

SUCCESS STORY

Leading Utility and Energy Provider

VALUE DELIVERED

- ✓ Successfully delivered a newly released **Salesforce Industries** solution and launched a new service offering in less than six months.
- ✓ Leveraged deep Salesforce expertise, industry knowledge, and **collaboration with Salesforce Professional Services** to navigate a complex implementation.
- ✓ Created a **scalable digital foundation** that supports future growth, service expansion, and enhanced customer engagement.
- ✓ Established a **single source of truth** that improves operational visibility, customer service, and decision-making.



OSF | DIGITAL

Launching a Unified Digital Platform to Expand Customer Services and Increase Retention

Customer Profile

Our customer is a [leading utility and energy](#) provider **with more than a century of operational history**, offering multiple consumer services across a national market.

Challenge

Sought to expand their service portfolio

- ✓ **Strengthen customer retention** and create a more connected customer experience.
- ✓ Increase customer retention and **cross-sell opportunities**.
- ✓ Expand from a limited service portfolio to a **broader bundled offering**.
- ✓ Modernize legacy technology and establish a platform capable of supporting new products, growth objectives, and **evolving customer expectations**.
- ✓ Offer attractive **mobile plan prices and discounts**.
- ✓ Deliver a **unified experience** where customers can access multiple services, billing, and support interactions through a single digital environment.

Outcome-Driven Solution

- ✓ OSF implemented a new Salesforce Industries platform powered by **Energy & Utilities Cloud, Communications Cloud, Service Cloud, MuleSoft, and Order Management**.
- ✓ Used Industries Cloud Library and Omnistudio to quickly deploy our customer's process for a **Mobile Plan**.
- ✓ Enabled the launch of a new service offering, **automated complex order orchestration** and fulfillment processes, integrated external systems, and established a single platform for customer and [operational data](#).
- ✓ Supported them in offering **flexible bundles** across the complete product line (gas, electricity, broadband, and mobile).

Customer Adoption

- ✓ Customer experience teams adopted a **centralized platform** to manage customer interactions, activities, services, and reporting from a single location.
- ✓ The organization gained the ability to deliver and manage bundled offerings while supporting **end-to-end customer journeys** across multiple services.
- ✓ OSF helped **accelerate adoption** by connecting legacy and supporting systems, enabling seamless business processes across departments and customer touchpoints.

- ▶ **Bundled offerings**
Reduced churn and increased retention by delivering greater customer value
- ▶ **Automated processes**
Supported customers from order creation through fulfillment
- ▶ **Faster launch of new revenue streams**
Introduced a new product line on a scalable platform

PRODUCTS

Energy & Utilities Cloud

Communications Cloud

Service Cloud

MuleSoft