

Business Customer Engagement

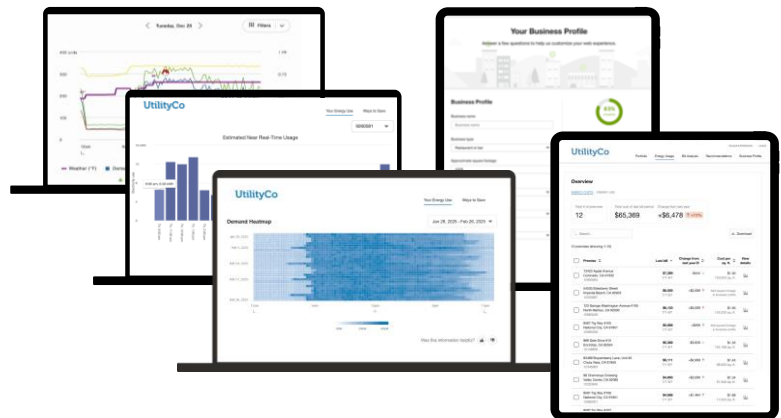
Oracle Business Customer Engagement enables utilities to meet their Large Commercial & Industrial Business (C&I) and Small and Medium Business (SMB) customers where they are—to serve all types of business customers, from micro-businesses to large C&I businesses.

For smaller businesses, proactive outreach, with usage insights and personalized energy-saving recommendations, help reduce bill shock and improve how they perceive their utility. Large businesses, with their own internal analytics and dedicated staff, benefit from easy access to data cross their accounts, service agreements, and premises to make informed decisions about their usage to streamline their business operations.

Bespoke for businesses: Digital engagement and self-service

Self-service web experiences

Oracle Utilities Business Customer Engagement offers interactive tools for customers to explore their usage trends in near real-time, download data, view bill insights, and receive AI-powered tips and recommendations. With web features like a demand heatmap, portfolio view, business profile survey, and end use disaggregation, business customers can make more data-driven decisions to manage their premises.



Proactive and personalized outbound communications

High Bill Alerts and Weekly Energy Updates deliver timely, actionable insights and recommendations to encourage web self-service and boost customer sentiment and engagement, particularly for SMB customers.

- **High bill alerts** connect with customers when their bills are trending toward higher than usual. Delivered via email, IVR, or SMS, these timely communications keep customers informed and help them manage their usage, while building trust and improving satisfaction with their utility.
- **Weekly energy updates** help customers manage their usage and costs by surfacing data-driven energy insights, such as day-by-day energy benchmarking. These communications promote web self-service and ongoing engagement, boost program awareness and adoption, and empower customers with key information to optimize their usage.

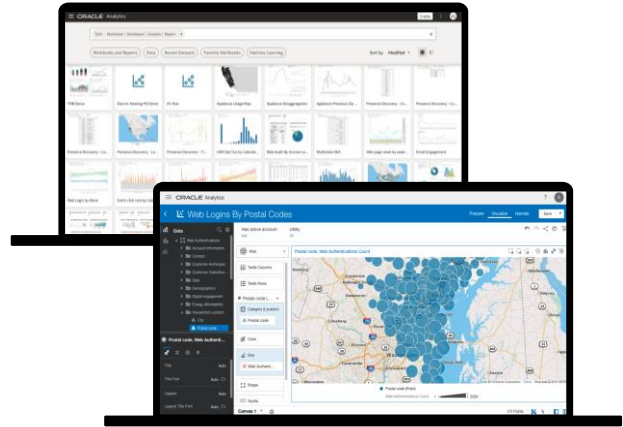


Analytics tools help utilities serve all business customers

Our business intelligence and support tools arm your contact center agents and account managers with the intelligence they need to deliver more value in every customer interaction, driving revenue and customer satisfaction. With a 360-degree view of business customers, your teams can make informed decisions about program and outreach targeting.

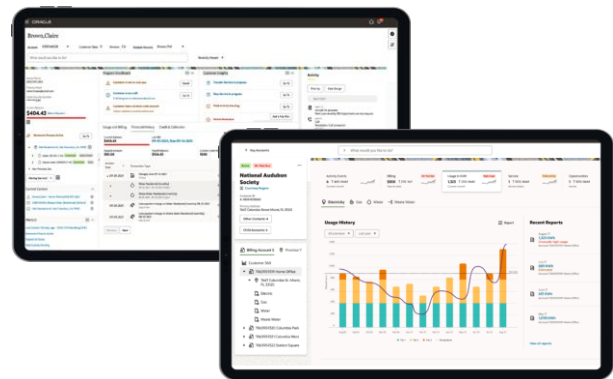
A modern agent desktop for utilities

- Access pre-built dashboards for the most common utility cases and create new dashboards to explore data on their own.
- Personalize service with on-demand access to key program metrics and rich data points from a wide variety of sources, including customer-provided survey responses, channel preferences, demographic information, and interaction history.
- Lower operating costs with service automation



A utilities sales solution for key customer accounts

- Navigate data for complex C&I accounts with ease—even across operating companies and states—within a single, unified experience
- Masquerade into accounts for full visibility into detailed usage data, bill projections, cost-saving recommendations, and communication preferences
- Increase program awareness and revenue with actionable insights
- Automate the full sales lifecycle



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