Our intensity.
Your agility.

Navigating the Digital Frontier

A Case Study on how Intense Technologies Reshaped Customer Communications while executing powerful campaigns with ease for a leading Utilities Service Provider.

In10s

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The Customer

In the realm of enterprise communication, a prominent player in the utilities industry, faced significant challenges in managing customer communications across various channels. The service provider's distribution network spans over 400 Sq. km catering to the electricity needs of over 2.9 million customers today.

The lack of analytics, understanding of customer engagement, and absence of streamlined journey orchestration for critical processes like bill payment and service disruption notices posed substantial hurdles.

Challenges Faced

- Multiple Channel Complexity - The customer struggled with the complexity of managing communications across diverse channels, leading to fragmented customer experiences.

- Lack of Analytics - The absence of robust analytics made it challenging for the enterprise to gauge the effectiveness of their communication strategies and understand customer preferences.

- Journey Orchestration for Bill Payment- The process of bill payment lacked a structured journey orchestration, resulting in confusion and potential delays for customers.

- Disconnect Notices- Sending disconnect notices posed a challenge due to a lack of streamlined processes, leading to suboptimal communication experiences for customers on the brink of service disruption.

Our Solution

In this extremely competitive era, customers demand fast, easy, and personalized interactions with their service providers. Intense's comprehensive Customer Communications and Marketing Automation Platform, UniServe™ Reach complete with Omni-channel distribution (Email, SMS, Mobile Push, Automated Calls, Web Push, Social Media, Integration chatbots) along with insights on communication delivery tracks customer behavior on various channels transformed their customer experience significantly.

In collaboration with Intense Technologies, the service provider embarked on a transformative journey to revamp their communication strategies and enhance customer engagement.

This solution was used to:

- Improve Communication Effectiveness
- Improve Customer Experience
- Reduce Cost of Communications

Key Implementations

- Multi-Channel Communication - A comprehensive multi-channel communication system, enabling the enterprise to reach customers through their preferred channels seamlessly.

- Advanced Communication Design - Leveraging Intense Technologies' communication design capabilities, the service provider could now create tailored and engaging communications, fostering a deeper connection with their audience.

- Journey Mapping - The implementation of a structured journey mapping system facilitated a more efficient bill payment process, reducing confusion and ensuring a smoother experience for customers.

- Disconnect Notices Optimization- Intense Technologies optimized the delivery of disconnect notices, ensuring timely and clear communication to customers facing service disruption, thus minimizing dissatisfaction.

- Analytics Dashboard- A robust analytics dashboard was introduced, providing the service provider with valuable insights into customer behavior and engagement metrics. This empowered the enterprise to make data-driven decisions and refine their communication strategies continuously.

Results

Seamless Journeys, Satisfied Customers

The collaboration with Intense Technologies yielded significant positive outcomes for the organization.

- Improved Customer Engagement - Customer engagement witnessed a noticeable improvement as communications became more personalized and targeted.

- Efficiency in Bill Payment Process - The streamlined journey orchestration for bill payment contributed to a more efficient and user-friendly process, reducing customer queries and enhancing satisfaction.

- Proactive Disconnect Management - The optimized disconnect notices enabled the enterprise to proactively manage service disruptions, minimizing customer inconvenience.

- Data-Driven Decision Making - The analytics dashboard provided valuable insights, allowing the enterprise to make informed decisions and continually enhance their communication strategies.

UniServe™ Reach does more

- Get Real-time Analytics on customer behavior

- Omnichannel engagement that optimizes customer journey across channels

- An ML based engine to indicate most successful and preferred customer channel

- Personalization Engine and a CDP – all packed into platform

- User profiles to understand behavioral data, custom attributes, channel reachability, etc. to run targeted campaigns for the right set of users

- Gain key insights about your prospect pool, you'll know why a visitor clicked your call-to-action, whether they took the actions you wanted and if they're likely to engage with your campaigns and become customers or clients

There's more that Reach has to offer. UniServe™ Reach is a perfect Marketing Automation platform that can do EVERYTHING!

$1,60,000 Savings in Cost of communication per channel

15 million communications sent every month

| Improved self-care adoption | Increased E-Statement penetration and Selfcare | Improved cross-sell and upsell |

Savings

Uplift Marketing Campaigns

E-Communication adoption

Decrease Customer Churn

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