

Transformer Customer Experience for a Leading Power Utility

State-Owned Power Distribution Utility | Bangladesh

Digital Access . Account Linking . Issue Tracking . Assisted Service

A state-owned power distribution utility in Bangladesh implemented Impresa CX to digitize customer interactions, connect customer journeys with C2M, and improve digital access and engagement.

BUSINESS CONTEXT

The Customer-Service Challenge

The utility sought to improve how customers registered for digital services, accessed account information, raised complaints, managed linked accounts, and received assistance from customer-service agents.

The transformation focused on digitizing customer records and complaints, improving access to customer information, supporting demand-side management configuration and tracking, and creating a more consistent service experience.

Primary Business Challenges

- Digitization of customer records, complaints, and related service interactions.
- Difficulty in consistently managing customer expectations across service channels.
- Need to link multiple eligible utility accounts to one digital user profile.
- Need for agents to assist customers during sign-up and onboarding.
- Configuration and tracking of demand-side management activities.

TRANSFORMATION APPROACH

The Impresa CX Solution

Impresa CX was implemented as the utility's digital customer-experience layer and integrated with Oracle Utilities Customer to Meter (C2M).

The integration enabled customer issues and service requests to be tracked through the digital channel, supported account linking, and allowed customers to register for available digital features.

The solution combined customer self-service with agent-assisted support so that customers could complete supported activities independently or receive help when required.

Core Capabilities Implemented

C2M integration: Connected the digital experience with customer issues and service requests.

Digital sign-up: Enabled customers to register for services and access available features.

Account linking: Allowed eligible accounts to be associated with a single user experience.

Agent-assisted enrolment: Enabled agents to support sign-up on behalf of customers.

DSM support: Supported configuration and tracking of demand-side management activities.

Capabilities and Customer Outcomes

A connected digital experience for customers and service agents

IMPRESA CX

Key Capabilities Delivered

Digital Registration & Agent Support Customers could sign up for digital services, with agents able to assist during enrolment when required.	Account Linking & Authorized Use Eligible accounts could be linked, allowing another permitted user to access an account on behalf of the primary user.
Issue & Service-Request Tracking Impresa CX and C2M integration supported digital tracking of customer issues and service requests.	Real-Time Usage Monitoring Customers gained access to real-time usage information through the digital experience.
Notifications & Alerts The platform supported timely customer notifications and alerts related to supported services and account activity.	Billing & Payment Experience Customers and agents received improved access to billing information and payment support.

Primary Business Challenges

Impresa CX enabled agents to help customers register, track and understand their data, review linked accounts, follow customer issues, and support payment activities.

- Support customers who could not complete digital sign-up independently.
- Help users understand usage, billing, and account information.
- Assist with issue tracking and supported payment activities.
- Provide a connected assisted-service experience alongside self-service.

Business and Customer Outcomes

Improved digital accessibility: Customers could access utility accounts and supported services through mobile devices.

Better usage visibility: Real-time monitoring and alerts improved access to consumption information.

Enhanced billing and payments: Customers received a more convenient billing and payment experience.

Greater account convenience: Linked accounts supported access by eligible and authorized users.

Stronger engagement and satisfaction: The connected experience improved customer interaction and satisfaction.

Customer Experience Impact at a Glance

Transformation Area	Implemented Impact
Customer registration	Digital sign-up with agent-assisted support.
C2M integration	Connected tracking of customer issues and service requests.
Account linking	Access to multiple eligible accounts through one digital experience.
Usage and alerts	Real-time usage monitoring, notifications, and alerts.
Billing and payments	Enhanced digital and agent-assisted payment experience.
Customer engagement	Improved convenience, access, engagement, and satisfaction.

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