

The background of the entire page is a photograph of high-voltage power lines and towers. The towers are silhouetted against a bright, hazy sky, likely during sunrise or sunset. The foreground shows a green field. A white rectangular box is overlaid on the left side of the image, containing the main title.

Utility company improves *customer service* with CRM modernization

Capgemini, SAP Service Cloud, and Qualtrics enhance CX with connected data

An electric utility company based in Canada is dedicated to powering a clean-energy future with performance, innovation, and service excellence.

With an aging customer relationship management (CRM) system, it was time for the organization to update its infrastructure in a way that improved customer experience, ensured that its digital environment could continue to operate at scale, and supported its transformation initiatives.

The utility company wanted to strategically modernize its enterprise resource planning (ERP) system by implementing a cloud-based solution. There was also a business need for an enhanced approach to customer service management that was more customer-centric and aligned with its cloud-based transformation strategy.

The company established two goals for its modernization project: deliver a cloud-based CRM solution and improve the entire customer experience. The company needed a strategic partner that could deliver a secure business model and IT transformation.

Client: Canadian utility company

Region: Canada

Industry: Utilities

Client challenges:

Improving customer service experiences and updating legacy CRM systems

Our approach:

End-to-end SAP Service Cloud and Qualtrics implementation

Business outcomes:

- Faster service response and resolution times
- New feedback channels connecting the company to its customers
- Reduced total cost of ownership (TCO) for maintenance costs

A seamless transition forward

Capgemini was chosen as the strategic partner to lead the end-to-end implementation of SAP Service Cloud and Qualtrics. This was primarily due to Capgemini's experience with customer-first SAP transformations, including solving critical customer service challenges while avoiding business impact and de-risking the pathway to migration.

Capgemini worked with the utility organization across a range of activities, including:

- Integrating SAP Service Cloud and Qualtrics across the enterprise
- Migrating data from SAP CRM to SAP Service Cloud
- Ensuring solution security and compliance
- Safely decommissioning its old SAP CRM solution with zero business impact.

These objectives enabled a seamless transition to the new CRM system, ensuring that the utility organization could continue to operate at scale as it evolved its digital architecture. The dual implementation of SAP Service Cloud and Qualtrics was fundamental to enabling dynamic and personalized customer service experiences.

Capgemini also conducted performance testing and led organizational change management, training, deployment, and support efforts. This ensured the utility enterprise was up-to-speed on advanced technology, and that the solutions were seamlessly integrated.

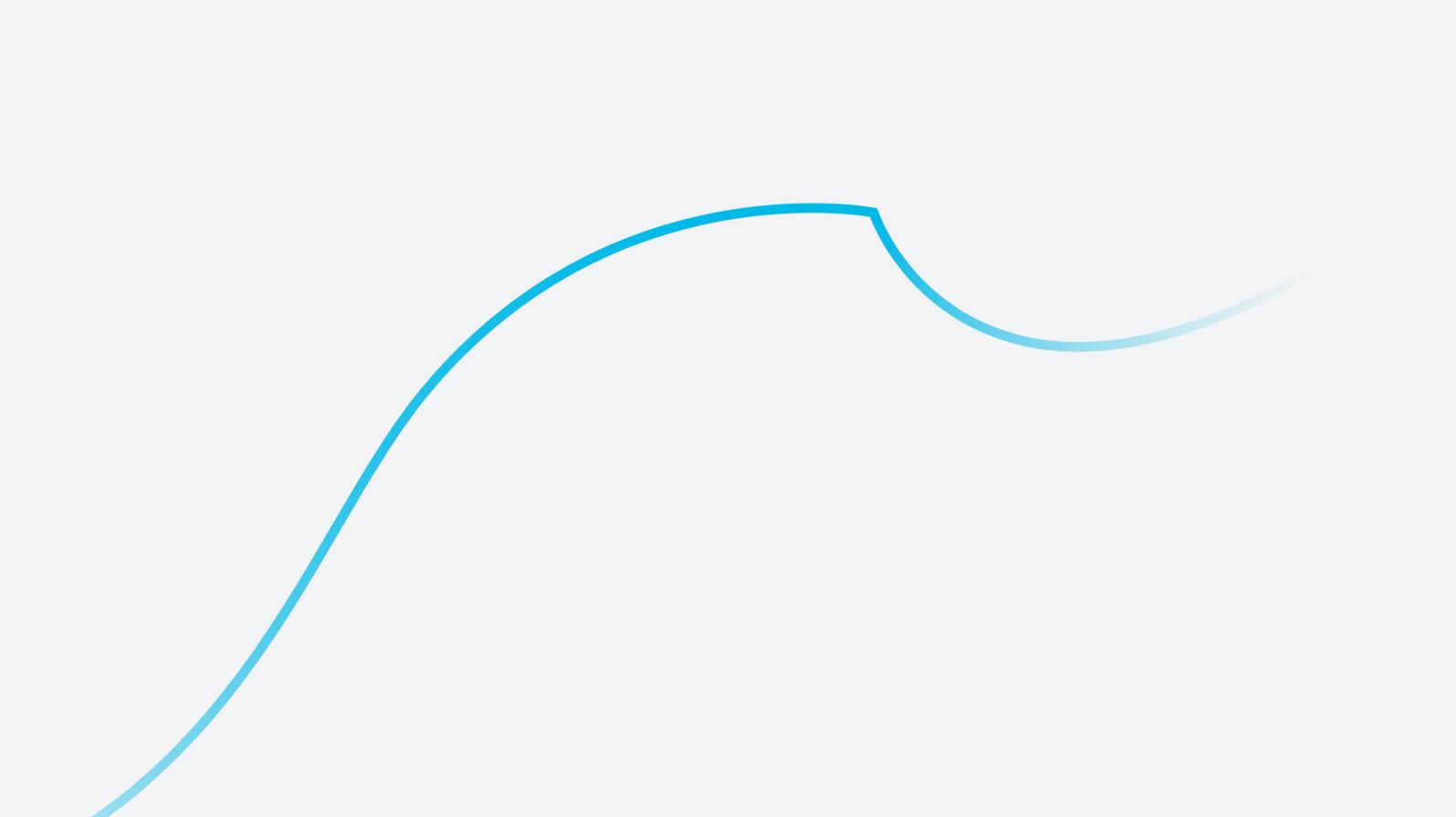
Enhancing efficiency with SAP Service Cloud and Qualtrics

The SAP Service Cloud and Qualtrics implementation put the organization on course towards its broader ERP transformation and a complete revamp of its digital ecosystem. These applications also put the organization on track to deliver customer self-service options – a top priority for the organization.

This new system gives visibility into end-to-end complaint management and customer feedback, enabling a direct link to customers and delivering faster response and resolution times. This enhanced the customer service experience and gave the organization a better way to use data to continually improve.

The organization also reduced TCO and infrastructure maintenance costs, improved rollout times with the seamless integration of internal and external systems, and reduced onboarding times for end users and agents by providing an intuitive user interface.

With SAP Service Cloud and Qualtrics, the organization could better serve its customers with efficiency, reliability, and resiliency.



About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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