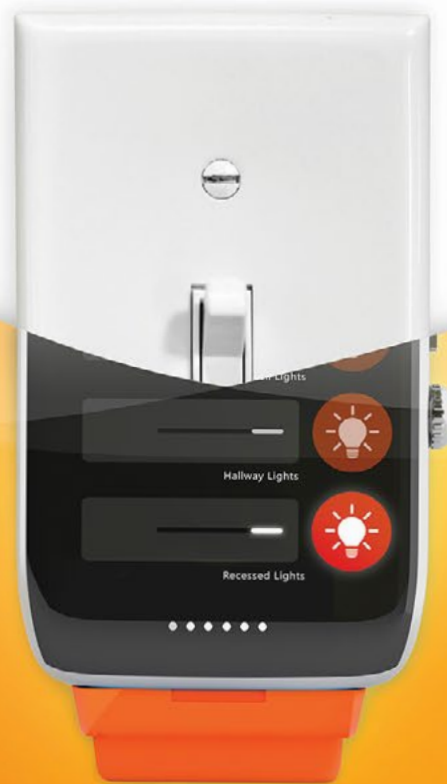


Switch on intelligence.



Drive brand relevance and customer loyalty with the Utilities Accelerator.



#FutureReadyNow

High-impact CX at lower cost

Regulation has traditionally protected utilities companies from market threats, but new players are now entering the fray. To keep customers close, utilities providers must differentiate with relevant, meaningful brand experiences while reducing the high costs associated with service calls.

“Technology is enabling new entrants, and utilities need to better deliver experiences that customers value and regulators reward. The cost of delay or failure is a steady decline in customer base.”

- Forrester, “Creating the CX-Centric Utility”, Matthew Guarini, April 2018

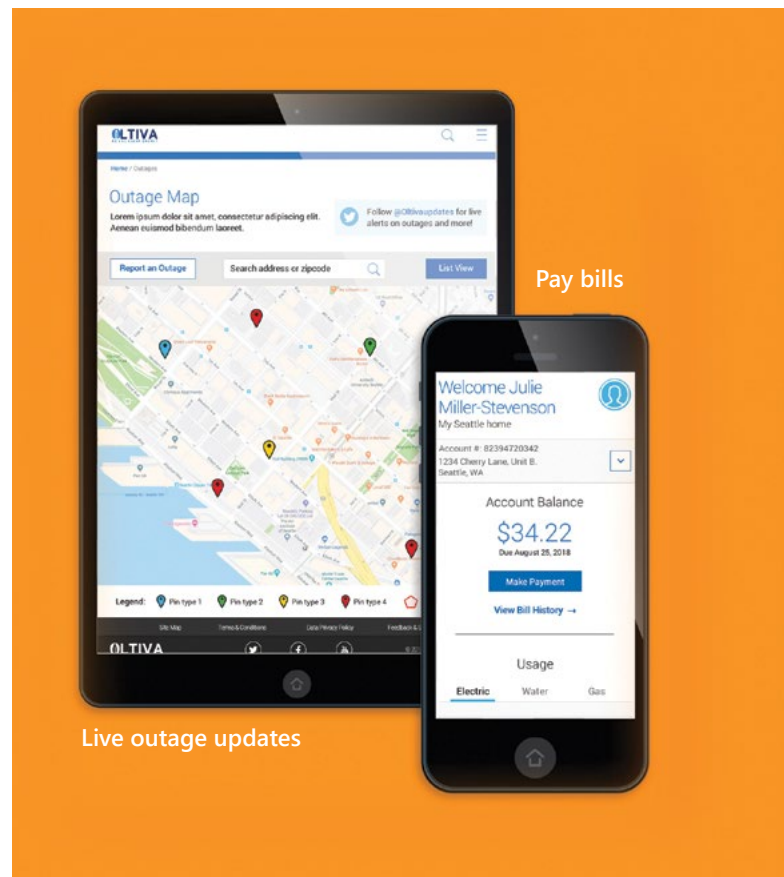
To provide a personal and rewarding brand experience to customers, you must:

- Demonstrate that you understand them with only hyper-relevant content and offers.
- Offer a consistent experience from anywhere and everywhere.
- Enable greener consumption by providing personalized usage overviews and recommendations to reduce waste, and by proactively offering energy-saving devices.
- Empower them with convenient self-service.

Accelerate your CX revolution

By combining human-centric design with technology, Avanade offers utilities providers a digital experience solution that engages customers and improves business outcomes.

Get started today.



Deliver future-ready experiences now

Together we can create the experiences your customers expect, at a speed that helps you achieve your business goals. Our utilities UtilX Accelerator can help you:



Engage Create personalized experiences that increase customer satisfaction.



Empower Stand up self-service features such as bill pay, stop-start services and usage reports.



Communicate Keep customers up to date with outage updates and other timely alerts on web and mobile channels.



Refresh Optimize experiences fast to stay on top of market trends and evolving customer needs.

Making an impact in energy and utilities

These client success stories are just the beginning.



We helped AGL gain:

- 29% increase in mobile conversions
- 47% increase in click-throughs to energy plans
- Sitecore Experience Awards: Best Customer Experience and Best Azure site

Case study: www.avanade.com/agl



We helped Tokyo Gas achieve:

- 3X increase in online visits
- 600% increase in membership
- Sitecore Ultimate Experience Award: Asia winner

Case study: www.avanade.com/tokyo-gas

Our deep expertise

We blend creativity, innovation and technology to deliver customer experiences that drive value. And we can do it consistently, at scale and across every brand touchpoint and channel.



We have:

- More than 250 digital marketing clients in 21 countries
- Provided ongoing support for 100+ global clients with Digital Marketing Managed Services
- Won 25 Sitecore Experience Awards, in partnership with our clients, in the last six years
- Over 750 UX professionals and 38 LUMA Human-Centered Design practitioners
- 11 Sitecore MVPs and 1,300 trained Sitecore specialists
- 3,500 analytics professionals and 4,200 business excellence and automation experts

Ready to energize your customers?



Watch our video for an overview.



Contact us to schedule a UtilX Accelerator demo.



About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 38,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

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