



Your business, empowered

Strengthening your Utility's CX with AI 2.0





Introduction

- Chapter 1 Recap

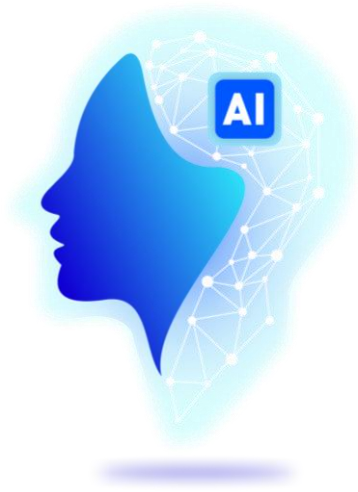
What's New?

- Why Are Customer Engagement Strategies Important?
- The Potential of Personalized Chatbots
- The 5 Steps in Customer Engagement Evolution
- Proactive Interactions



What Was Chapter 1 About?

Artificial Intelligence:
definition and types



What does it mean to have a
cognitive CX?



Why Are Customer Engagement Strategies Important?



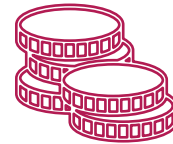
Companies with the strongest omnichannel customer engagement strategies retain an average of **89%** of their customers, as compared to 33% for companies with weak omni-channel strategies.

- Customerthink.com



77% of millennials think that customer service should be available in a wide variety of channels.

- Provide Support Blog



The number of companies investing in an omnichannel customer experience jumps from 20% to more than **80%**.

- Pwc.com

Why Are Customer Engagement Strategies Important?



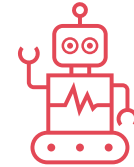
Organizations report a reduction of up to **70%** in call, chat and/or email inquiries after implementing a Virtual Personal Assistant.

- Gartner



86% of utilities already use artificial intelligence (AI) in customer engagement applications, call center service and support, or digital marketing platforms, far exceeding AI use in other areas of operation.

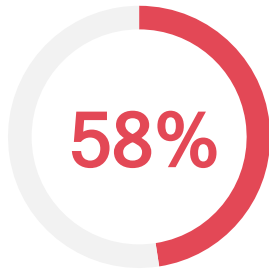
- Techsee



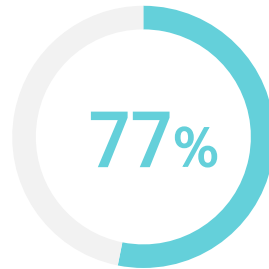
As of 2019, **47%** of organizations were already using chatbots for customer care.

- Qualtrics.com

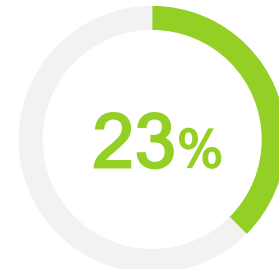
The Potential of Personalized Chatbots



58% reduction in call center calls after introducing digital channels and chatbots.



Of the Whatsapp interactions are directly solved by a bot.

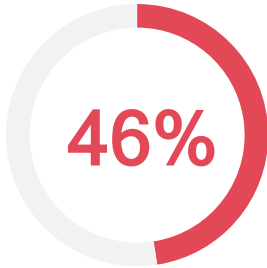


Of the Whatsapp interactions are solved by a CSR.

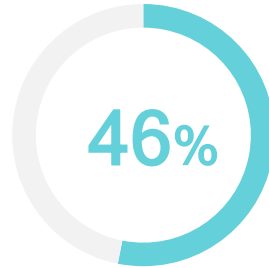
From this 23%, just the 1.5% was because the bot couldn't complete the task.

The other 77% was because the customer requested to be guided by an agent.

The Potential of Personalized Chatbots



Reduction in call center calls after introducing digital channels and chatbots.



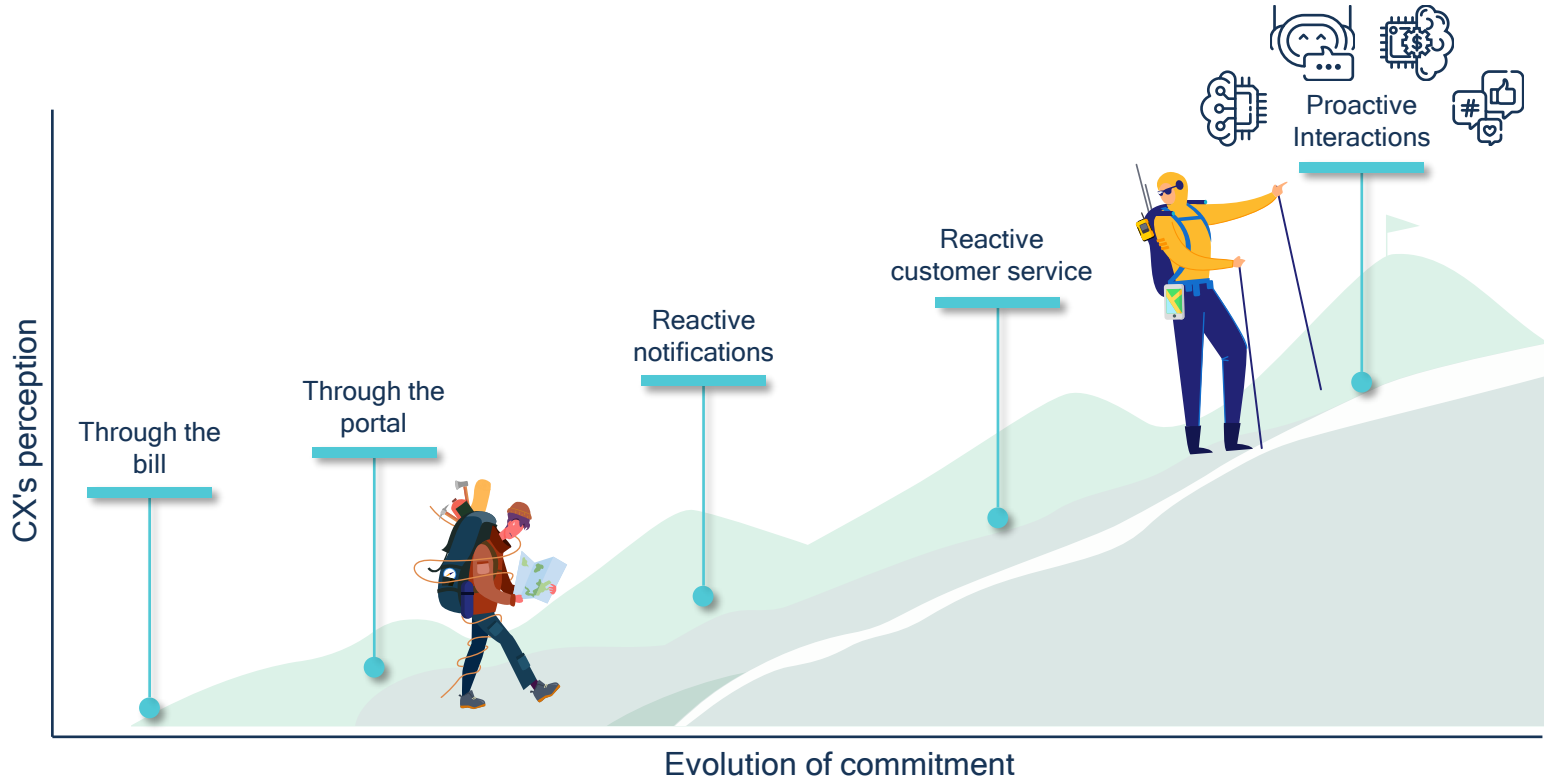
Of the interactions every year are directly solved by a bot.



Of the interactions every year are solved by a CSR.

The three digital channels managed by Energuate are Facebook, Digital Office Chat and two Whatsapp channels.

The 5 Steps in Customer Engagement Evolution



Proactive Interactions

It is a simple, efficient and personalized way to interact and engage with customers, in order to anticipate their needs, even before they know they have them.

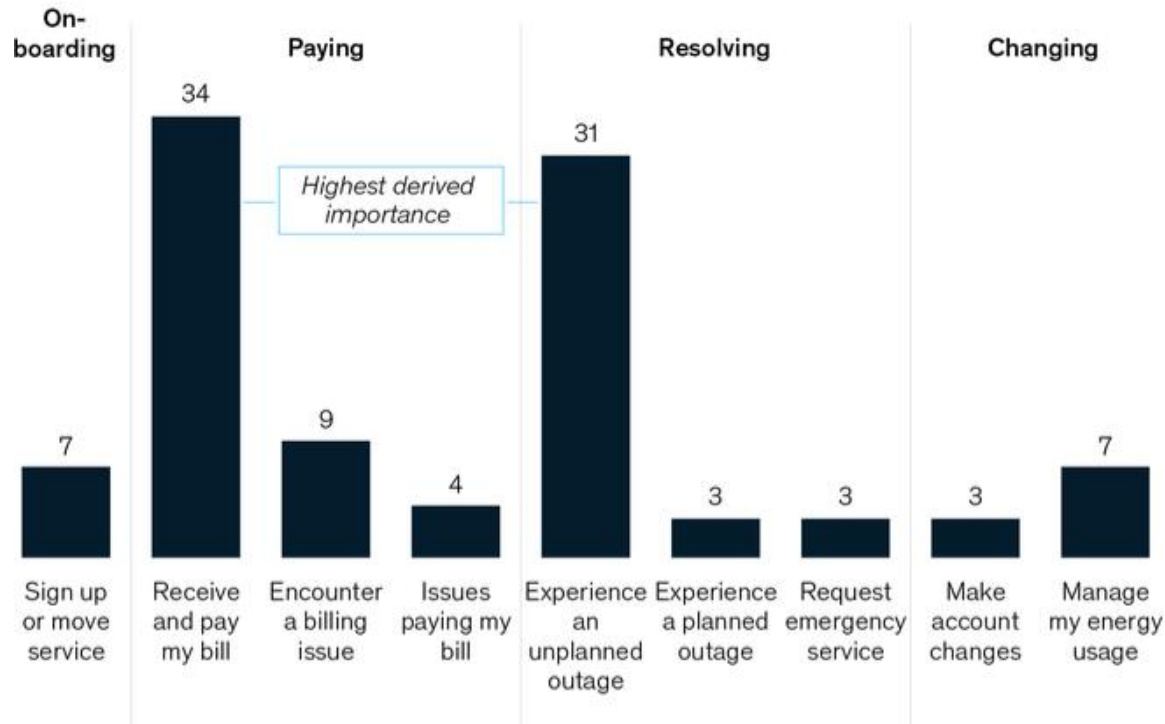


Proactive Interaction with Chatbot's Assistance

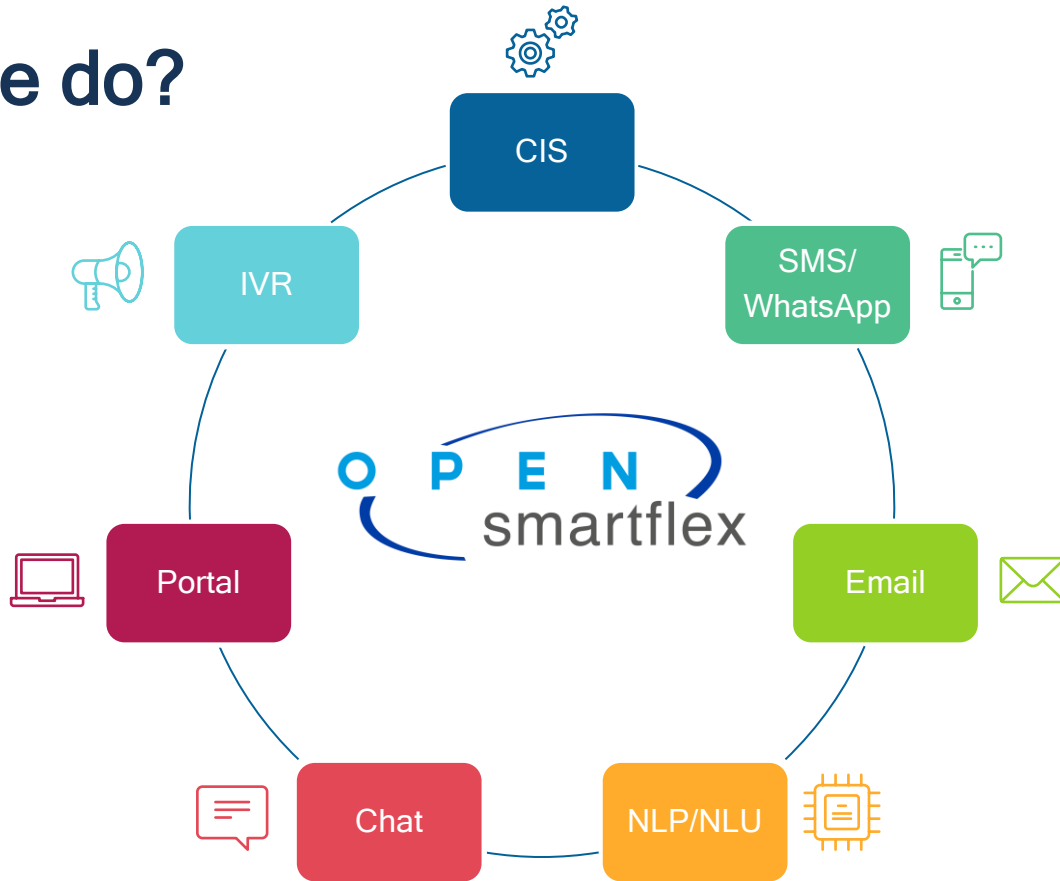


How Can Your Bring This to Your Customer?

Start journey to journey, focusing on quick wins that increase value with a simple implementation.



What do we do?



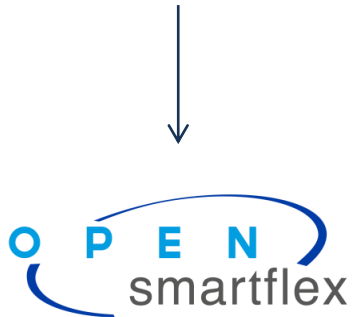
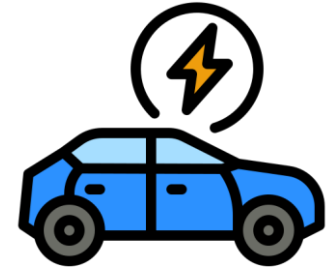
Best EV - Business Case

OSF Utilities



OSF Utilities & Best EV have partnered and are offering promotions on night charging for customers who recently bought an electric vehicle.

Best EV



Chat Bot



Mobile



Alexa



Portal



Customer

Takeaways

Identify the journeys that are most important to your customers

1

Define the journeys that can bring the most value to your customers

3

Implement the necessary technologies to create the right customer engagement strategy for your utility

5

Monitor your customer satisfaction and interaction channels

7

2

Identify how unsatisfied your customers are with those specific journeys

4

Prioritize the journeys that are easiest to implement

6

Gradually deliver new improved digital journeys to your customers

8

Be willing to adjust your strategy to meet customer needs!

QA



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