
- Voice Technology: \$9.8B by 2028
- Internet of Things: \$55.8B by 2025
- Artificial Intelligence: \$19.8B by 2031
- Digital Twins: \$1.3B by 2026

We hope you found this newsletter informative. Stay tuned for more industry updates in the next edition of EnergyEngage!

Best Regards,

Ashok

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**Asokan Ashok**  
Chief Technology & Innovation Officer