

Reimagine utility experiences that drive sustainability

Transform customer relationships with a total experience approach that empowers employees, engages customers, and leads communities toward a sustainable energy future



Benefits

- Boost satisfaction by up to 72 points with better communications¹
- Reduce information search time for 47% of knowledge workers²
- Improve operational efficiency
- Help the 81% of customers who are unaware of utility climate initiatives understand and embrace sustainability³

Utilities face mounting pressure to lead communities toward sustainability while improving customer satisfaction, despite record high energy prices. With one in six US households behind on energy bills and electricity costs expected to rise 27 percent by 2025 in many regions,⁴ the status quo is unsustainable. As J.D. Power notes, “unless utilities bring their customers along, utilities will struggle to achieve their clean energy goals.”

Deliver personalized experiences that guide sustainable choices

Today’s utility customers need more than generic communications. By implementing comprehensive customer experience platforms, you can manage interactions across the entire journey through websites, portals, transactional communications, and call centers. Personalized messaging about assistance programs and energy efficiency initiatives can increase satisfaction by as much as 72 points—a 10 percent improvement on average⁵—while advancing your sustainability objectives.

¹ J.D. Power, *2022 Electric Utility Residential Customer Satisfaction Study*, 2022

² Gartner, *Gartner Survey Reveals 47% of Digital Workers Struggle to Find the Information Needed*, 2023

³ J.D. Power, *Electric Utility Sustainability Targets Called into Question by Customers*, 2023

⁴ Asian Development Bank, *Why are Energy Prices High and How Can They be Reduced?*, 2022

⁵ J.D. Power, *2022 Electric Utility Residential Customer Satisfaction Study*, 2022

“We have been able to cut a minute or two off each call that has a correspondence element to it, which has been a huge benefit for the call center. Document Presentment for SAP Solutions allows great user interaction. Users can edit their customer letters in real time, which is not something we had before. And it integrates with SAP, so it is a smooth, single interface for the user.”

Amy Brown
Business Analyst,
Snohomish County PUD

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Resources

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Eliminate digital friction that impedes employee productivity

Nearly half of information workers routinely struggle to find what they need to perform their jobs due to siloed systems and unorganized content.⁶ By embedding relevant documents and service records directly into workflows, employees gain access to critical information when and where it's needed. This seamless digital experience empowers staff to provide exceptional service, reducing wasted time and enabling them to better guide customers toward sustainable energy practices.

Transform customer communications with AI-powered intelligence

The utility sector will never move this slowly again. AI, analytics, and IoT technologies accelerate operational efficiencies while enabling personalized customer interactions. Advanced information management systems can transform communications with auto-generated content, provide virtual agents for improved customer support, and offer immediate expertise to field technicians. These capabilities ensure services remain reliable while helping customers understand and embrace sustainability initiatives.

Create a unified approach to drive total experience excellence

Exceptional customer experience requires exceptional employee experience, and sustainability demands strong social relationships with customers and communities. By integrating customer, employee, and operational experiences through robust information management, utilities can create a seamless flow of both structured and unstructured data. This total experience approach ensures that all touchpoints reinforce your sustainability message and improve satisfaction.

Reimagine total experiences

OpenText helps utilities reimagine total experiences as energy and water consumption habits evolve. As the world's leader in information management, we serve 24 of the top 25 utilities by market cap, providing the most complete and integrated platform to deliver total experiences. No platform is more secure or scalable to manage high volumes of information throughout the customer lifecycle—making us your ideal strategic partner in leading communities toward a sustainable future.

⁶ McKinsey & Company, *Transforming customer experience in utilities*, 2021