UTILITIES – CX | SoftClouds

2023 & Beyond

Largest Gas & Electric Utilities in USA
(Based on Revenue)

- EXELON — $36.3 B
- DUKE ENERGY — $24.6 B
- SOUTHERN — $23.1 B
- PG&E CORP. — $20.6 B
- NEXTERA ENERGY — $17 B

Top Tech Driving Utilities

- Artificial Intelligence (AI)
- Internet of Things (IoT)
- Extended Reality (XR)
- Digital Twins
- Predictive Analytics
- Drone Technology
- Self-Service Customer Portals

96% Utility executives agree that emerging tech enables a broader & ambitious vision

$80B Saved every year through 2024 by digitalization in utilities

Future of Utilities

Personalized, Data-Driven Experience	• Sensors • Smart Meters • Analytics	• View real-time & historic consumption • Receive usage & outage alerts
Virtual Assistant (VA)	• Smart Appliances • AI	• Omnichannel VA for managing energy use & optimizing attributes • VA combines customer habits with external data (weather)
Peer-to-Peer Transactions	• Machine Learning • Regulation & Market Structure	• New revenue streams • Help balanced grid, optimize supplies
Beyond Electricity	• Blockchain • Real-Time Demand Response • Internet of Things	• Sales, installation & maintenance of solar, storage, microgrids, EV chargers • Achieve net zero energy

80% Customers value experience as much as products & services

59% Utility customers say brands have lost touch with the human element of CX

CX Trends in Utilities

- Digital Self-Service
- Mobile Access to Customer Utility Accounts
- Effective Customer Feedback Process
- Automated Scheduling
- Voice Continues its Ascension
- Digitization of Key Customer Touchpoints
- New Customer Experience Ideas

> " Our team at SoftClouds has been working with many utility companies in the USA. We see that this industry is focused on creating a centralized data repository that traditionally has existed in silos for internal service agents & end customers. Knowledge management platforms with enhanced self-service capabilities, such as a modern UI, omnichannel, personalization, & hyper-individualization, provide a great customer experience.

RAGHAVENDRA UNICHE
Technical Project Manager, SoftClouds LLC

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