SERVISBOT

ENERGY & UTILITIES

10 Smart Bots to Power Customer Engagement
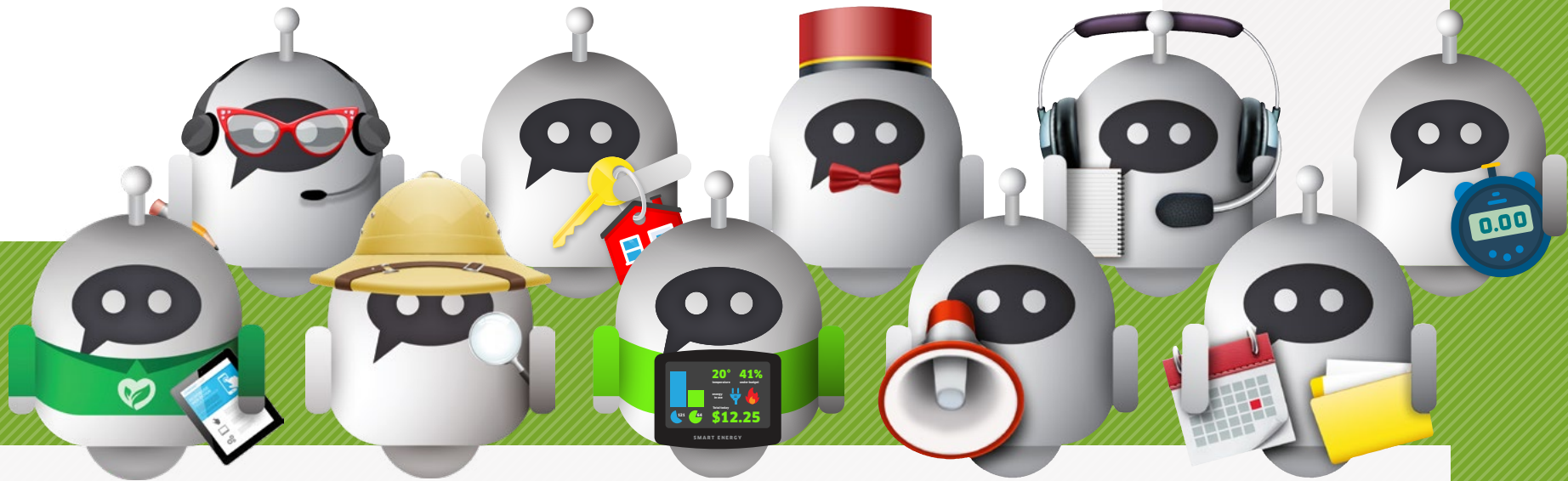
Table of Contents

Bot-powered Innovation Boosts the Utility Sector

Whether it's a query on a utility bill, onboarding a new utility customer, updating customers on the status of a service outage, or running a customer retention and winback campaign, chatbots and smart bots are offering game-changing opportunities for energy and utility companies to improve the customer experience while lowering the costs of service delivery.

New channels of communication, enabled by the rapid adoption and usage of messaging apps and voice-activated devices have led to the need for utility providers to engage with customers across multiple channels - voice, web, email, SMS, social, chat and messaging. How can today's utility providers achieve quick wins in their digital transformation journey while delivering better service for their customers?

Hello bots! By supplementing or, in some cases, replacing human interactions with smart bots, many service-based engagements can be made available 24/7 and handled in more automated and efficient ways, releasing humans to handle more complex tasks. Not only does this lower the cost of service delivery but it also puts customers in control of how and when they interact with their utility provider.

This eBook introduces a small sample from our Army of Bots
that, either alone or assembled as a team, can transform inbound and/or outbound customer journeys. Through AI technology, these bots gain the intelligence to become key contributors working alongside human agents in specific customer engagement tasks. Friendly, simple, and easy to deploy, the bots can achieve quick wins fast.

SERVISBOT

Welcome the Utility Bots!

Utility bots each have specific missions that are common to the needs of the energy and utility industry.

They perform different roles and functions, at the frontiers or in the trenches, providing status information on outages or repairs, resolving issues with bills, transferring utilities when customers move house , and/or responding to other requests. They are at your service in customer contact center environments, in outbound customer campaigns, or in the field. They can be deployed for small specialist tasks or scaled up instantly to deal with very large volumes of work and transactional requests.

Individual bots are designed for a very targeted and specific business purpose with a goal of achieving a specific outcome. This makes them easy to deploy while allowing them to communicate with other bots to deliver combined capabilities.

Characteristics of ServisBOTs include:

Intelligent: With embedded AI, ServisBOTs can navigate complex journeys and conversations with multiple outcomes.

Flexible: ServisBOTs support different types of interactions, from FAQs to more complex onboarding or billing journeys.

Efficient: Built on serverless technologies, ServisBOTs are efficient at executing tasks and then standing down, making the more cost effective.
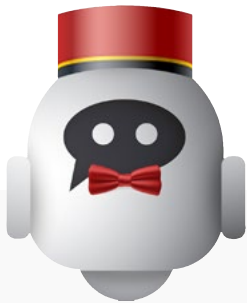
Agile: ServisBOTs are very agile and adjust their behaviour to real-time market & operational challenges quickly and easily.

Social: ServisBOTs don't just work among themselves, they integrate with 3rd party applications and happily work with other bots.

Introducing 10 ServisBOTs
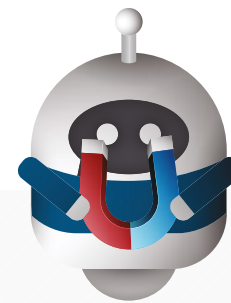# For Energy and Utility Providers

Virtual Assistant

AccountBOT

HomeMoverBOT

WinBackBOT

AppointmentBOT
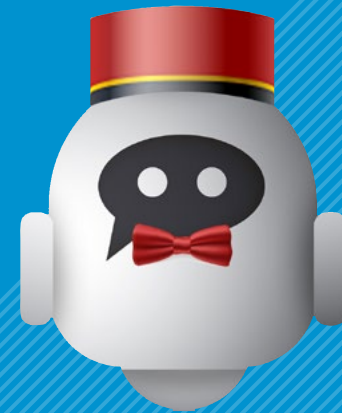
CollectionsBOT

FAQBOT

ComplaintBOT

SmartMeter BOT

Q-JumpBOT

Virtual Assistant

I'm your cheerful virtual receptionist and utility ambassador. Find me online 24/7, processing inbound inquiries from your customers via web, mobile and messaging channels and routing them to the appropriate bot or human to handle. I am necessary when you have more than one bot in operation as I am the only bot that is aware of all other conversations going on and can ensure the customer has a seamless experience moving between channels.

How I Help the Business

- 24/7 access to customer service without staffing costs
- Automated handling of processes/tasks using AI and bots
- Consistent experience across channels
- Reduced costs of service delivery

How I Help the Customer

- Increased convenience and access across all channels
- Eliminate dropped live chats, call holding and transfers
- Immediate response to common requests and FAQs
- Higher engagement rates

Take a Test Drive

Customer Journeys

General reception bot on website or in-app

Out-of-hours assistance on support web page

Eliminate holding on customer service voice queues

More cost effective alternative to live chat

My Metrics

unique contacts
inquiries
% intents resolved
% routing by intent

SERVISBOT

AccountBOT

I retrieve and display account information for your customers and can respond to queries on a customer's utility account. Typically, I show information such as their utility statement, payment due dates, usage patterns, most recent transactions and any other account information. I can be deployed as a standalone bot that is safe and easy to use, or as part of a more complex bot which would also support more complex account and billing journeys.

How I Help the Business

- 24/7 access to account details without staffing costs
- Automated handling of account inquiries using AI and bots
- Reduced cost of service delivery
- Increase customer loyalty through better service

How I Help the Customer

- Increased convenience and access across all channels
- Eliminate dropped live chats, call holding and transfers
- Immediate response to utility account issues
- Higher engagement rates

Customer Journeys

Convenient round-the-clock status on account information

Quick response to account queries

Eliminate waiting on customer service voice queues

More cost effective alternative to live chat

My Metrics

#unique customers

#customer engagements

#account status requests handled

HomeMoverBOT

I help customers as they move from one home to the next, limiting the risk of them changing to another vendor. It's my job to retain these customers, transfer their utilities, make sure the meters are read in both locations at the time of moving so as to enable accurate billing, and offer as much assistance as possible in the transfer. I am accessible via all communication channels to confirm a customer's moving date and make sure that the required steps are taken to help make the move seamless.

How I Help the Business

- Avoid loss of customer in moving to different vendor
- Timely meter readings in new and previous properties enable accurate billing and avoid losses
- Customer loyalty and satisfaction through streamlined home moving process
- Eliminate need for human agents to handle some of the transfer activities

How I Help the Customer

- Increased convenience and accessibility at all times, across all channels
- Faster and smoother process of transferring utilities and all associated information

Customer Journeys

More automated transfer of utilities

Eliminate the hassle of switching utility vendors

Proactive confirmation of move dates

Automatic meter readings at time of move

Communicate across customer's preferred channel

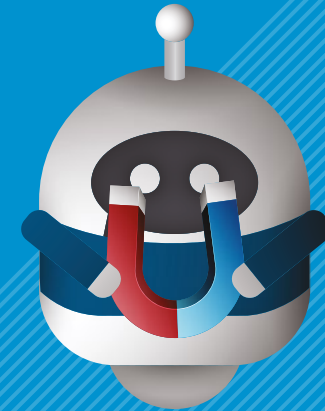## My Metrics

home move customers handled

% customers moving that stay with existing vendor

% meters read on day of move

Money saved through timely meter-reading and billing

SERVISBOT

WinBackBOT

I battle customer churn by proactively winning back and retaining hard-to-reach utility customers. I reach out via outbound campaigns with personalized and interactive conversations that deliver persuasive offers and convince your customers to stay or come back.

How I Help the Business

- Increase churned customer conversion rates with higher reach/engagement
- Reduce customer outreach costs with bot messaging
- Free up financial resources to provide better incentives for win back.
- Improve engagement by delivering timely messages with high open rates.

How I Help the Customer

- Improve satisfaction with interactive and personalized conversations
- Respond to bot when convenient, using your channel of choice
- Reduce friction with a clear path to contract completion via bot

Test Drive WinBackBOT

Customer Journeys

Proactively engage with customers to avoid them switching

Send personalized offers to reengage with lost customers

Identify reasons for customer dissatisfaction and offer relevant solutions

Support the renewal or upsell process

My Metrics

messages sent/opened
% customers retained
% customer upsells
$ value of retained/upsell opportunities
Duration of engagement

SERVISBOT

AppointmentBOT

When your field workers need to install, maintain or troubleshoot infrastructure or services I help set and manage appointments accurately and efficiently. I can proactively book/modify appointments, send reminders and confirmations, track estimated arrival times, and enable customers to rate appointment quality.

How I Help the Business

- Automate handling of appointments using AI and bots
- Increase availability of service with no additional staffing costs
- Minimize instances of last-minute cancellations and changes
- Collect feedback on appointment quality and respond appropriately

How I Help the Customer

- Conveniently schedule, modify and receive appointment reminders
- No more long call wait times or transfers
- Day-of-service updates, pinpoint actual arrival time rather than waiting for long service windows

> **Read our Customer Engagement Blog**

Customer Journeys

Schedule suitable appointments for any required service or maintenance

Modify appointment date/time anytime without human intervention

Confirm appointments in advance and send ETA updates

Virtually meet service provider to ask questions

My Metrics

\# appointments set
\# appointments modified/canceled
% status feedback given
% conflicts resolved
on-target scheduling

SERVISBOT

CollectionsBOT

I remind customers about payments due, late or overdue payments, and collect them. It can be a tough job, but I work day and night to reach people. I can be friendly but persistent. After all, managing collections is complex but it is also critical to your cash flow. My job is to help manage your collections across all stages and customer smoothly and efficiently.

How I Help the Business

- Improved customer each means higher collections rates
- Better cash flow through reduced delinquency
- Decrease labor costs by replacing humans with bots
- Free agents up to spend more time on tricky collections issues
- 24/7 activity without the staffing costs

How I Help the Customer

- Increased convenience and accessibility across channels
- Eliminate need to speak to a person
- Improved privacy
- Timely warnings based on collections stages

Customer Journeys

Outbound collections efforts to match customer schedules

Automated payment reminders

Automated escalation and handover to human agents

Target hard-to-reach customers

My Metrics
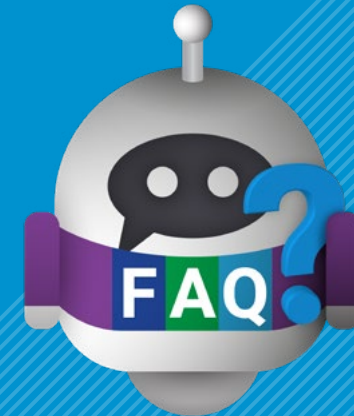
collections processed
% positive outcomes
$ collected
% routing by intent
% of outstanding monies collected

SERVISBOT

FAQBOT

I am your go-to for FAQs. Available 24/7, I field inquiries and provide answers to frequently asked questions. My goal is convenience, eliminating the need to sift through web pages or wait on hold, just to find easy answers.

How I Help the Business

- Reduce effort for customers looking for answers to common questions
- Redirect human agents to spend time on more complex requests
- Improve customer experience by resolving easy questions more efficiently
- Deploy on website, customer portals, social messengers or in mobile-apps

How I Help the Customer

- Experience personalized and guided self-service conversations
- Eliminate sifting through web pages or long phone wait times
- Around-the-clock access to support wherever you are
- Transfer to agent with history if question is not answered satisfactorily

> **Take a Test Drive**

Customer Journeys

24/7 access and answers to frequently asked questions

Replace search functionality on web pages, in-app or on customer portals

Link customers to videos, photos or articles that help them resolve problems

My Metrics

\# FAQs initiated
% questions resolved satisfactorily
% of queries redirected to agents
Duration of engagement

SERVISBOT

SmartMeterBOT

Your customers want to get smarter about their energy usage in order to save money and help the environment. I offer information on ways to reduce their consumption, benchmark households against similar consumers, track their energy patterns over time, and offer promotions to support smarter consumption.

How I Help the Business

- Improve customer loyalty through better energy/utility management
- Create more community and environmental awareness
- Improve customer experience by providing timely updates on consumption patterns

How I Help the Customer

- Less usage means lower bills
- Receive personalized information on reducing consumption
- Positive environmental impact

Customer Journeys

24/7 access to energy tips and consumption data

Automated reminders when consumption exceeds desired limit

Link customers to videos, photos or articles that help them manage their utility consumption better.

My Metrics

customers engaged

% customers lowering consumption

$ saved by customers through better utility management

Q-JumpBOT

I help eliminate the frustration of call waiting for customers. Instead they are automatically transferred over to me so I can answer their query, update them on relevant status information (e.g. outages and estimate time of service resumption), or schedule an agent to call them back at a convenient time. I am particularly useful and busy when there are extreme weather or other events that result in outages and interrupted service or at any time when there is a high volume of customers waiting on hold.

How I Help the Business

- More efficient contact center management
- Allows agents to focus on complex or high priority requests
- Improved customer experience through eliminating waiting
- 24/7 availability to handle common requests
- Less costly than live chat

How I Help the Customer

- Eliminate queuing
- Provide quick responses and status updates
- Around-the-clock access to support wherever you are
- Schedule agent callback when necessary

Customer Journeys

No more wasted time and frustration waiting for an agent

Automated updating on important status information

Fast response to common service requests

Escalate to agent or log a call back when necessary

My Metrics
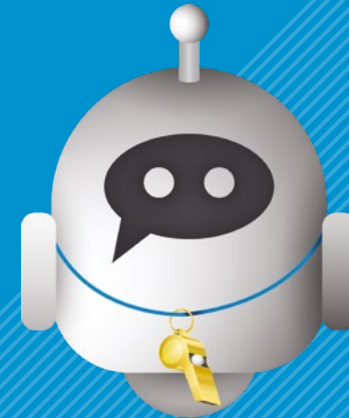
customers transferred automatically to bot

% requests resolved satisfactorily

callbacks scheduled

Duration of engagement

SERVISBOT

ComplaintBOT

I handle customer and/or employee complaints in a fair, objective, and confidential manner. I collect information, record timelines, and complete tasks on time. I help utility companies adhere to regulatory requirements.

How I Help the Business

- Reduced resolution time and better customer satisfaction
- Adhere to regulatory requirments in complaint management
- Standardized process across departments and regions
- Automated handling of information updates and next steps
- Clear record of complaint handling and audit trail
- Improved transparency and perceived fairness

How I Help the Customer

- Increased transparency and accessibility across multiple channels
- Improved access to information and updates 24/7
- Greater privacy in reporting complaints and receiving updates
- Improved customer satisfaction and reduced churn through faster resolution time.

Customer Journeys

Standardized complaint handling process

Adherence to regulatory requirements

24/7 availability and centralized complaint handling

Information updates on complaint status and resolution

Transparency throughout complaint handling process

My Metrics

\# unique complaints
\# complaints handled
% complaints resolved
% routing by intent
time to resolve

SERVISBOT

SERVISBOT

Ready to Power your Utility Company with an Army of Bots?

If you are interested in deploying simple yet effective utility-oriented bots to gain fast and positive outcomes in your digital transformation journey, discover more by checking our **additional resources**.

For more detailed information or to schedule a demo please **contact us** or **email us at askbotty@servisbot.com**.

> email us: **askbotty@servisbot.com**

EUROPE — ServisBOT Ltd.
+353 (51) 348 417

USA — ServisBOT, Inc.
+1 (617) 819-5336

Follow us online

www.servisbot.com

About ServisBOT

ServisBOT helps transform customer and employee engagement across digital channels, through messaging, AI and automation. Our approach is based on having smart conversations that tie directly to business outcomes in order to improve customer satisfaction and loyalty; create a culture of service agility, and improve financial returns.