



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

The Customer

The customer is the nation's 7th largest municipal Utility, providing electric power and retail energy services to more than 500,000 customers in Texas, within a service area of 437 square miles, and generation capacity over 3,000 megawatts provided by a mixture of 23% renewable energy including wind, solar, biomass, natural gas, nuclear and traditional coal powered plants.

The Challenge

- The customer was using disparate systems lacking integration, making internal processes inefficient.
- Lack of automation for start/stop/transfer service 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 severely affected operational efficiency.

The Solution

- CriticalRiver supported the implementation of Oracle's new Digital Self Service (DSS) portal for customers and integrated DSS with customer care (CC&B) and smart meter solutions.
- CriticalRiver enabled integrated services and presented data from backend systems to the customer portal.
- CriticalRiver integrated third party systems like bill provider, payment provider, and multiple communication systems and customer contact types (SMS/email)
- CriticalRiver deployed web portal security for customers using the customer's internal identity management system.

Benefits/ Results

- The integrated Digital Self-Service portal significantly improved customer experience.
- Automation of system processes enabled multiple payment options for customers, reducing time and effort, speeding meter to cash processing timelines, and improving operational efficiencies.
- Reduced Collections by 20% within 6 months .
- Reduced customer service times by 30% through process automation, enhancing the customer experience.
- Integrated operations and improved communication with customers for both utility and marketing functions.

Solution Components

Oracle CC&B and OUAF, DSS, Smart Meter, SGG, Oracle SOA Suite, Weblogic, ODI, OIM

