



**A Large Publicly Owned Utility in Texas Transforms the Customer Experience through Integration of Disparate Systems and Implementation of Oracle's Customer Self-Service Solution (DSS)**

**The Customer**

The customer is large municipal Utility, providing electric power and retail energy services to more than 500,000 customers.

**The Challenge**

- The customer was using disparate systems lacking integration, making internal processes inefficient.
- Lack of automation for start/ stop/ transfer service processes hampered the timely completion of orders, thus dampening the customer experience.
- Performing functions like bill pay, bill view, and set up payment arrangements were time-consuming and prone to errors, thus complicating internal operations.
- Inability to provide automated, integrated services was a significant challenge.
- Lack of data analysis and decision support was blocking some operational efficiencies.

**The Solution**

- CriticalRiver supported the implementation of Oracle's new Digital Self Service (DSS) portal for customers and helped to integrate DSS with customer care (CC&B) and smart meter solutions.
- CriticalRiver helped enable DSS integration with third party systems like bill provider and payment provider, as well as multiple communication systems/ customer contact types (e.g., SMS text/ email).
- CriticalRiver helped with web portal security leveraging the Utility's internal identity management solution.

**Benefits/ Results**

- Elevated the customer experience by reducing customer service waits by an estimated 30% over average call center handling times.
- Reduced arrears and collections by an estimated 20% in the first 6 months of go-live.
- Unlocked AI-driven services and new revenue opportunities using real-time data exchange between the customer and the backend systems.
- Unleashed process automation to help expand payment options for customers, reduce time and effort to render payments, accelerate cash collection and processing with payment vendors, and improve several key performance indicators (KPIs) for the Utility.
- Improved customer communications campaigns and effectiveness for both utility and marketing functions.

**Solution Components**

Oracle CC&B, Oracle DSS