

CASESTUDY

ISON'S ORACLE UTILITY IMPLEMENTATION HELPS LEADING MIDDLE EAST BASED UTILITY COMPANY REWARDED BY THE FEDERAL GOVERNMENT FOR EXCELLENCE IN CUSTOMER SERVICE

The Challenge

The Water and Electricity Authority of Abu Dhabi Government operates as an independent utility company providing water and electricity services to approx. 1 million consumers through its two distribution companies in Al Ain and Abu Dhabi. The client was seeking Customer Care and Billing (CC&B) implementation with the main objective to implement and maintain a centralized system for both distribution companies in order to better manage customer services, metering, financial data, collection follow up and billing operations meeting ever increasing demands from all stakeholders. These two separate implementations, pre-implementation workshop and post-implementation support for company staff demanded 24x7 partner support across branches in the two regions, many of which were mainly in remote villages. In addition, the solution implementation was desired in real-time without impacting the service levels.

Both the distribution companies faced challenges to meet the growing needs of customer services, as detailed below:

- Compliance with Regulatory Service Bureau standards to follow industry best practices for providing on time and efficient customer service
- Adaption of new business processes to align with corporate strategy
- Facilitate online customer services via internet to reduce number of customer visit to ADDC and AADC branch offices
- Minimize branch level operations of customer handling
- Multiple billing cycles with complex tariff structures
- Multiple meter read cycles to effectively manage field operation staff
- Process to manage and reduce debt efficiently
- Inadequate data availability / quality to meet growing business needs
- Interfaces with existing systems such as AVAYA, HHU, GIS etc.
- Setup 24/7 Call Centre facility to serve customers with right information at the right time

The Solution

implemented the Customer Care and Billing (CC&B) solution starting with training the staff across Al Ain and Abu Dhabi regions. iSON addressed the business challenges faced by the client through implementing a centralized CC&B application including an arabized version with industry standard business processes, thus upgrading quickly, lowering risk and total cost of ownership. Various online and batch interfaces were developed with the satellite systems around core CC&B allowing automated information exchange. iSON data migration team performed extensive data cleansing to improve data accuracy and deployed a localized user interface in Arabic language. The project team successfully did final data migration in a record 2 days time to ensure business continuity and daily operations; followed by a large scale data migration exercise including 49 million Full Table Scan (FTs) including bills, payments and adjustments.

The modules implemented during the 17- month project are detailed below:

- Customer Information
- Premise Management
- Meter Asset Management
- Field Work
- Meter Reading
- Billing
- Statements
- Rates
- Payments
- Adjustments
- Credit & Collections
- Deposits
- Notifications & Workflow
- Case Management

Several applications interfacing with external systems such as Banks, Emirates National ID, and Government sites were successfully implemented to manage customer services efficiently. All these applications were developed using latest technologies on .Net and Sharepoint with supporting back-end technology components from Oracle Corporation. A state-of-the-art 24/7 Call Centre was setup with access to online 360 degree customer data, facilitating service center staff to effectively communicate with customers with latest information. The call center staff was able to provide right information to their customers and resolve customer queries on time over a phone call most of the time.

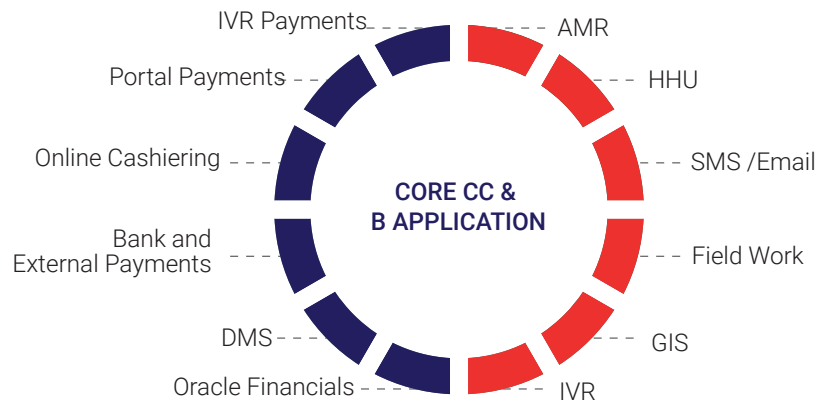
A highly featured debt management process was setup to effectively manage defaulting customers overdue bills and keep customers well informed about the overdue payments through multiple communication channels like dunning letters, emails, SMS etc. Appropriate reports were developed on collection management to keep business / managers informed about the collection status and outstanding debt, based on different

customer categories. All these resulted in improving the collection process by introducing effective collection management system and thereby reducing the outstanding debt from the subscribers to the minimum.

Required interfaces were also developed to share data seamlessly across systems with necessary security and validations. This helped business in reducing lot of manual intervention and interrogation data and there by achieving improved data quality and reliability.

Several online payment channels were opened to the customers to facilitate payments at their convenient time of day. Customers were given options to make online payments via PORTAL, Banks, KIOSKS and other government web sites.

The CC& B solution was integrated with external applications for both the distribution companies:



The client was awarded "Excellence in Customer Service" award from the federal government of United Arab Emirates.

The Benefit

- Successfully implement first Arabized version of Customer Care & Billing System in the region with the Arabization of all fields and labels; the Change Management process was successfully managed
- The applications successfully implemented which improved cohesiveness between processes and reduced the processing time for customer services and also helped business in managing customer services more professionally and efficiently
- The setup of 20 bill cycles and accounts operationally divided into different bill cycles, resulted in proper and balanced distribution of work load in terms of meter reading, generating, printing and dispatch of bills
- Significant increase in the business revenue as billing system was able to generate and dispatch bills for all utility customers on time
- The field operations staff was greatly benefited by distributing the meter read routes and aligning read routes them with bill cycles to ensure that bills are produced with correct readings and bill amounts. This contributed to significant improvement in terms of customer satisfaction and operational efficiency
- Reduced number of customer visits to the branches for basic services through state-of the-art 24/7 call centre and enhanced customer service and business operations – One Stop Shop for customer services
- Configured easily to meet unique needs, minimizing customizations across 25 branches in Al Ain and Abu Dhabi region
- Scale from a few thousand to many millions of customers Enabled 1280 staff to deliver superior customer service through its 45 stores
- Support prebuilt integrations in the Oracle Utilities suite
- Intuitive user interface and automated workflow and processes resulted in minimum user intervention
- Minimized time to convert customer usage into billing statements into receiving payment
- Supported prebuilt integrations in the Oracle Utilities suite which included HHU based meter reading system, automated meter reading system and analytics solutions
- Automation of Customer Communications, Fieldwork, Debt Management