INFOSYS SERVICE MANAGEMENT FOR ELECTRICITY DISTRIBUTION (SMED) SOLUTION

Enhancing digital customer service using Microsoft Dynamics Customer Relationship Management solution

The utilities sector is undergoing a modernization revolution, similar to what other industries are experiencing as a part of the digital transformation wave. Increased technology adoption and enhanced customer-centricity are crucial for this sector. At the same time, complying with stringent regulations and effectively sharing information with customers will provide a competitive advantage to electricity distributors / electricity distribution network operators (DNOs).

Infosys Service Management for Electricity Distribution (SMED) solution, based on Microsoft Dynamics Customer Relationship Management (CRM) solution, offers several niche features to optimize customer service and experience. This solution creates **structured business processes** that provide a focused approach to customers, and ensures **compliance** with regulatory norms, which are configured based on business and regional requirements.

The solution helps DNOs **automate customer communication** and provides them a **single, end-to-end system** for customer service as well as a snapshot view of customers and all their associated interactions, eventually resulting in **quicker turnarounds** for customer responses.

Breaks down barriers in customer service

Our solution addresses the following pain points:

- Meeting **heightened customer expectations** owing to digital transformation
- Deploying **improved and real-time customer communication**, especially during disaster situations

- Preparing for future circumstances using **predictive analytics**
- **Improving customer service management**
- Enhancing **user experience**
- Providing **accurate information to the right customer service agents**

- Adhering to regulations and monitoring customer satisfaction (CSAT) in a **complex regulatory environment**
- Increased adoption of **cloud and mobility**

Core features of SMED

- **Contact and property management:**
  - Manages contact and property information
  - Provides centralized customer information
- **Outage management:**
  - Manages end-to-end processing of electricity faults
  - Provides end-to-end visibility of faults and their associated information across multiple systems
- **Complaints and enquiries management:**
  - Manages complaints and enquiries
  - Ensures that service-level agreement (SLA) guidelines are tracked and adhered to
  - Tracks case management to closure
  - Captures information on deadlock, ombudsman as applicable
- **Investigation and payment management:**
  - Allows users to create payments manually as well as automatically
  - Investigates adherence

to guaranteed standards (GSI – guaranteed standard investigations) based on predefined parameters / regulations

- **Appointment scheduling and management:**
  - Tracks and automates appointment management
- **Customer communication management:**
  - Automates communications with customers through various contact channels, based on their preferences
  - Provides automated communication to the next of kin or nominated contacts, if requested
- **Reporting and dashboards for analysis:**
  - Enables customer service staff to easily set up individual reports for analysis
  - Offers preconfigured dashboards and reports to track the complete customer management

Compelling value proposition

- **Unified customer experience through:**
  - Streamlined business processes across multiple communication channels
  - Real-time updates and a successful multichannel experience

- **Improved productivity through:**
  - Accurate data organization
  - A single source of information about end customers and the outages that affect them

- **Strong reporting capabilities using:**
  - Real-time features
  - Dashboards to manage daily activities
  - Key performance indicator (KPI) measurements

- **Process automation that includes:**
  - Automated business processes and customer communications to enable quicker response and consistent behavior
  - Proactive / preemptive communication; especially in disaster situations
  - Better adherence through internal alerts based on service-level agreements (SLAs)
  - Reduced response time when dealing with end customers
  - Business-rules-driven and integrated workflow offerings
  - Regulatory adherence tracking and enablement

For more information, contact askus@infosys.com

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