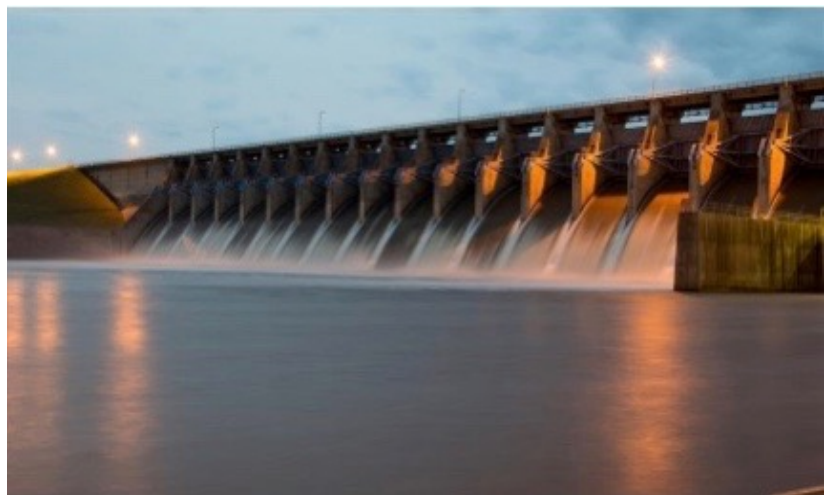


Salesforce Industries for Utilities Delivers Rapid and Simplified Deployment

A New Approach to B2B Service

In today's dynamic utilities environment, it's never been more challenging or complex to deliver meaningful value to your utility customers across their broad and diverse needs. Salesforce Industries for Utilities, formerly Vlocity, enables an entirely different approach to customer experience transformation for regulated utilities, enabling customer service and account teams to change the way they engage with their largest, most valuable customers.

Core to Salesforce Industries is a set of industry-specific capabilities, including a B2B/Key Account Management Utility Console, an extensive utility industry process library, and advanced product catalog, all delivered 100% natively within the Salesforce platform for rapid and simplified deployment.



01. Transforming Mass Market Sales and Service

Description: Intelligent sales, front-office digital transformation and back-office integration across retail energy sales and services

Common Problems

- Can't keep up with customer acquisition, retention and churn
- Hard to quickly optimize margin
- Operational inefficiencies
- Time spent configuring CRM for business process

Benefits

- Out-of-the-box customer journeys and engagements designed for energy retail business processes
- Full guided selling processes with personalized, next-best offers
- Cost-margin optimization algorithms
- Prebuilt integrations with SAP-ISU and other major systems

Result

Intelligent sales, front-office digital transformations, and back-office integrations across retail energy sales and service

02. Simplifying B2B Sales and Account Management



Description: Complex pricing offerings, sales contracts and high value account management

Common Problems

- Complex manual processes
- Combining multiple products to match customer requirements
- Cost-margin boundaries
- Fragmented quote-to-contract process
- Siloed business functions
- Days/weeks to quote and enrollment

Benefits

- An agile, guided selling process from opportunity to quote
- Easy automatic configuration of complex commercial offers
- Cost-margin optimization
- Streamlined contract generation and lifecycle management
- Minutes/days to quote and enrollment

Result

Sophisticated pricing offerings, sales contracts and high-value account management for I&C/B2B energy retail



03. Enhancing Customer Choice

Description: Fast-track customer enrollment, provisioning and digital switching experience for customers and employees

Common Problems

- Complex manual processes for developing offers and pricing
- Latency of pricing and usage data provisioning
- Inconsistent, impersonal customer experiences

Benefits

- An agile, guided selling process from opportunity to quote
- Personalized and targeted offers
- Real-time pricing and usage data integrations with CIS and billing.
- 360 customer views

Result

Accelerated customer enrollment, provisioning, and digital switching experiences for customers and employees.

04. Improving Customer Digital Experience

Description: Fast-track customer digital self-service, mobile and omnichannel engagement

Common Problems

- Siloed customer engagement platforms, CIS, and billing systems
- Latency of pricing and usage data integration
- Fragmented customer transaction process
- Incomplete customer views

Benefits

- Unified customer-facing engagement layer in back-office systems
- Real-time pricing and usage data integrations with CIS billing
- 360 customer views
- Uninterrupted customer transactions from self-service to CSR

Result

Seamless customer digital self-service, mobile, and omni-channel engagements.