

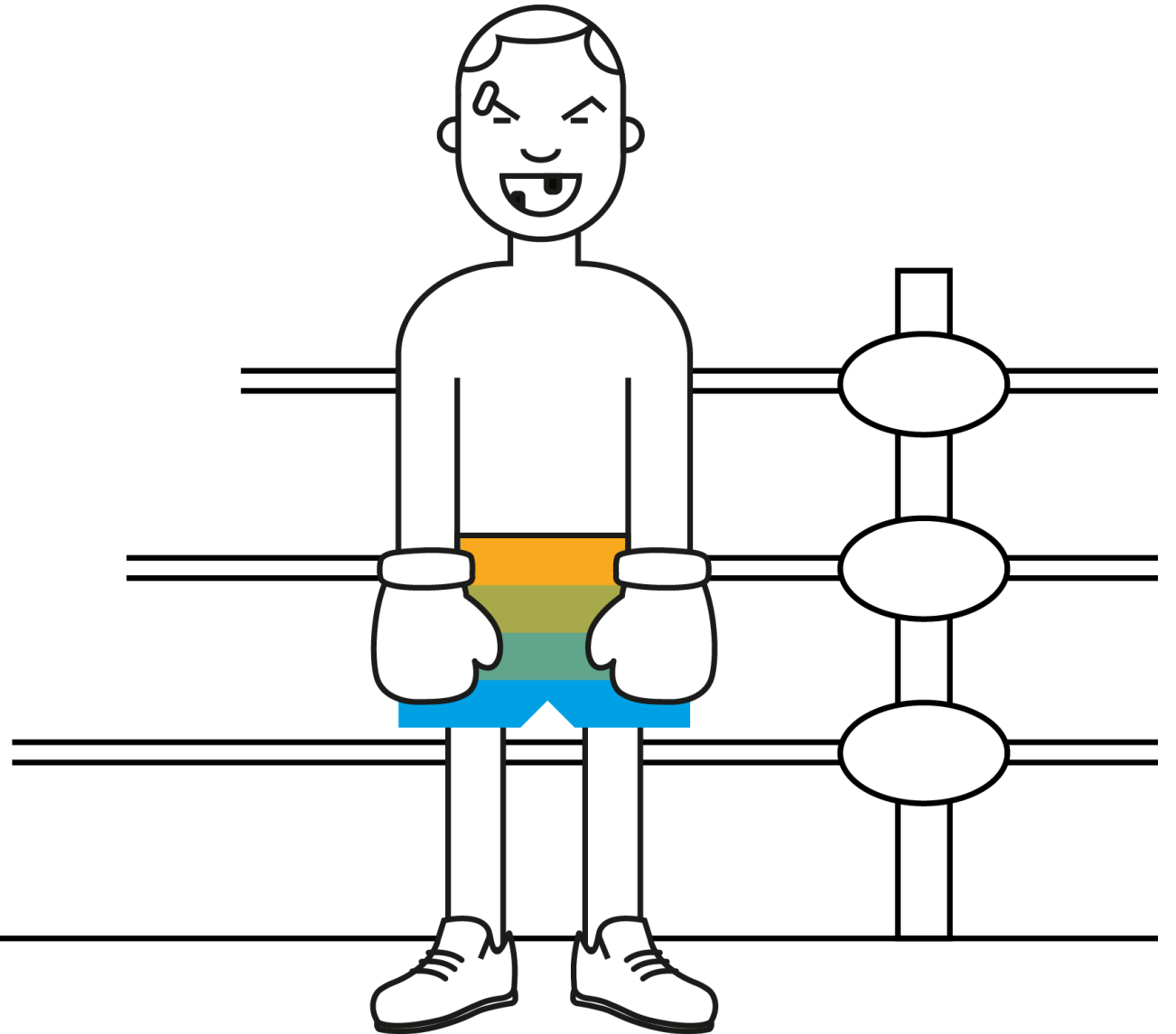


Walk through Utility Value Chain: Utility Retailer of The Future

Adam Goljan, SAP
May 15, 2018

**“Everybody
has a plan
until they get
punched in
the face.”**

Mike Tyson



We know what we could do.

What about the **Voice of the Consumer?**



Consumers Buy Experiences

Are Energy Suppliers Delivering Them?

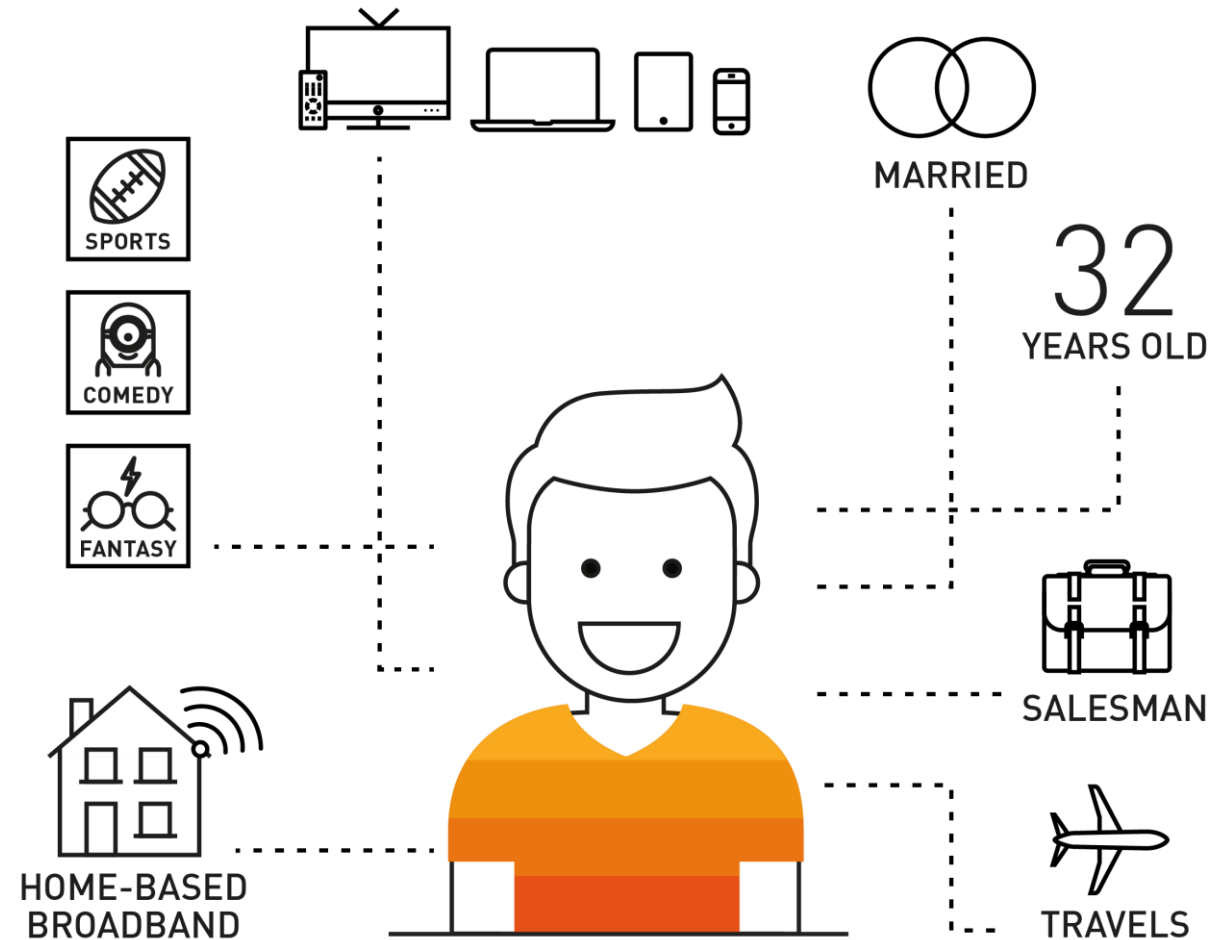
An IDC Energy Insights White Paper
Sponsored by: SAP Hybris

IDC Study: **CUSTOMER EXPERIENCE**

Consumers are extremely critical of a key aspect of the customer experience - **Personalization.**

Scores for knowing personal preferences/needs, and providing a personalized experience were 2 of the 3 lowest scores across the board, respectively 2.69 and 2.81.

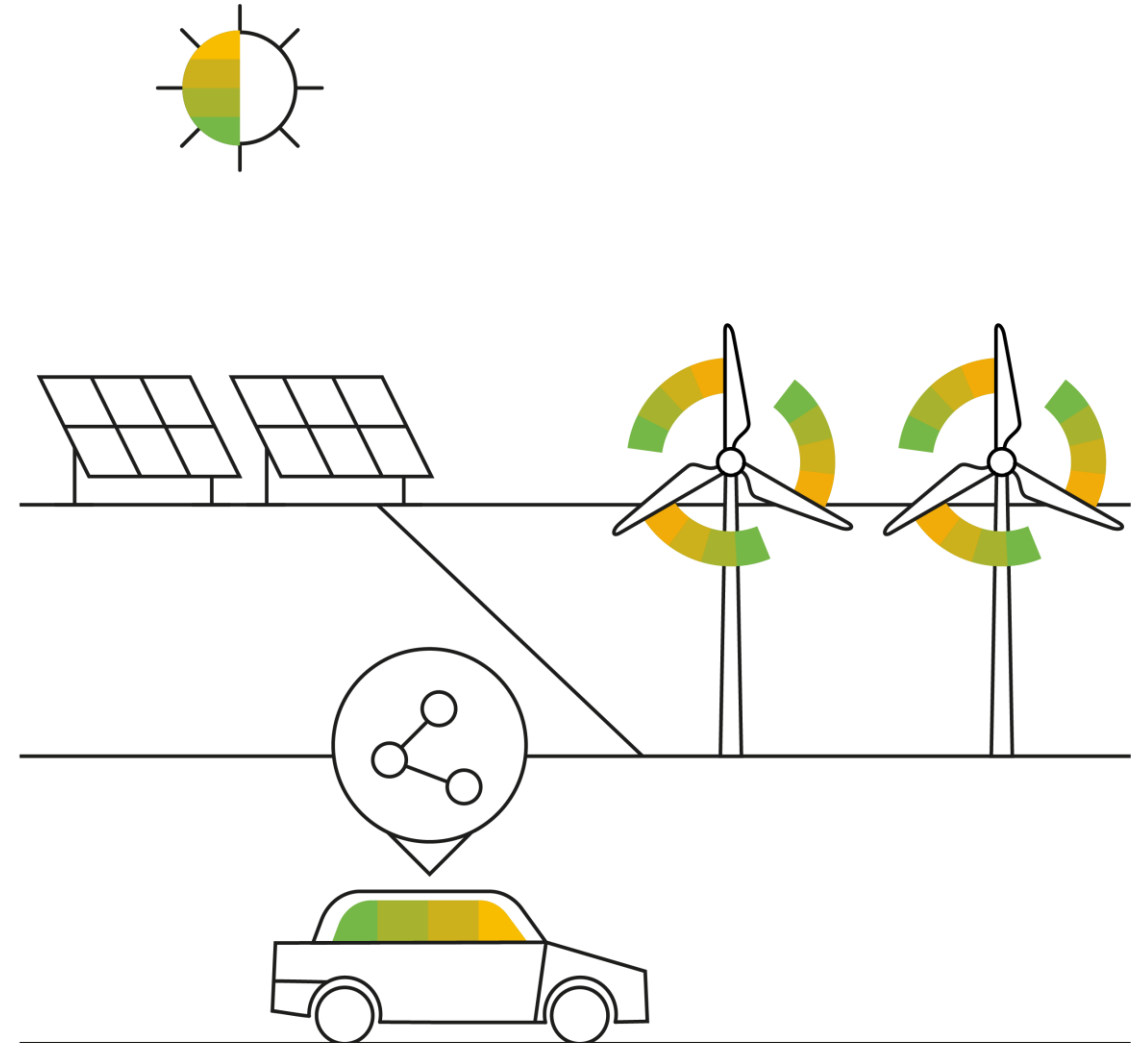
The scores in liberalized markets are only marginally better than in regulated energy regimes.



IDC Study: MILLENNIALS

50% of millennials indicate that they are regularly unable to complete tasks using digital channels, forcing them to call in.

An additional 11% indicate that self-service channels are not user friendly, forcing them to pick up the phone explaining the high share of millennials still using the telephone.

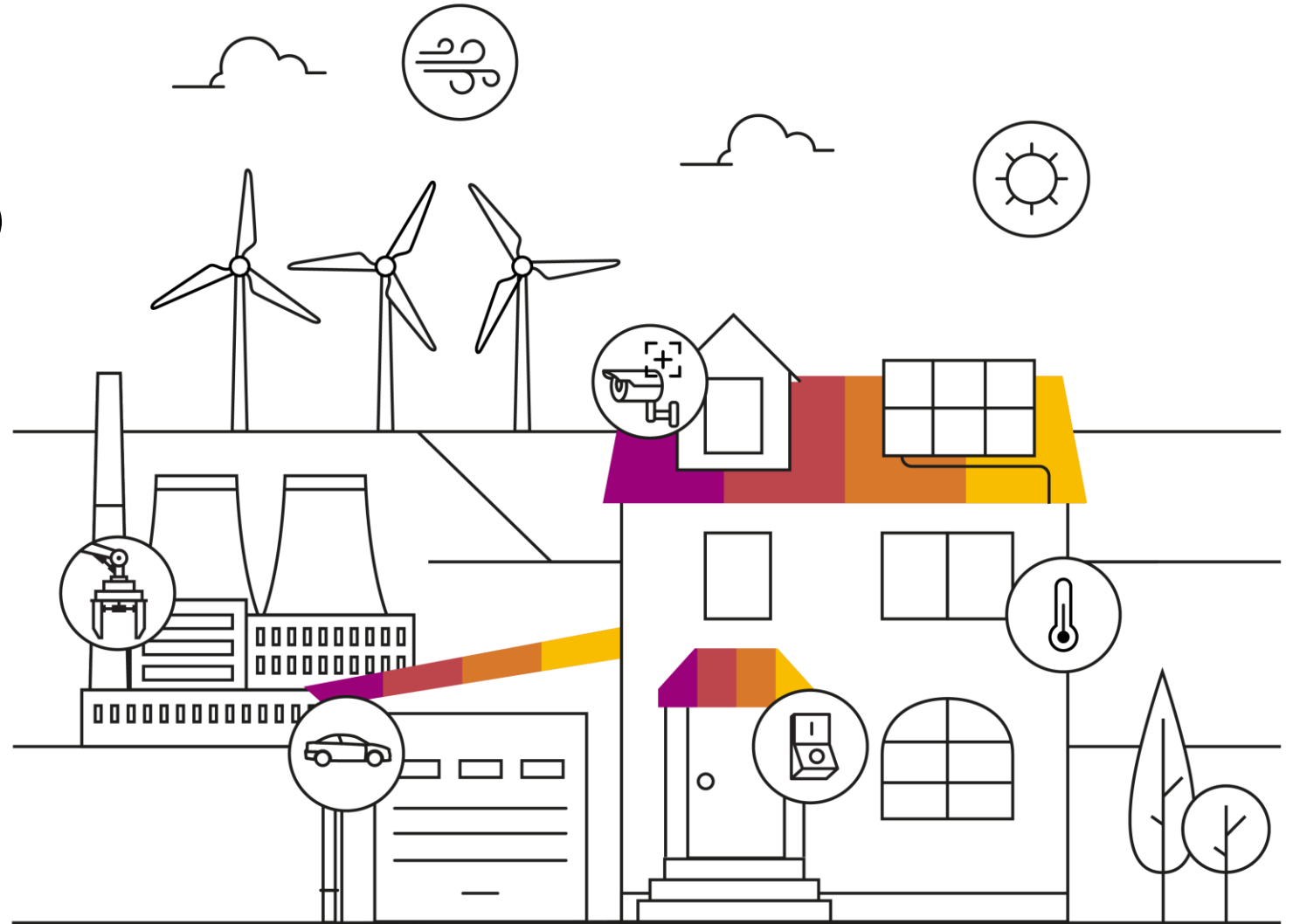


IDC Study: **NEW REVENUE**

Consumers show interest in buying

- Energy efficiency services (44%)
- Smart lightbulbs (40%)
- Self-generation tech such as solar panels and small scale wind turbines (39%)
- Connected home devices is a growth market

Millennials do consider buying household appliances



YOUR NEW FRONT OFFICE WITH **SAP HYBRIS FOR UTILITIES SOLUTIONS**



Digital Content across
Multiple Devices

SAP HYBRIS CUSTOMER EXPERIENCE
SAP HYBRIS DIGITAL ASSETS



Next Gen Self-Service and
Communities

SAP HYBRIS SELF SERVICE
SAP JAM



Omnichannel Sales

SAP HYBRIS
SALES CLOUD



Customer Profile,
Customer Intelligence

Personalized, Proactive
Communication and
Offers

Communication
Preferences and Consent
Management

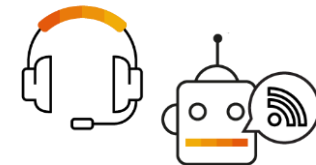
Online Reviews, Search,
Social Media, Loyalty

SAP HYBRIS MARKETING



Online Selling of
Commodity and Non-Commodity
Products and Services,
Bundling, Merchandizing

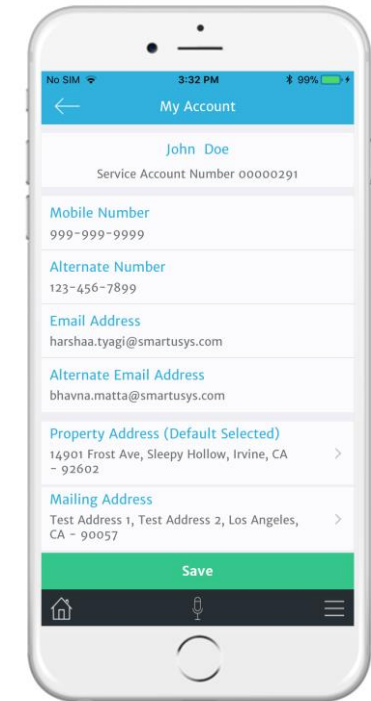
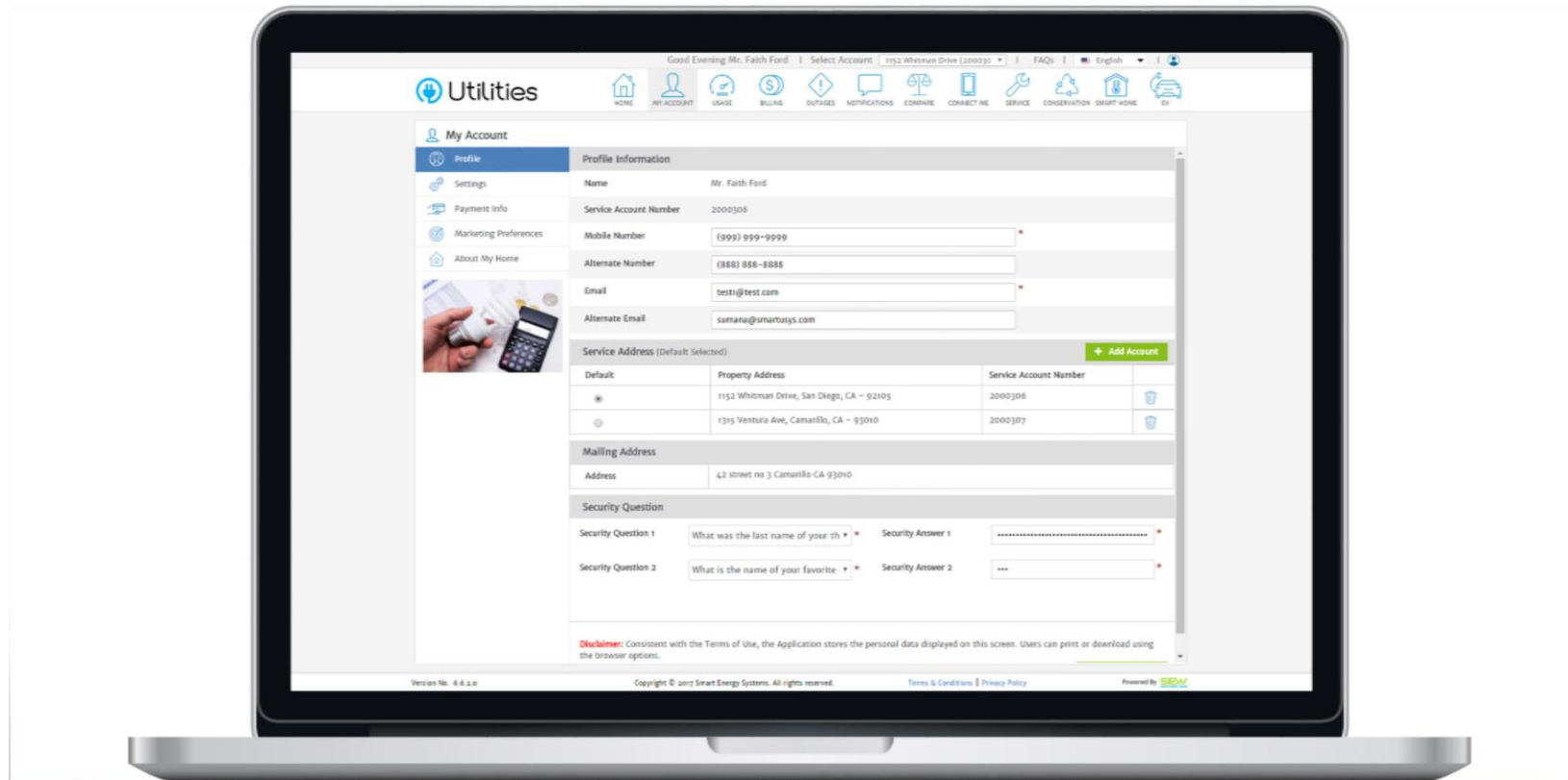
SAP HYBRIS COMMERCE
SAP HYBRIS BILLING



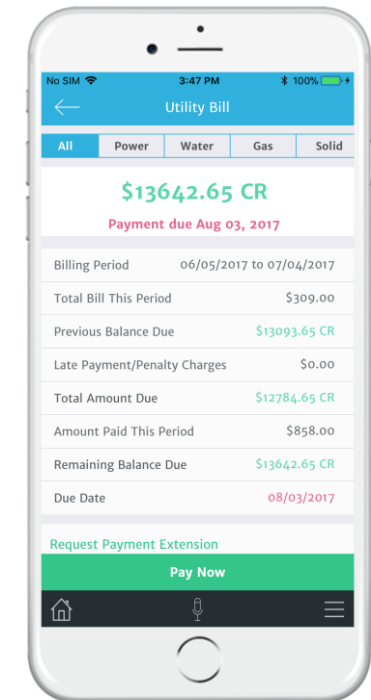
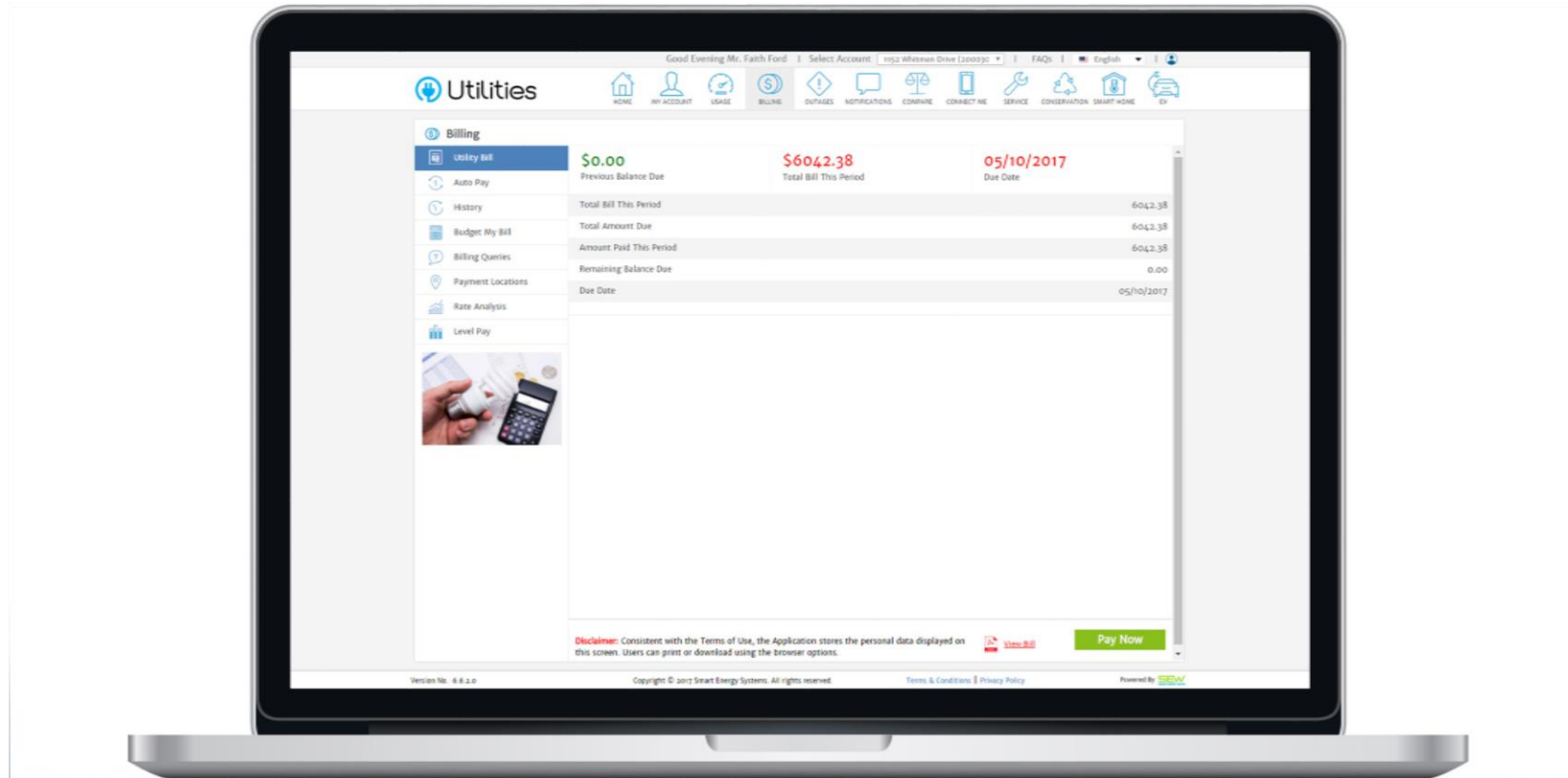
Omnichannel Service
Call Center

SAP HYBRIS SERVICE CLOUD
SAP HYBRIS KNOWLEDGE CENTRAL

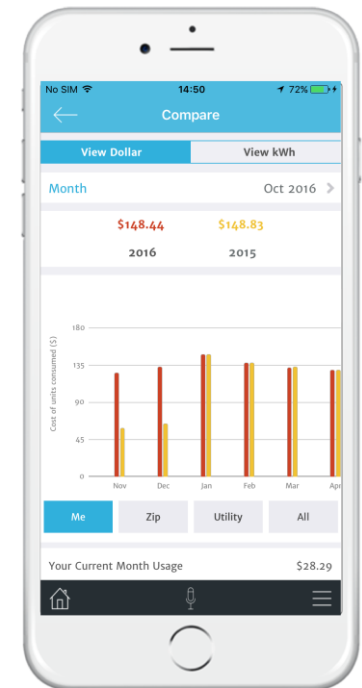
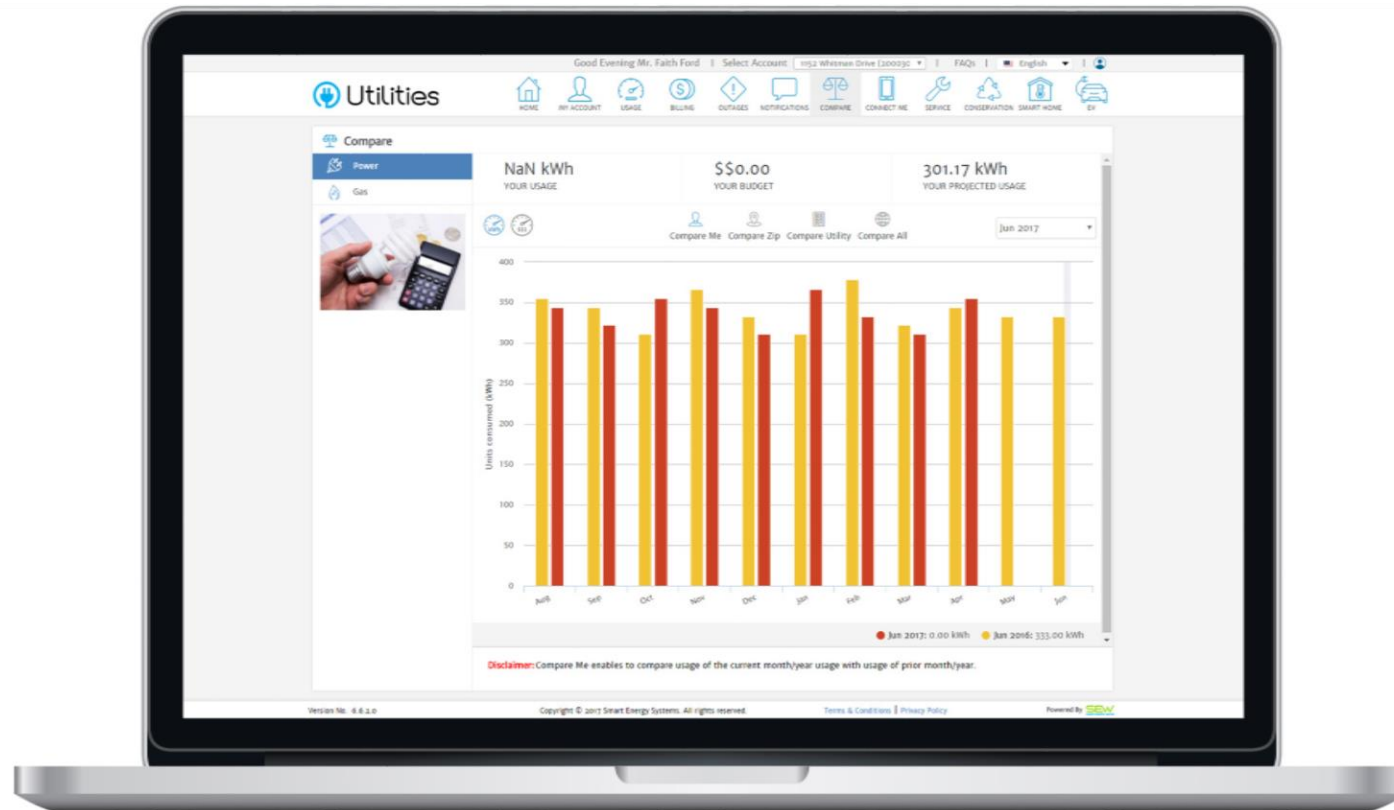
Online Account Management



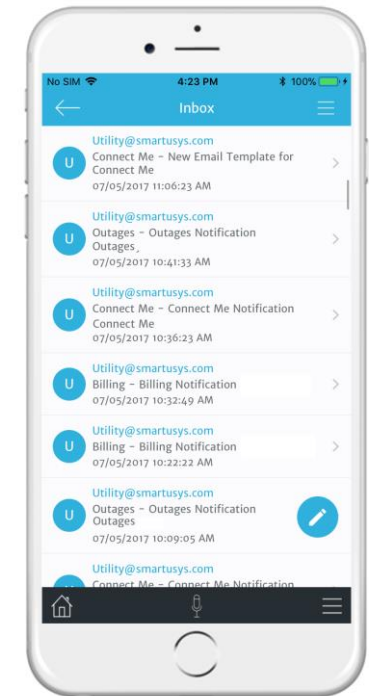
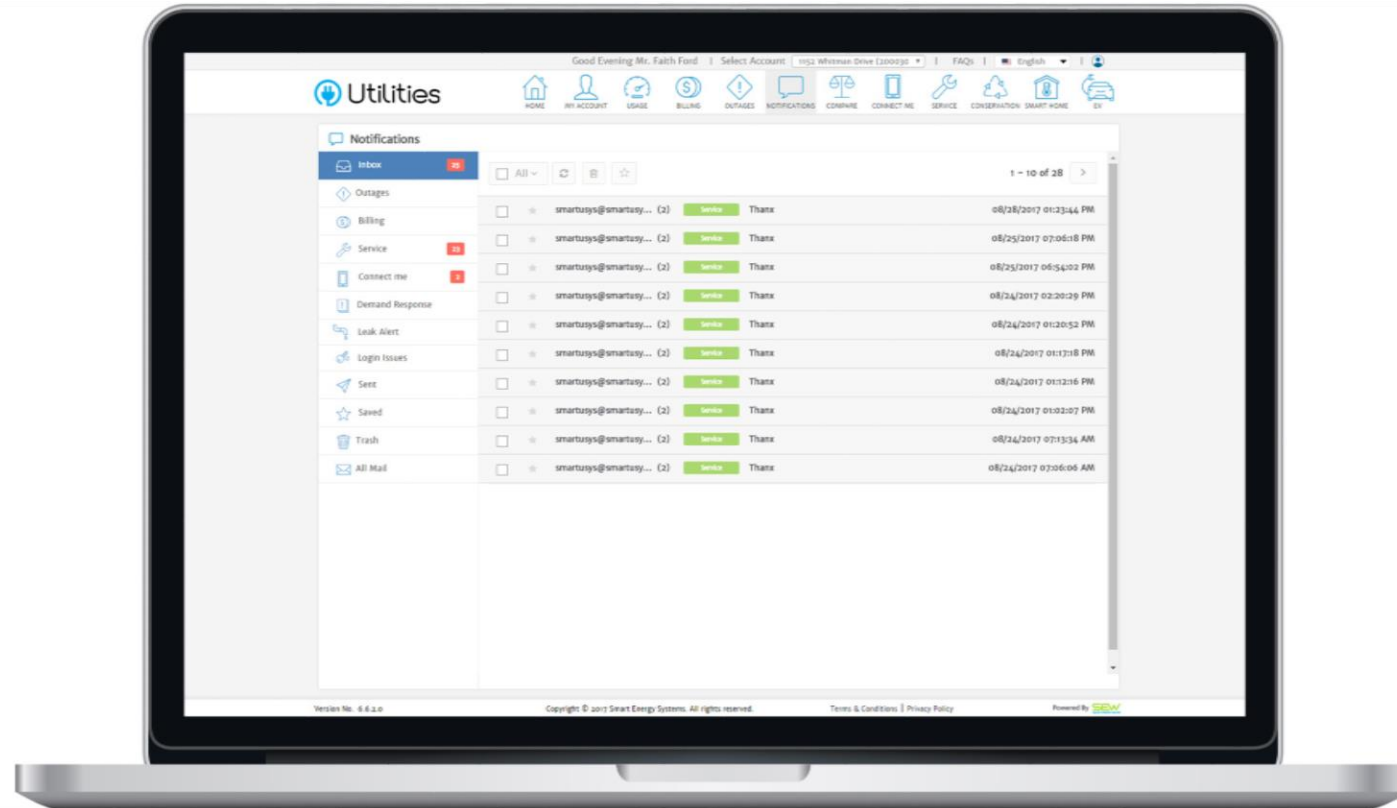
E-Bills and Payments



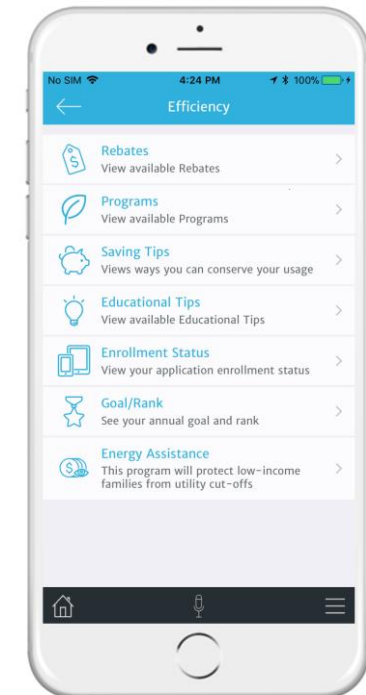
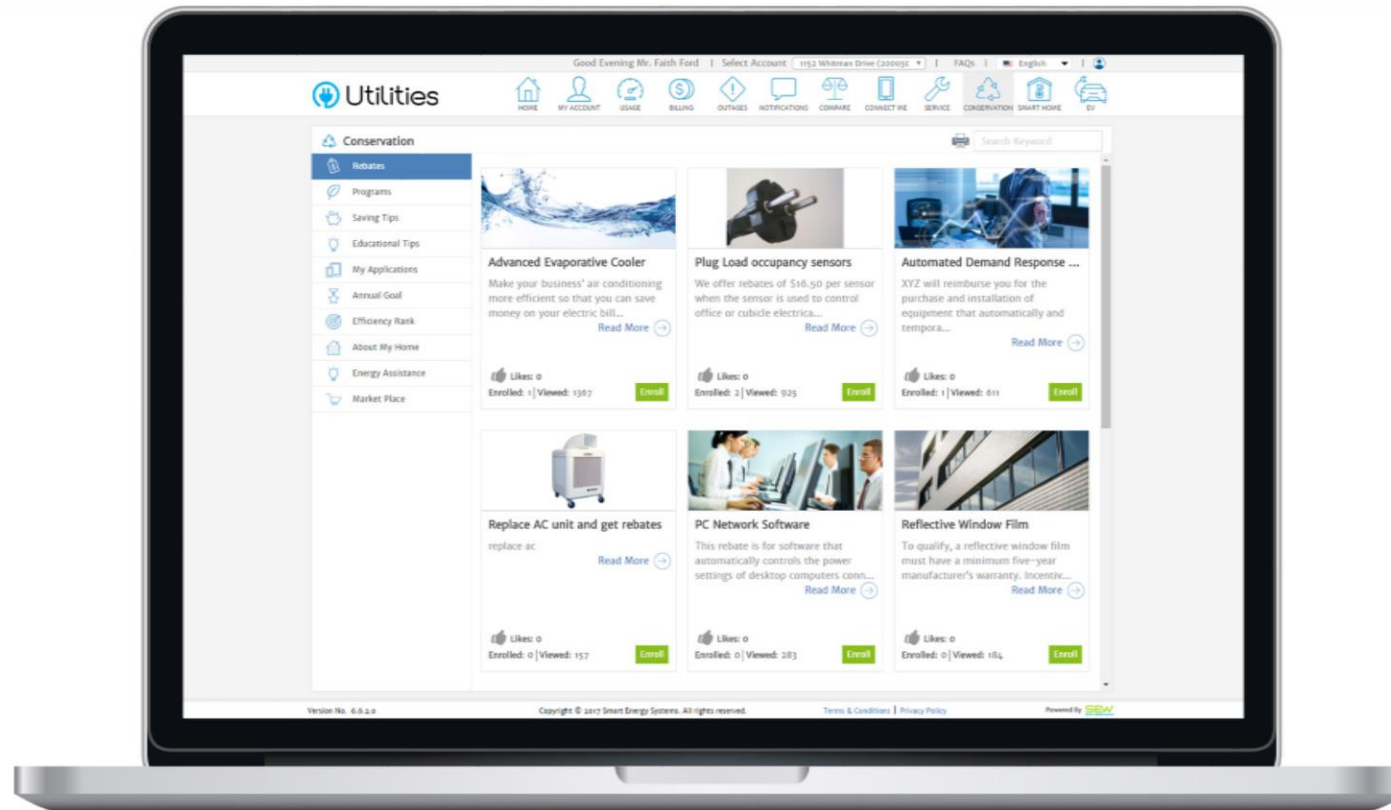
Energy and Water Use Comparison



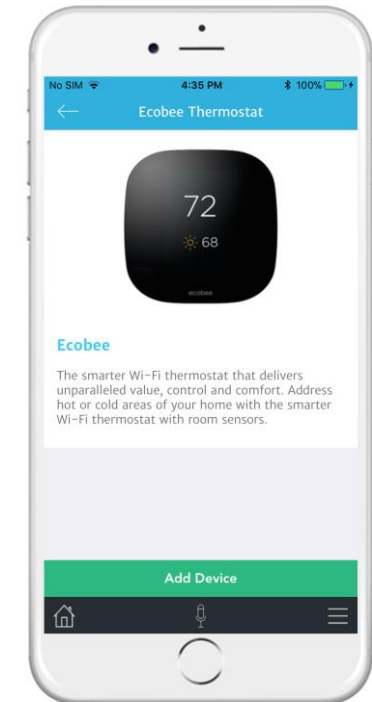
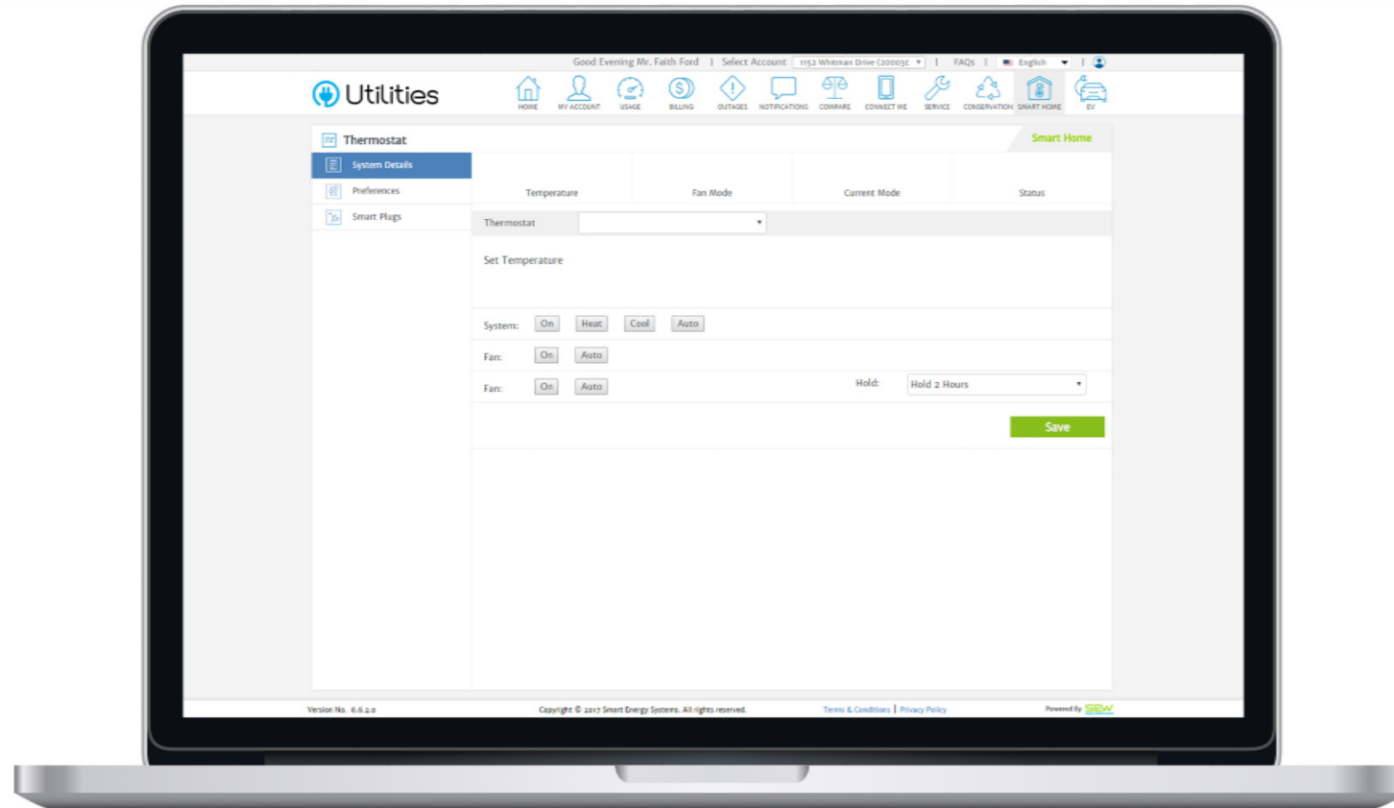
Secure Notifications



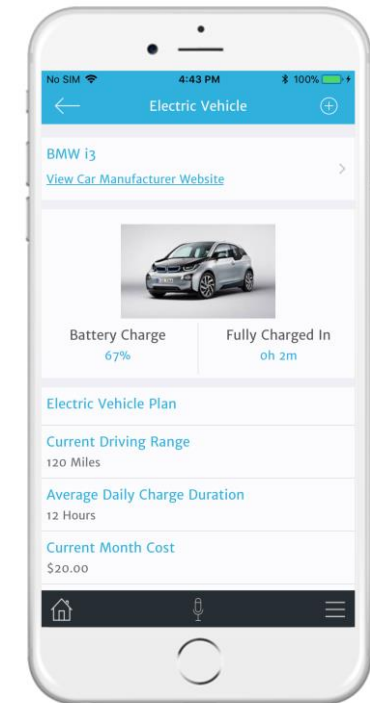
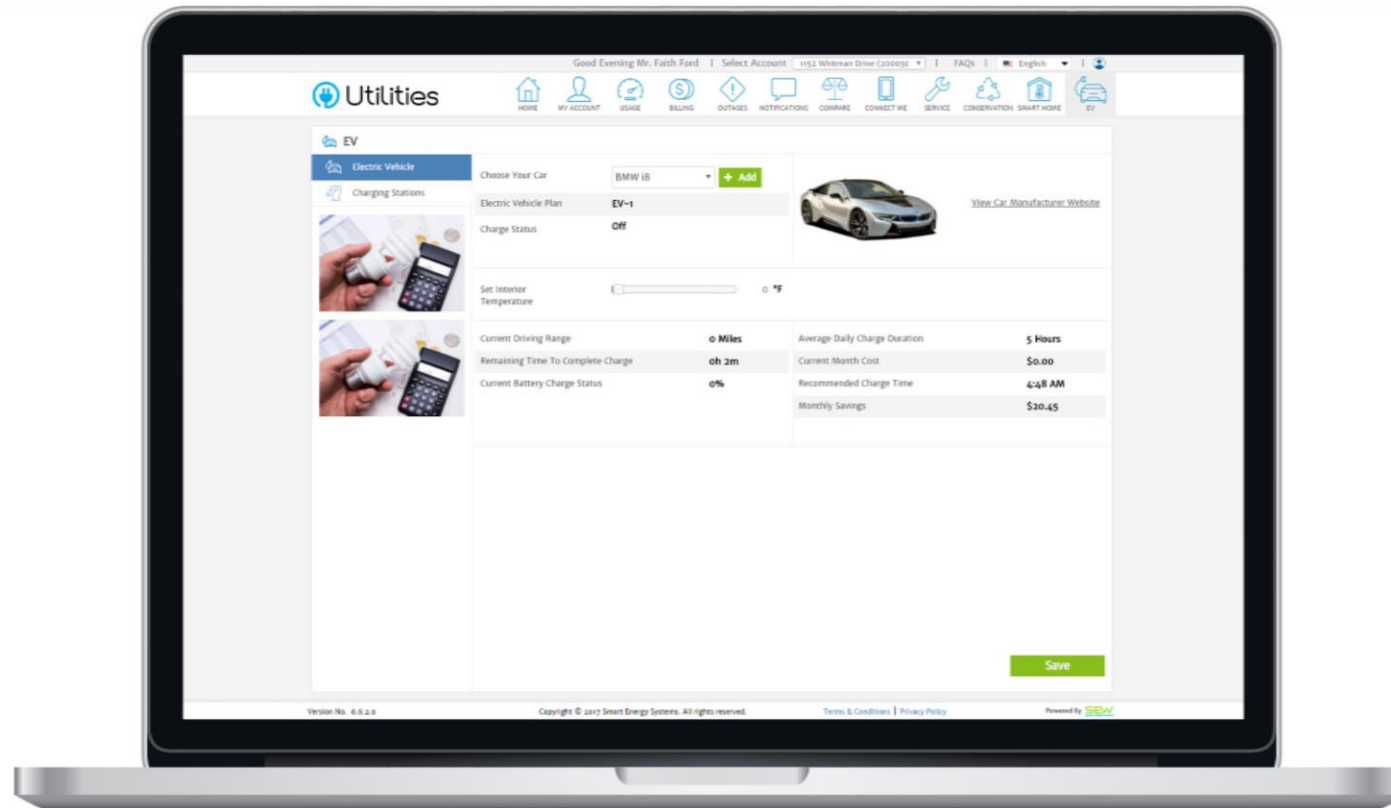
Energy Efficiency & Water Conservation



Smart Home



Electric Vehicle Management



Thank you.

Contact information:

Adam Goljan

SAP Hybris Business Architect