salesforce **Vlocity™** **accenture**

EMPOWERING ENERGY PROVIDERS
TO UNLOCK CUSTOMER VALUE

ACCELERATE SALESFORCE® CUSTOMER CAPABILITIES AND EXPERIENCE CONTINUOUS INNOVATION

Accenture and Vlocity transform how utilities and energy providers harness the power of Salesforce for sustainable growth and a digital advantage.

Whether they are residential, commercial or large industrial, today's energy consumers live in a digital world where they expect personalized customer experiences from every interaction. To deliver on these expectations, energy providers must adopt new ways of thinking and accelerate the pace of change in their businesses and operations.

According to Accenture's Living Business research, 90 percent* of the leading energy providers surveyed select technology platforms that will most effectively drive relevant customer experiences for their current and future consumers.
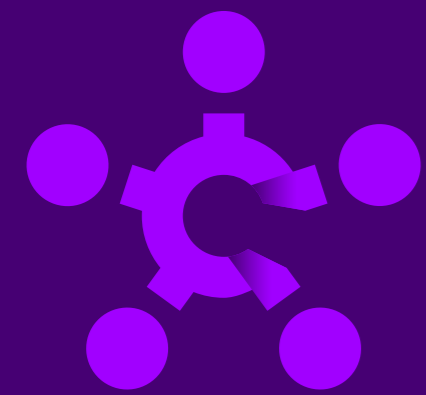
*Accenture Living Business Research, 2018, www.accenture.com.

Imagine if you could:

Grow and transform how you engage with digitally savvy customers.

Connect customers, service representatives, field agents and sales specialists on a single platform.

Operate in a secure environment, created for tomorrow, enabling today's workforce.
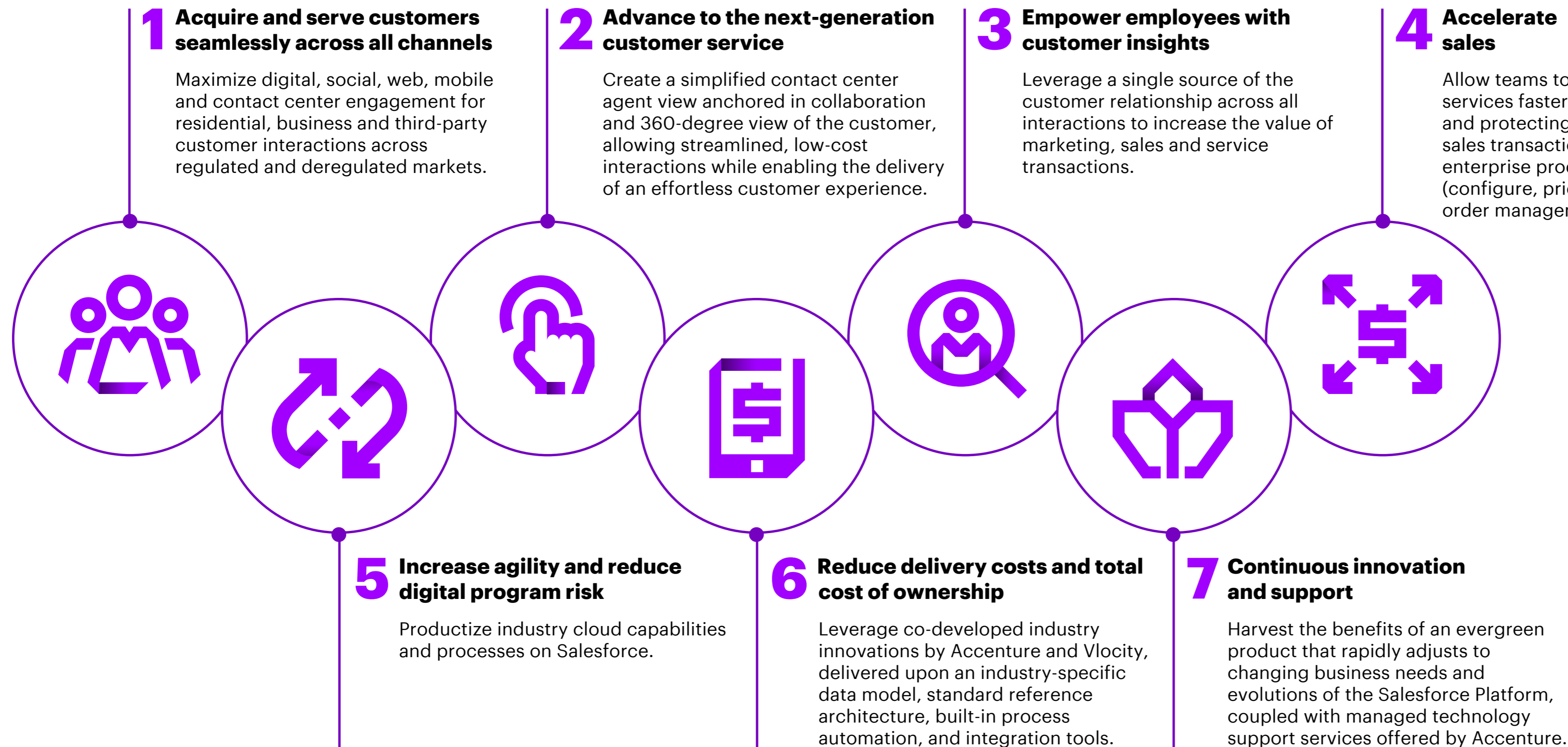
TAKE YOUR CUSTOMERS' EXPERIENCES TO THE NEXT LEVEL

A 360 degree view of residential and business customers.

Together, Accenture, Salesforce and Vlocity help energy providers unlock customer value with speed and scale—while improving business agility and operational efficiencies.

The Vlocity Energy & Utilities product, strengthened by Accenture, delivers a simplified employee and customer experience. Accenture and Vlocity are designing comprehensive functionality specifically for energy providers on the Salesforce Platform to deliver real business benefits (see Figure 1).

Figure 1. Benefits from a cohesive omnichannel digital customer experience.

1 Acquire and serve customers seamlessly across all channels

Maximize digital, social, web, mobile and contact center engagement for residential, business and third-party customer interactions across regulated and deregulated markets.

2 Advance to the next-generation customer service

Create a simplified contact center agent view anchored in collaboration and 360-degree view of the customer, allowing streamlined, low-cost interactions while enabling the delivery of an effortless customer experience.

3 Empower employees with customer insights

Leverage a single source of the customer relationship across all interactions to increase the value of marketing, sales and service transactions.

4 Accelerate sales

Allow teams to offer new products and services faster, while reducing errors and protecting margins. End-to-end sales transactions are supported by enterprise product catalog, CPQ (configure, price, quote), contract and order management functionality.

5 Increase agility and reduce digital program risk

Productize industry cloud capabilities and processes on Salesforce.

6 Reduce delivery costs and total cost of ownership

Leverage co-developed industry innovations by Accenture and Vlocity, delivered upon an industry-specific data model, standard reference architecture, built-in process automation, and integration tools.

7 Continuous innovation and support

Harvest the benefits of an evergreen product that rapidly adjusts to changing business needs and evolutions of the Salesforce Platform, coupled with managed technology support services offered by Accenture.

Accenture has infused more than 30 years of utilities industry experience into the design of the pre-configured processes and pre-integration with leading billing systems. Together, Accenture and Vlocity have developed innovative, new capabilities to reap business benefits on the Salesforce Platform, while driving a product roadmap with functionality to support new energy consumers and future business models.

A trio of leaders to bring next generation capabilities.

Our solution leverages the intelligent system capabilities of a platform, the agility of a leading industry cloud company and the leader in Salesforce implementation:
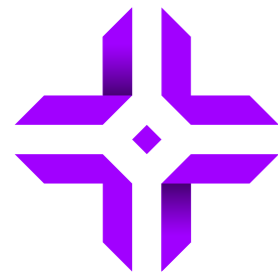
The Salesforce Customer Success Platform includes industry-leading services spanning sales, service, marketing, commerce, communities, collaboration and industries, all on a single trusted cloud platform.

Vlocity Energy & Utilities Cloud extends Salesforce with industry-specific capabilities, processes, and packaged integrations to transform digital customer engagement faster. Built upon a 100% additive utility data model, Vlocity mitigates project risk for utility service providers while delivering rapid industry innovation natively on the Salesforce Platform.
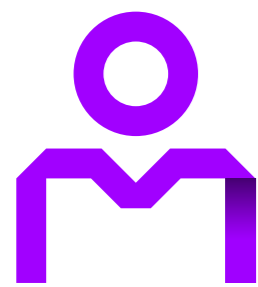
Accenture, a market leader with global utilities functional and technical expertise. More than 5,500 certified Salesforce professionals help energy providers digitally transform, build and maintain seamlessly integrated customer experiences.

LET'S GET STARTED

To thrive and grow in a fast-changing digital world, energy providers must put the customer and employee experience at the heart of their business. Doing so can lead to increases in customer satisfaction while reducing cost to serve. See how Accenture, Salesforce and Vlocity can help.

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ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 469,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at **www.accenture.com**.

Connect with us

in **Accenture Utilities**

🐦 **@Accenture_Util**

ABOUT SALESFORCE

Salesforce is the global leader in customer relationship management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social, internet of things, and artificial intelligence—to connect to their customers in a whole new way.

The Salesforce Customer Success Platform includes industry-leading services spanning sales, service, marketing, commerce, communities, collaboration and industries, all on a single trusted cloud platform. Salesforce will power more than 2 trillion B2B and B2C transactions this year for more than 150,000 companies and millions of Trailblazers—the individuals and their organizations who are using Salesforce to drive innovation, grow their careers and transform their businesses.

Salesforce is committed to a set of core values—trust, customer success, innovation, and equality of every human being. The company is ranked #1 on Fortune's World's Best Workplaces list, and Forbes has ranked the company one of the world's most innovative companies for eight years in a row. For information, please visit **www.salesforce.com**.

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ABOUT VLOCITY

Vlocity Energy & Utilities Cloud is the only complete customer experience (CX) and CRM platform for energy and utility companies on Salesforce. Vlocity enables an entirely different approach to customer experience transformation for regulated utilities and competitive retail energy companies, helping contact centers, key account teams, and digital and IT leaders change the way they engage with their customers—residential, commercial and industrial—across all channels.

The Vlocity Energy & Utilities Cloud extends capabilities of Salesforce to transform industry-specific processes for customer service, engagement and revenue generation; built upon a 100% additive utility data model with packaged integrations to billing and front-office systems. Core is a set of capabilities extending the power of Salesforce, including advanced product catalog, promotions, CPQ/ pricing, proposal management, and market fulfillment, all delivered natively within the Salesforce Platform for rapid and simplified deployment.

For more information on Vlocity Energy & Utilities, visit **energy.vlocity.com** and follow us at **@vlocity**.