

The Smart Customer Experience

How does self-service enable it?

During the last decade, there has been provisioning of self-service over the internet by utilities that are seeking to reduce cost-of-service and improve customer satisfaction, through access to an always-on, low-cost channel.

A successful self service strategy encompasses more than a web technology solution or simply “web-enabling” the CIS as a self-service portal. In addition to a technology solution, there are several critical business process changes that are essential to increasing adoption of self-service. The solution must take a holistic approach, covering not just the software application - such as usability, functionality, security, real-time integration, etc. - but the associated need to communicate and encourage self-service. This will facilitate a shift in consumer behavior, thus delivering business results of lower cost and higher satisfaction.

AMI-MDM, Web 2.0, Mobile Phones and More!

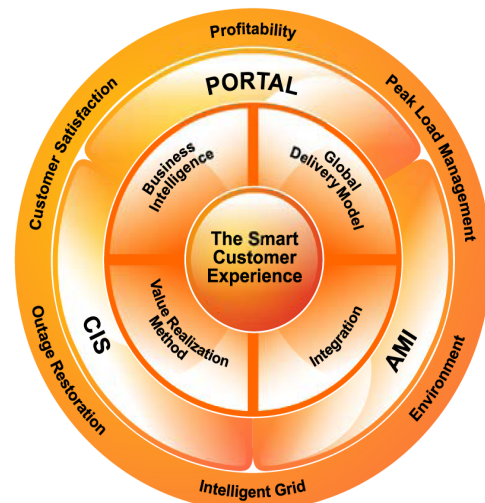
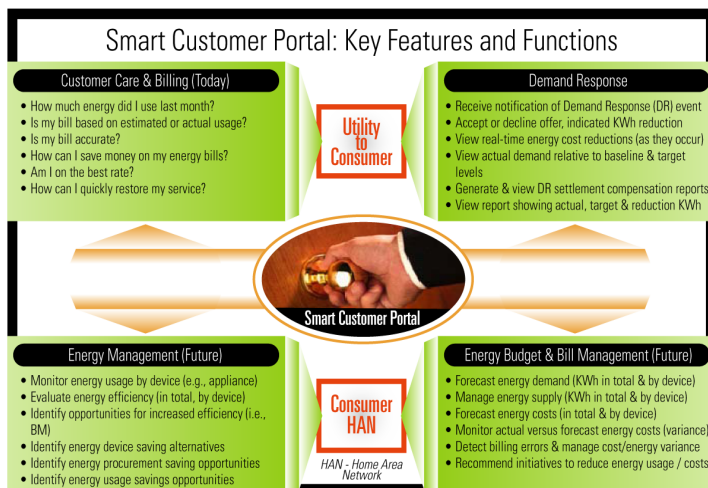
Utilities are going through a critical and complex transformation unlike any in the past, especially driven by AMI-MDM and Smart Grid technologies.

The role of self-service over the internet needs to change and grow. To become the preferred channel for - consumers, communities, distributed generators, business partners and most other stakeholders - self-service should be accessible. It should be accessible not just from the desktop computer, but from mobile phones that are the most powerful converged devices, empowering control and convenience to the end-user. The interactive web or Web 2.0 acts as a catalyst to drive change in consumer behavior, and brings interactivity and intimacy between utility-consumer like never before. In-home- portals, ATMs, set-top boxes and other interactive channels need to play a significant role as customer contact channels, co-creating value for consumers and utilities, based on unique customer experiences.

Consumers need choice of products, ranging from highly configurable, personalized, complex and dynamic products - such as Demand Response (DR) and renewable energy - to simple service plans. The call center channel is not suited to take care of such interactive and voluminous demands alone. The utility needs to take its customers toward a better experience.

Utilities Transformation: The Smart Customer Experience

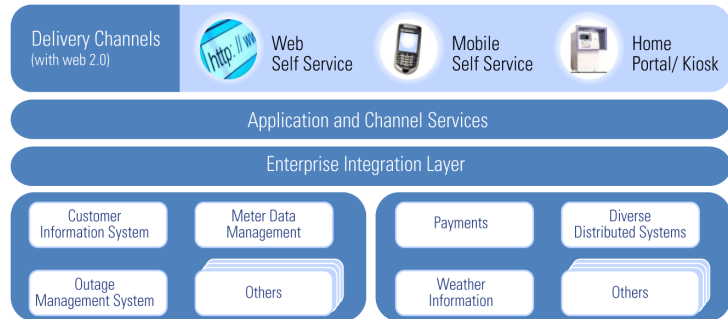
The solution lies in the Smart Customer Experience (SCE), Infosys' answer to the challenges posed by customer contact transformation. Our Smart Customer Portal (SCP) lies at the center of the SCE, bringing the power of the Utility's customer service (CIS), AMI-MDM, OMS, GIS, Mobility, Marketing and numerous other systems to the consumer. The customer gets the tools and capabilities he needs to drive change in his behavior, through an interactive, accessible, intuitive set of channels. The Utility gets a complete solution to maximize value realization from self-service.



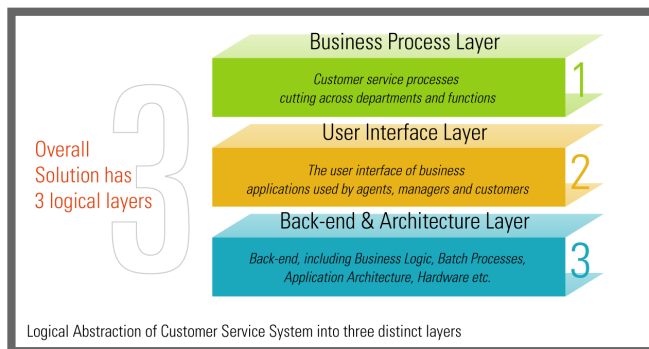
Lay Foundation of the Solution: self-service solution architecture

The solution architecture - while simple, easy to implement and manage - is grand in the completeness of its vision to serve long-term needs. Given the rapid pace of change and the need to innovate and experiment, it allows for iterations - a must-have feature in this critical business area. This flexibility is achieved through our mastery of Services Oriented Architecture (SOA), an area we have pioneered specific to Utility customer service.

This provides immediate and lasting value to the business, while establishing a clear direction for the future.



Self-service as Part of Overall Customer Contact Optimization and Customer Service



The Self-service solution is a component of Infosys' Comprehensive Customer Service Solution (CCSS). CCSS improves return on investment, in customer service, by modernizing and increasing agility of existing CIS systems. It applies innovative techniques to minimize deployment time and maximize the value of new investments.

CCSS is based upon 3 logical layers of abstraction. This layering increases flexibility, while reducing cost of deployment and on-going maintenance.

Infosys provides a complete set of solutions and services and is making the vision of The Smart Customer Experience a reality.

Business Consulting

Provides you with strategic differentiation, operational superiority, proprietary industry analyses, assessment, and projects that are structured around our Value Realization Method (VRM).

Customer Analytics

Maximize value from customers, using our Customer Value Management (CVM) model. Adopt our Life Time Value (LTV) approach to acquire and retain customers, more effectively and efficiently.

Social Commerce

Enables you to attract traffic, enhance brand loyalty, facilitate product innovation and provide superior economics.

Key offerings: Social Community, Social Analytics, e-Marketing, and Customer Care.

AMI MDM

Exploit the investments in AMI-MDM, quickly and easily through our AMI-MDM Integration Solution (AMIS). AMIS allows freedom of choice in selecting the hardware and software components of an end-to-end AMI solution.



For more information, contact askus@infosys.com

About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

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