

a SoftClouds monthly newsletter on utilities



Hi there,

EnergyEngage from [SoftClouds](#) reveals the latest advancements shaping the utility landscape while highlighting the crucial role utilities play in sustainability & innovative customer experiences. We hope you find it informative.

Building a Greener Future:

- [Green Leaders Emerge](#): Many utilities are taking charge by pledging **net-zero emissions by 2050**, demonstrating their commitment to a sustainable future.
- **Utilities Upgrading with Tech**: [UBBA Helps Securely Connect the Future](#): The Utility Broadband Alliance (UBBA) facilitates collaboration between utilities and tech providers, paving the way for a more sustainable future through innovative solutions.
- **Shaping the Future Together**: Explore the [CX Landscape of 2030](#) for Utilities.

Elevating the Customer Journey:

- **Smart Tech Needs Smart Power**: [AI Boom Calls for Grid Upgrades](#). The growing adoption of AI necessitates grid upgrades to ensure reliable power delivery.
- **Level Up Your Utility Experience: Personalized & Connected**. Utilities are leveraging technology to create personalized and connected customer experiences. Read more in our [blog post!](#)
- **New Awards Celebrate [Women in Utilities](#)**. A joint initiative by Utility Week and the Women's Utilities Network (WUN) recognizes outstanding women in the industry, fostering innovation and progress.

Watch this insightful video on innovation

Have an interesting article to share in our next newsletter, email info@softclouds.com