

Powering the Digital Utility Experience

Large State-Owned Power Distribution Utility | India

Modernizing Customer Engagement for Smart Meter, Prepaid, Billing, Payment and Service Journey

Client at a glance

A state-owned electricity distribution utility serving a geographically diverse consumer base and modernizing customer services alongside its smart-meter and prepaid transformation.

LARGE
CONSUMER
BASE

MULTIPLE
OPERATING
REGIONS

24x7
DIGITAL
SELF-SERVICE

Modernizing the customer journey during the smart-meter transition

BUSINESS CHALLENGES

- Transition a large and diverse consumer base to smart-meter-enabled and prepaid services without disrupting familiar journeys.
- Migrate users from legacy applications to a modern experience while preserving account continuity and service history.
- Bring bills, payments, usage information and service requests into one accessible digital experience.
- Allow customers to link and manage multiple household accounts, including accounts of parents or elders.
- Reduce repetitive support interactions for billing information, payment status and routine profile updates.
- Meet rising expectations for timely information, proactive notifications and transparent self-service.
- Use single sign on feature to integrate with current payment system used by customers

TRANSFORMATION OBJECTIVE Create one trusted digital front door for consumer accounts, smart-meter insights, payments and service interactions.

Modernizing the customer journey during the smart-meter transition

IMPRESA CX SOLUTION

Impresa CX acts as the customer-experience and journey orchestration layer across the utility's existing systems. It integrates with the online billing environment, payment services and meter-enabled processes while allowing core platforms to remain systems of record.

- **UNIFIED ACCESS:** A secure login for customer profile, services and linked household accounts.
- **BILL AND PAY:** Current and historical bills, payment initiation and transaction confirmation.
- **SMART AND PREPAID:** Usage visibility, balance-oriented journeys and digital service requests.
- **ENGAGEMENT:** Event-driven alerts, notifications and service-status updates.

TIMELY VISIBILITY
Usage, billing and
service alerts

ANYTIME ACCESS
Web and mobile
self-service

EASIER PAYMENTS
Bill viewing and
confirmation

LINKED ACCOUNTS
Household accounts
in one place

THE DIGITAL EXPERIENCE DELIVERED

A consumer-centric platform built around everyday utility journeys

Unified Customer & Account View View customer profile, service details, bills, payments and linked accounts from a single secure login.	Billing & Payments Access current and historical bills, initiate digital payment and receive clear payment-status confirmation.	Smart-Meter Insights Provide timely consumption visibility, usage trends and alerts.
Prepaid Experience Support digital migration and service requests for prepaid plans, including balance and recharge-oriented journeys.	Digital Service Requests Enable routine requests and profile updates online, reducing manual follow-up and repetitive interactions.	Notifications & Engagement Deliver usage, billing, payment and service notifications through consistent event-driven communication.

How Impresa CX fits into the utility ecosystem

Impresa CX is deployed as a composable digital experience layer that integrates customer journeys with existing enterprise and operational platforms.

CONSUMERS Web / mobile self-service	IMPRESA CX Experience, identity and journey layer	INTEGRATION APIs, orchestration and security	UTILITY SYSTEMS Billing / CIS, meter data, CRM / requests	ECOSYSTEM Payment gateway, SMS / email / alerts
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A simpler, more transparent customer experience

ENABLED OUTCOMES

- Anytime access to utility accounts and services through web and mobile channels.
- Improved bill viewing, digital payment and payment-confirmation experience.
- One place to manage multiple linked accounts for households and families.
- Timely usage, billing and service notifications that strengthen transparency.
- Lower dependence on assisted channels for routine information and requests.
- A consistent digital foundation connecting billing, metering and payment journeys.

Transformation Area

From fragmented transactions to a unified customer relationship

Impresa CX gives the utility a reusable customer-experience layer that can evolve independently of billing, metering and payment platforms.

CURRENT DEPLOYMENT FOCUS

- Customer account access
- Billing and payment
- Smart-meter visibility
- Prepaid service journeys
- Account linking and alerts

Seamless connection after multi factor authentication and verification to account of friends/parents for managing payments and tickets Single sign on between existing Paymnt system and the self service portal

Implementation highlights The deployment was designed to improve customer experience without replacing the utility’s core operational systems.

INTEGRATE Connect the existing online billing environment and utility services.	ENABLE PAYMENTS Provide digital payment initiation and transaction confirmation.	LINK ACCOUNTS Allow customers to manage multiple family accounts through one login.	DIGITIZE REQUESTS Support prepaid migration and routine digital service-request journeys.
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Learn More

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