



**POWER THE
RETAIL ENERGY
CUSTOMER
EXPERIENCE**

CLOUD-BASED PLATFORMS ACCELERATE NEW PATHS TO HIGH PERFORMANCE.

THE ACCENTURE CUSTOMER EXPERIENCE SOLUTION FOR UTILITIES INSTILLS A DIGITAL MINDSET, HELPING TO MANAGE COSTS WHILE STRENGTHENING CUSTOMER RELATIONSHIPS.

Tight margins amid demands from digitally savvy consumers call for new ideas and utility business solutions. The first step to core strength and growth is understanding what customers truly want.

The Accenture Customer Experience Solution for Utilities is a highly flexible, modular application built on Salesforce. Accenture's deep knowledge of industry processes helps utilities and energy retailers make the most of the Salesforce cloud platforms—including Service, Sales, Marketing, Community and Field Service Lightning. The result—a 360-degree view of customers and agent technology integrated with customer information systems (CIS).

Our pre-configured Salesforce solution provides end-to-end integration with leading billing solutions, as well as Bit2Win Cloud Suite, a scalable omni-channel solution that is designed to innovate and transform sales and services processes into a fully digital experience for all customer segments. Customer insights can be delivered by FirstFuel to personalize multi-channel engagement for the business customer segment. These built-in capabilities are essential for knowing what today's customers and prospects value, and to empower customer operations and sales organizations to promote relevant offers, serve customers efficiently and sell more products and services.

CERTIFIED BY SALESFORCE UNDER THE FULLFORCE INITIATIVE, OUR SOLUTION HELPS UTILITIES AND RETAIL ENERGY PROVIDERS TO:



**UNLOCK NEW
REVENUE
STREAMS**



**INCREASE
AGILITY AND
SPEED TO
MARKET**



**BOOST
CUSTOMER
SERVICE**

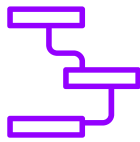


**REDUCE
OPERATING
COSTS**

A SOLUTION ALIGNED WITH MARKET IMPERATIVES

Our research and experience working with energy providers reinforces the need to focus on the customer experience—customer retention and acquisition through innovation, new products and services, and digital transactions with business partners. For faster speed to market, these capabilities need to be deployed on the cloud and digitized across platforms and applications.

ADVANTAGES OF THE ACCENTURE CONSUMER EXPERIENCE SOLUTION:



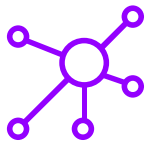
PRECONFIGURED AND INTEGRATED

Integrated with leading billing solutions and the Bit2Win Cloud Suite, it streamlines processes across customer operations and field services for all customer segments. Customer insights and analytics can be delivered through FirstFuel to enrich business customer experience.



FULLY DIGITAL

Omni-channel processes with mobile and customer self-service capabilities based on Salesforce, a leader in customer relationship management software.



AGILE

Designed to increase operational and financial flexibility, reduce IT ownership and maintenance costs, improve employee productivity and enable new value propositions and growth.



MARKET RESPONSIVE

Globally-developed, locally-delivered solution leveraged at utilities and energy retailers around the world.

SEIZE THE OPPORTUNITY

For more information on how the Accenture Customer Experience Solution for Utilities could help your team, contact:

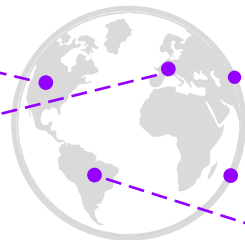
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ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 425,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com

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Accenture Utilities



ABOUT ACCENTURE ENERGY RETAIL AND CUSTOMER SERVICES

Accenture Energy Retail and Customer Services delivers energy provider customer solutions for both competitive and regulated markets globally. We help our clients achieve four key business imperatives: cost effectiveness, revenue assurance and extension, customer satisfaction and demand optimization. Guided by New Energy Consumer research program insights, our electricity, gas and water clients can realize higher value through industry specific strategy, digital, technology and operations capabilities and world-class expertise, assets, tools

ABOUT SALESFORCE FULLFORCE INITIATIVE

The Certified Salesforce Fullforce Program is a new industry-focused initiative that enables Salesforce partners to go to market with specialized solutions that drive customer transformation across key industries. A component of the Salesforce Cloud Alliance Program, the Fullforce initiative recognizes partners who achieve sales and delivery objectives with validated Salesforce implementation expertise and success in product categories or select industries. Accenture is a certified Fullforce solution partner for the Utilities industry.

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