The blueprint to becoming a CX utility

In this new technological era, utilities are being pressured to deliver enticing, frictionless experiences due to evolving customer expectations. With the increasing availability of digital interaction channels, it is evident that, soon enough, Customer Experience (CX) will be the main source of business differentiation for service providers. However, these companies are struggling to figure out how to drive CX initiatives to success, let alone how to become a top-down CX organization.

To overcome this challenge, utilities must avoid mirroring what has worked for other industries such as retail and e-commerce and instead, focus on improving the moments that are truly important for their customers. By facilitating the interactions that occur in these moments, utilities can meet their customers' expectations and produce 'wow' moments for their users. With that in mind, Open has come up with a balanced equation that factors in best practices in key customer-facing processes for the utility industry and a holistic technological approach, empowering companies to become customer-centric digital organizations.

Open at a glance

Company		
In business since 1987	HQ Miami, Offices in San Francisco & Cali	100+ Implementations in 19 countries
~500 Employees	40 Million bills/month	ISO 9000 Certified CIS Gartner Magic Quadrant

Customers

City of Fort Collins · AES · Sempra Energy · CHILQUINTA · epm® · PROMIGAS · VEOLIA

Partners

MILESTONE UTILITY SERVICES · Enterprise Solutions Consulting · amazon web services · Microsoft · CentriLogic · ORACLE CLOUD · Paymentus · Bill2Pay

Open's background

For more than 30 years, Open has provided software that helps utilities meet their business goals and implement innovative programs and strategies. Open Smartflex is a holistic, multi-service, preconfigured software solution that provides a powerful billing engine, a robust customer care suite, an agile mobile workforce management system, a smart meter data management engine and other functionalities to satisfy our customers' present and future needs.

We believe that through technology, we can empower utilities to succeed, simplify their operations, create value, and increase customer satisfaction.
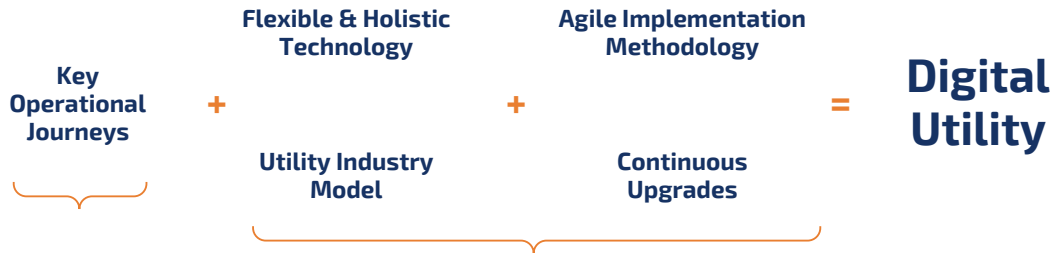
Did you know Open Smartflex helps utilities create an outstanding CX to meet the expectations of 40 million customers?

Open Smartflex's Holistic CIS is expanded with advanced CX features such as the Customer Engagement Center (CEC), enabling utilities to provide superior omnichannel customer service and digital self management capabilities ubiquitously, delivering more value for customers anywhere, anytime.

Open's digitalization strategy has helped more than 100 companies transform into CX organizations by combining a complete redesign of the way customers are engaged and the power of a leading-edge technology solution. This strategy takes the form of an equation in which the elements necessary to become a Digital Utility are covered.

Key Operational Journeys + **Flexible & Holistic Technology** / **Utility Industry Model** + **Agile Implementation Methodology** / **Continuous Upgrades** = **Digital Utility**
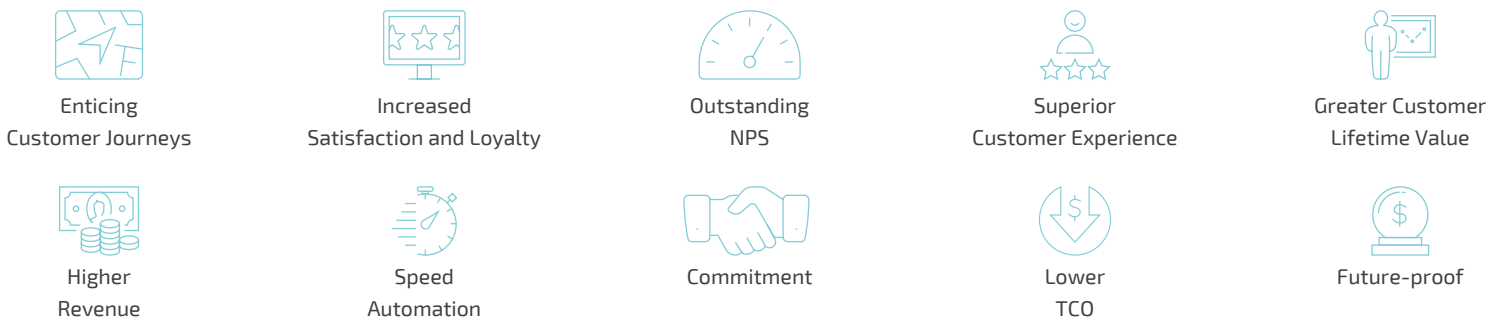
By focusing on the improvement of key operational journeys, utilities can pinpoint when customers interact most with the . This can help the service provider to identify situations that affect customer satisfaction and generate negative perceptions so that they can introduce countermeasures to create the best experience possible.

These measures are supported by a flexible and holistic CIS solution extended in four dimensions (MDM, CRM, MWM, and OSS) and enhanced with analytics, reaching over every critical customer-facing process seamlessly. Open Smartflex also includes an industry model to allow utility providers to perform with maximum quality standards using pre-configured scenarios based on the customer journey to support crucial aspects of their business.
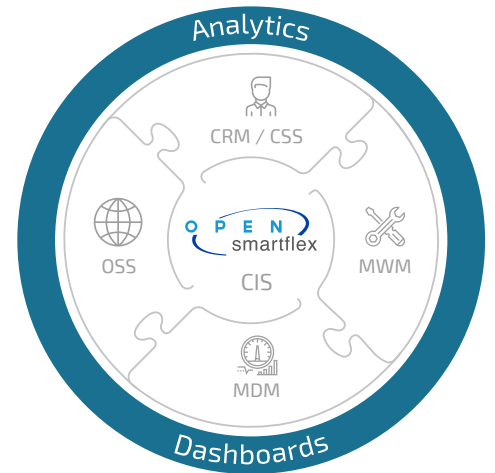
To provide utilities with the agility to keep up with the ever-changing nature of customer expectations and challenging business scenarios, Open relies on a SMART implementation methodology to efficiently deploy Open Smartflex to both on-premise and cloud environment. Open Smartflex's ability to perform continuous upgrades without interrupting normal operations, allows it to be constantly updated at a lower cost and effort. These features help companies stay innovative with the latest CX technology and create new revenue streams by swiftly adding new services and products to the customers' portfolio while avoiding lengthy update processes and heavy customizations.

Open Smartflex CX benefits

Enticing Customer Journeys	Increased Satisfaction and Loyalty	Outstanding NPS	Superior Customer Experience	Greater Customer Lifetime Value
Higher Revenue	Speed Automation	Commitment	Lower TCO	Future-proof

Your business, empowered for CX

open