

Modernizing Customer Service through Digital Self-Service

Leading District Cooling Utility | Middle East

Digital Self-Service . Faster Resolution . Higher Customer Satisfaction

A leading district cooling utility in the Middle East selected Impresa CX to modernize customer service, expand digital self-service, simplify key journeys, and improve customer satisfaction scores.

BUSINESS CONTEXT

The Customer-Service Challenge

As the utility's customer base and service portfolio expanded, customers increasingly expected immediate access to account information, convenient digital payments, proactive notifications, and faster service resolution through mobile and web channels.

A substantial share of customer-support effort was consumed by routine enquiries such as billing information, payment confirmation, profile updates, new-customer registration, and request-status follow-ups.

Customers also had limited access to consolidated account and service information, creating unnecessary dependence on assisted channels for transactions that could be completed digitally.

Primary Business Challenges

- High call volumes and repetitive enquiries to the customer-support team.
- Time-consuming manual activities for billing, payment and profile queries.
- Limited visibility into account, usage and service-request information.
- Dependence on call-centre and service-desk channels for routine transactions.
- Inconsistent communication across customer journeys and service stages.
- Property Managers need to be registered first in the system and be given access of multiple accounts managed by them
- Digital records of NOCs applied for were not present

TRANSFORMATION APPROACH

The Impresa CX Solution

Impresa CX was implemented as a unified digital customer-experience platform, connecting customer accounts, billing, payments, usage visibility, notifications, profile management and service requests within a single secure experience.

The platform integrated with the utility's customer, billing, payment and supporting enterprise systems. Integration with approved banking and digital-payment channels enabled customers to complete transactions securely and receive immediate confirmation.

Digital customer enrolment provided a guided process for information capture, document submission and request tracking, reducing manual coordination and improving transparency.

Ability to manage all accounts together based on the email ID used for registration and applying for NOC when building construction is commissioned.

Transformation Objectives

Increase self-service: Enable customers to complete common transactions independently.

Reduce customer effort: Simplify journeys and minimize calls, visits and follow-ups.

Improve responsiveness: Allow agents to focus on exceptions and complex customer needs.

Strengthen communication: Provide timely alerts, confirmations and status updates.

Create a scalable foundation: Support future journeys, personalization and AI-led engagement.

Multiple Account Management: Ability to manage all accounts having same email ID as authenticated via CCS and authorized by customer

Capabilities, Outcomes and Customer Satisfaction Impact

A connected digital experience for customers and service teams

IMPRESA CX

Key Capabilities Delivered

Digital Customer Enrolment Guided registration, information capture, document submission and transparent request tracking.	Billing & Payment Services Access to current and historical bills, balances, payment status, digital-payment options and confirmations.
Account & Profile Management Secure account access and self-service maintenance of permitted customer and contact information.	Usage & Consumption Visibility Clearer visibility into cooling consumption, account activity and the foundation for future usage insights.
Service Request Management Digital submission of selected requests, improved information capture and end-to-end status visibility.	Notifications & Alerts Proactive communication for bills, due dates, payments, request updates, account actions and announcements.
NOC Application Submit request for NOC for construction and allocation of building permissions in a configurable format with required attachments	Managing Multiple Accounts Customers or agents who are authorized can manage all accounts within their purview using a single login credentials and can pay for upto 50 accounts in one go.

Improved Experience for Service Teams

- By shifting routine enquiries and transactions to digital self-service, Impresa CX reduced repetitive agent workload and enabled customer-service personnel to focus on complex cases, complaints and service exceptions.
- Faster customer identification and case understanding.
- Reduced manual information gathering and repeated follow-up.
- More consistent responses across service channels.
- Improved first-contact resolution and agent productivity.

Business and Customer Outcomes

- **Higher customer satisfaction:** Greater convenience, transparency and responsiveness contributed to improved customer satisfaction scores.
- **Greater digital adoption:** More activities were completed without assistance from a service representative.
- **Reduced assisted-channel demand:** Routine billing, payment, profile and status queries increasingly shifted to self-service.
- **Faster resolution:** Better information access and fewer manual handoffs accelerated issue and request handling.
- **Scalable service model:** The utility can support growth without a proportional increase in customer-support workload.

Customer Experience Impact at a Glance

Transformation Area	Customer and Business Impact
Digital self-service	Customers access services anytime and from their preferred device.
Billing and payments	Simplified bill access, balances, payment options and confirmations.
Service requests	Easier submission and improved status transparency.
Customer support	Reduced repetitive enquiries and greater focus on complex cases.
Customer satisfaction	Improved convenience, responsiveness, transparency and satisfaction scores.

Result: Impresa CX helped the utility transition from a predominantly assisted service model to a connected, digital-first customer experience—reducing customer effort, improving service responsiveness and contributing to higher customer satisfaction scores.

Learn More

To schedule a live demo or find out more information, visit **www.impresa.ai** or call **+1 510 824 3255**