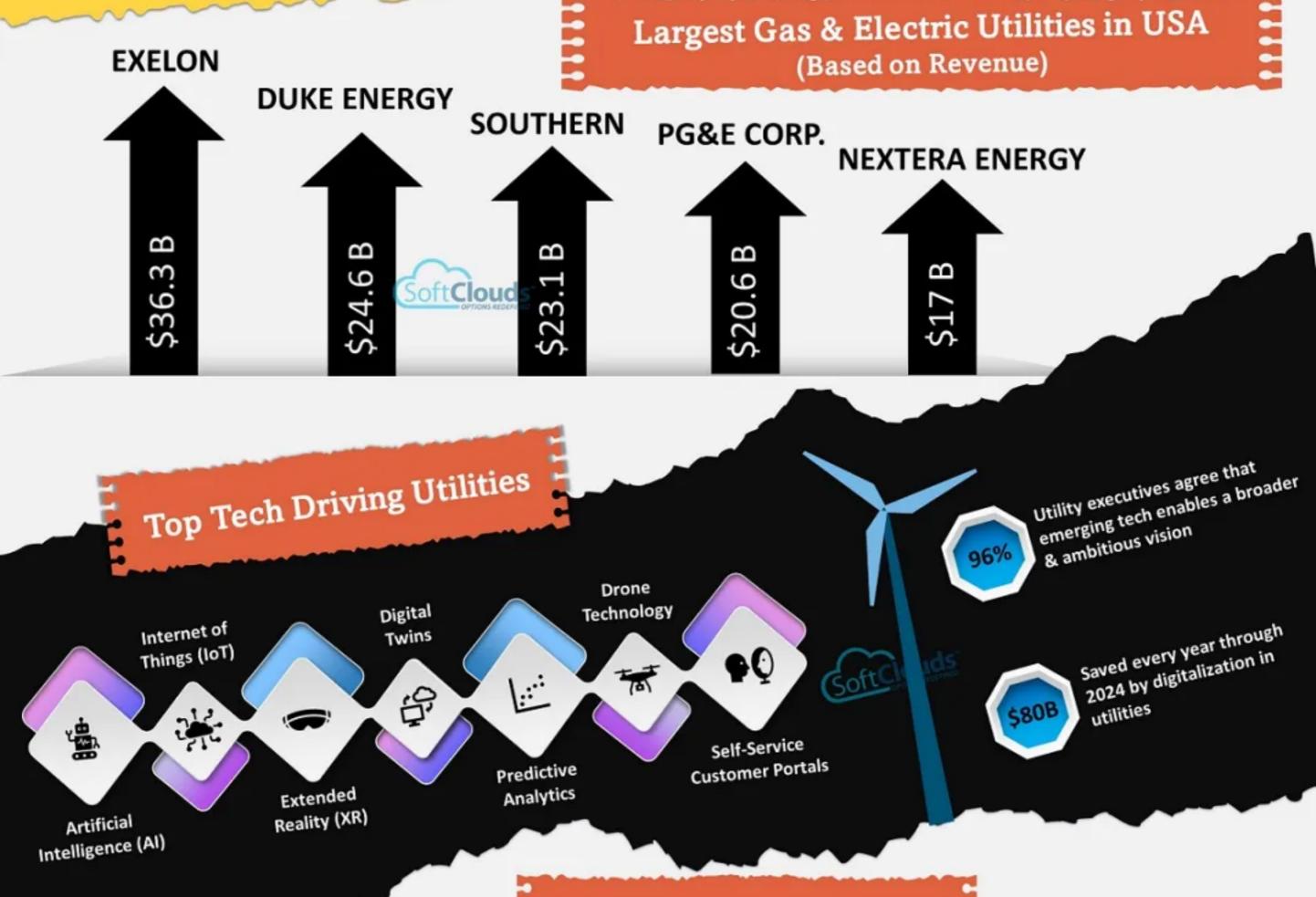


UTILITIES – CX SoftClouds

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2023 & Beyond



Personalized, Data-Driven Experience

Virtual Assistant (VA)

Peer-to-Peer Transactions

Beyond Electricity

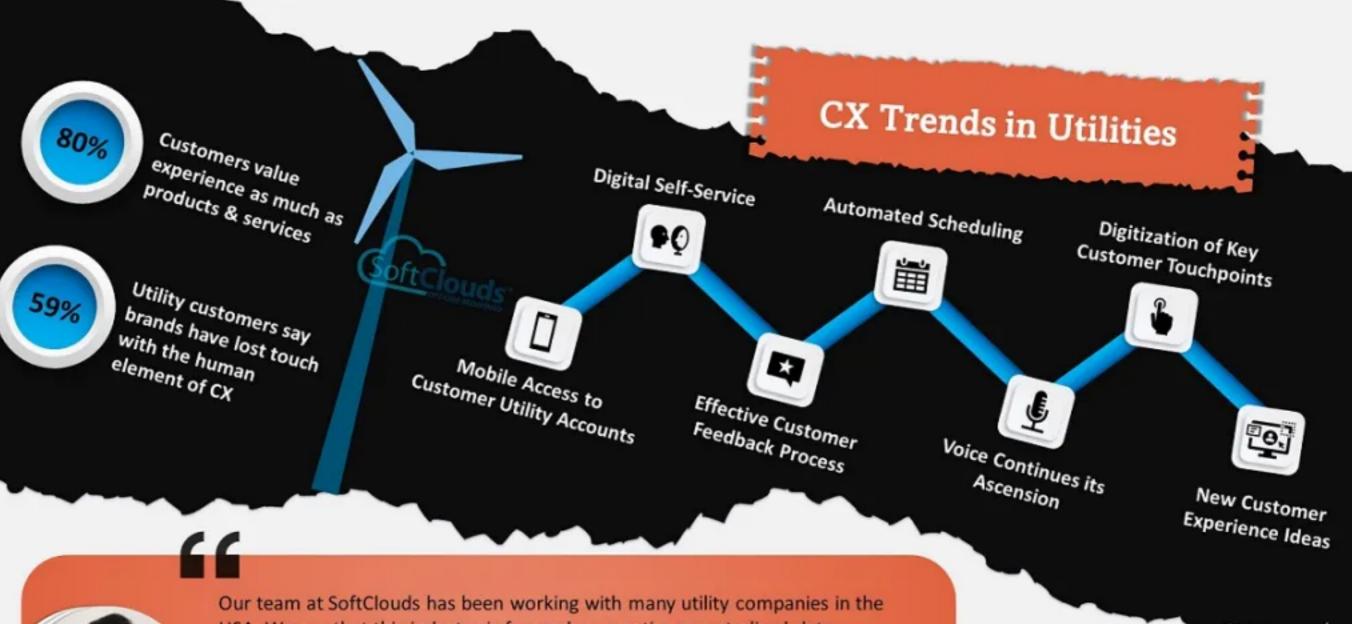
- Sensors
- Smart Meters
- Analytics
- · Smart Appliances
- · A
- Machine Learning
- Regulation & Market Structure
- Blockchain
- Real-Time Demand Response
- Internet of Things

- View real-time & historic consumption
- Receive usage & outage alerts
- Omnichannel VA for managing energy use & optimizing attributes
- VA combines customer habits with external data (weather)
- New revenue streams

Future of Utilities

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- Help balanced grid, optimize supplies
- Sales, installation & maintenance of solar, storage, microgrids, EV chargers
- Achieve net zero energy



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, & hyperindividualization, provide a great customer experience.

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