

Driving Improved Customer Experience and Process Efficiencies at DTE by Leveraging SAP Cloud Platforms

Srini Sastry,
Kumar Siva
Information Technology Group
DTE Energy



Key Objective/Outcomes

DTE has embarked on a journey to reduce the cycle time of processing customer requests by establishing a network of integrated applications and process automation. Responding to customers' service requests and processing them on time is critical in winning their confidence and satisfaction.

Key Outcomes:

- Implement a robust and efficient Service Ticket Management platform
- Leverage **SAP Commerce, Service Cloud and SAP Partner** applications
- Establish closed-loop customer experiences during the process



Agenda

- DTE Energy Company Overview
- Customer Experience Journey @ DTE
- Business Challenges and Drivers
- Use Case: Property Damage Claims Process
- Technology Architecture and Solution Approach
- Design Considerations and Implementation
- Conclusion
- Q&A

DTE Energy – Company Overview



70% - 75% Utility

DTE Electric
Electric generation and distribution

DTE Gas
Natural gas transmission, storage and distribution

25% - 30% Non-utility

Gas Storage & Pipelines (GSP)
Transport, store and gather natural gas

Power & Industrial Projects (P&I)
Own and operate energy related assets

Energy Trading
Gas, power and renewables marketing



DTE Energy – Company Overview

Eighth largest Electric Utility



2.2 million
accounts



7,600
Square-mile
Service area



45,00 miles distribution lines
30,000 miles – overhead
15,000 miles - underground



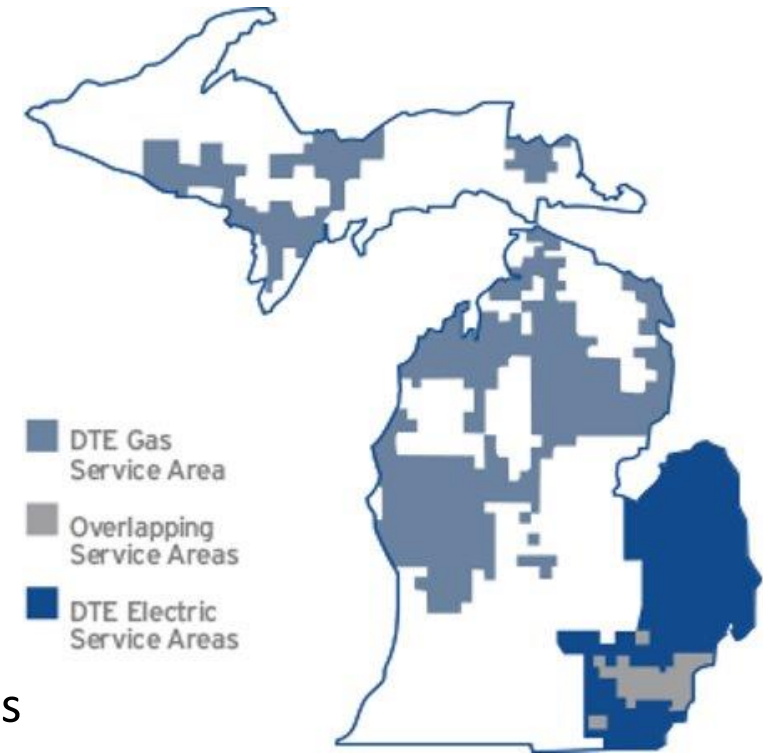
1.3 million
Natural Gas
accounts



14,700
Square-mile
Service area

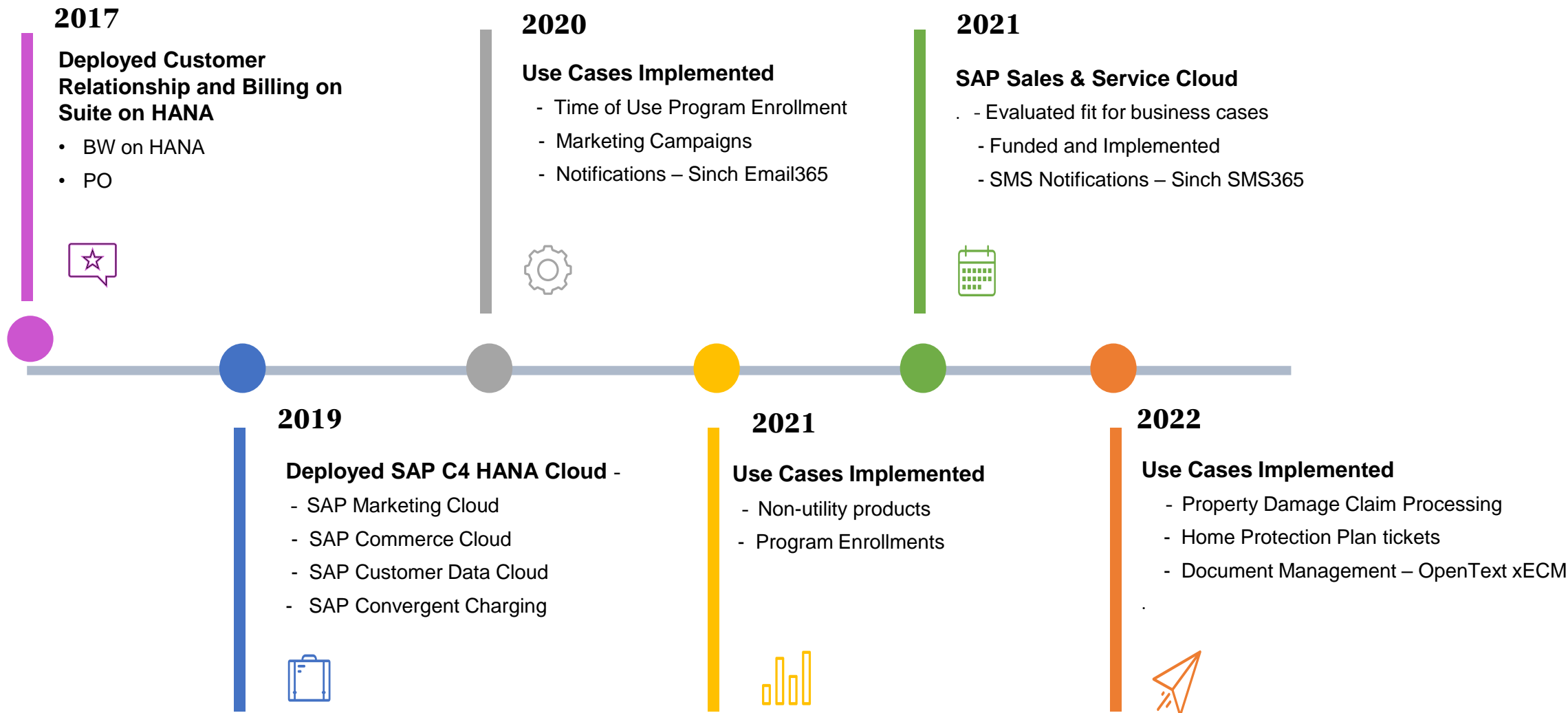


21,000 miles trans. lines
2,000 miles – large trans. lines
19,000 miles – small dist. lines



\$14.96 Billion Revenue
~\$40 Billion Assets
(as of 2021)

Customer Experience Journey @ DTE



Business Challenges and Drivers

Use Cases that need managing customer service request lifecycle

- **Processing of property damage claims (Electric Operations)**
- Property Damage Claims (Gas Operations)
- Home Protection Appliance Plan (Non-Utility Offering)
- Customer Documentation Submission for various use cases

Symptom	Business Impact
<ul style="list-style-type: none">• Data in multiple, stand-alone systems	Limited business insights of request status, pending requests Longer time to stitch “case chronology” while responding to customer queries
<ul style="list-style-type: none">• Manual data entry of requests• Manual Status updates	Potential source for errors, impacts business productivity
<ul style="list-style-type: none">• Workflow co-ordination across teams	Longer cycle time to resolve requests
<ul style="list-style-type: none">• Ad-hoc notifications to requester – manually triggered	Sub-optimal customer engagement Customer satisfaction Impact

Business Challenges and Drivers

Implement a robust and efficient Service Ticket Management solution

Efficient management of customer service requests is a **make-or-break** moment.

Features of a robust service ticket management system

- Manage requests from every channel - Phone, email, text, various social media and messaging platforms
- Give business and agents a complete view of customer - Integrated systems
- Reveal complete chronology of the case for faster resolution
- Enable communication with customers

Value and Benefits

- Self-service reporting and tracking of claims
- Better customer experience - automated notifications to customers on channel of preference
- KPIs and ROI model for business process improvements – Automated escalations and workflows to process service requests in a timely manner.



Use Case: Property Damage Claims Process

Customer Experience



1 Customer Submits online form

4 CRM/ISU

3 Create BPEM, Update Cases



2 Case Details + Attachments

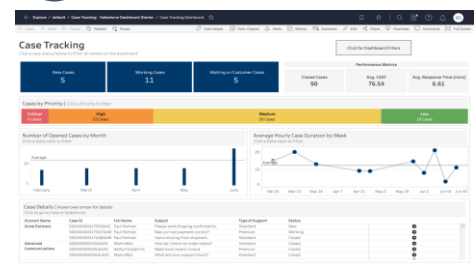
Store Attachments on Network Drives

5 Workflow and communications



6 Customer Communications - resolution

7 Dashboard and Reports



Year to-date , Weekly Case totals
Weekly backlog
Open Cases by agents by age
Cases by status

8 Update ERP -Financials ; generate and mail check ; Send email Notifications (manual)



Use Case: Property Damage Claims - To-be Process Flow

Claim Submission & Tracking

Authenticated, Unauthenticated, upload supporting documentation, track claim status,

Claim Submission - Features

- Self-Service Web claim submission
- Authenticated experience - Auto populate account details - less potential for errors
- Unauthenticated experience - submission of claims/track status without burden of remembering credentials
- Ability to upload supporting documentation as needed

Claim Investigation

Assignment, Workflow, escalations, Chronology, submitted doc review
Reports & Dashboards, business insights, customer Notifications

Claim Investigation - Features

- Auto assignment to claim agents based on service address
- Acknowledgement to agents, customer
- Workflow – escalations, routing to different business groups for investigation and input, reviews
- Reporting and Dashboards
- Support customer communications for request of additional documentation
- Service ticket replication to ISU/CRM - CSRs to view/update customer interaction/answer queries
- Integration to document repository to help review/resolve case

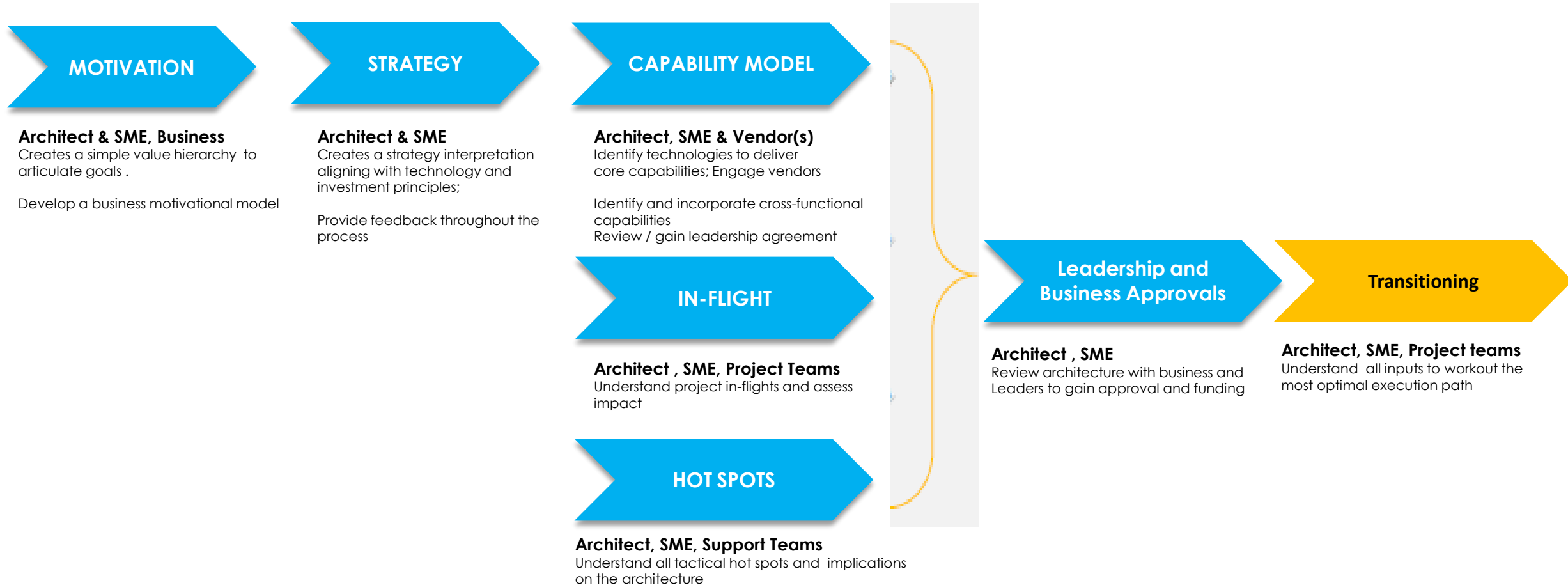
Claim Resolution

Resolution communications, issue checks,
release letters

Claim Resolution - Features

- Auto generation of release letters
- Integration to ERP systems for check issue
- Communicate and track final resolution emails
- Reports and Dashboards

Technology Architecture and Solution Approach



Technology Architecture and Solution Approach

Key Constraint: Selected technologies needed to support business processes , align with DTE’s current investments in SAP framework and enhancing current customer user experience

Business Objective

- Self-Service claim submission forms
- Claims History via self-service UI
- Mobile/Desktop access to create/view tickets
- Automated Service Ticket Management
- Order Transaction as part of Service Request Management
- Centralized document repository - case supporting documents
- Multi-Channel notifications (email/text)
- CSR view of Service Tickets - Support faster response to customer queries

Technology Selected

SAP C4C Commerce Cloud – Landing Page (Integrated to existing functionality)
SSA (Self-Service Accelerator)

SAP C4C Service Cloud - Leveraging native integration ISU/CRM

OpenText - Extended Enterprise Content Mgmt. (xECM)

Sinch (Cloud) - SMS and Voice messages
C4C Service Cloud - Email messages

CRM / xECM Mashup screens to view attachments
Service Tickets replication from C4C -> CRM
Synching of CSR notes entry to C4C Service Ticket log.

High-level Architecture

Claim Submission & Tracking

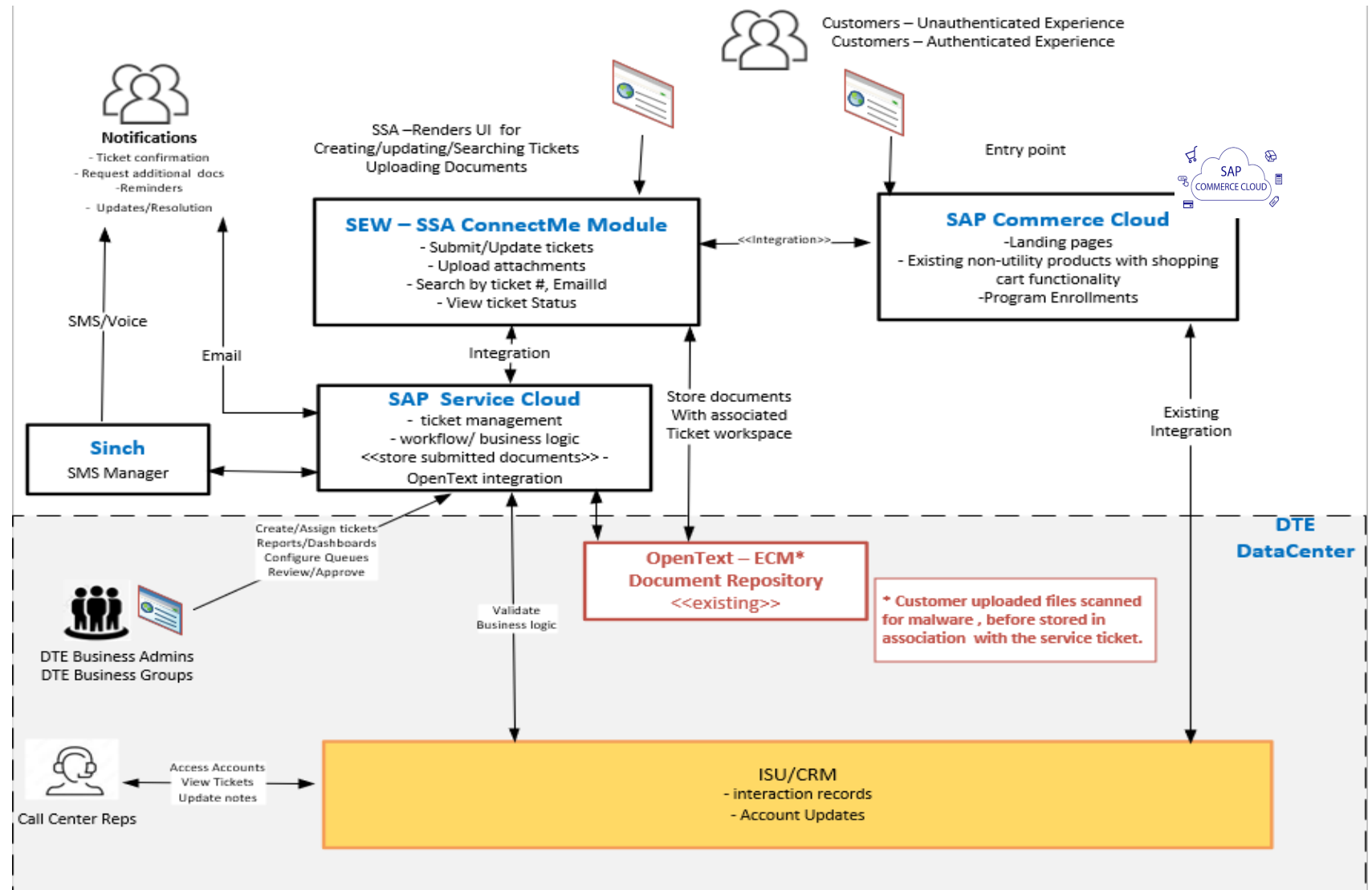
- Authenticated/Unauthenticated
- Single Sign-on
- Integrated to existing website
- Reduced need for calling Utility

Claim Investigation

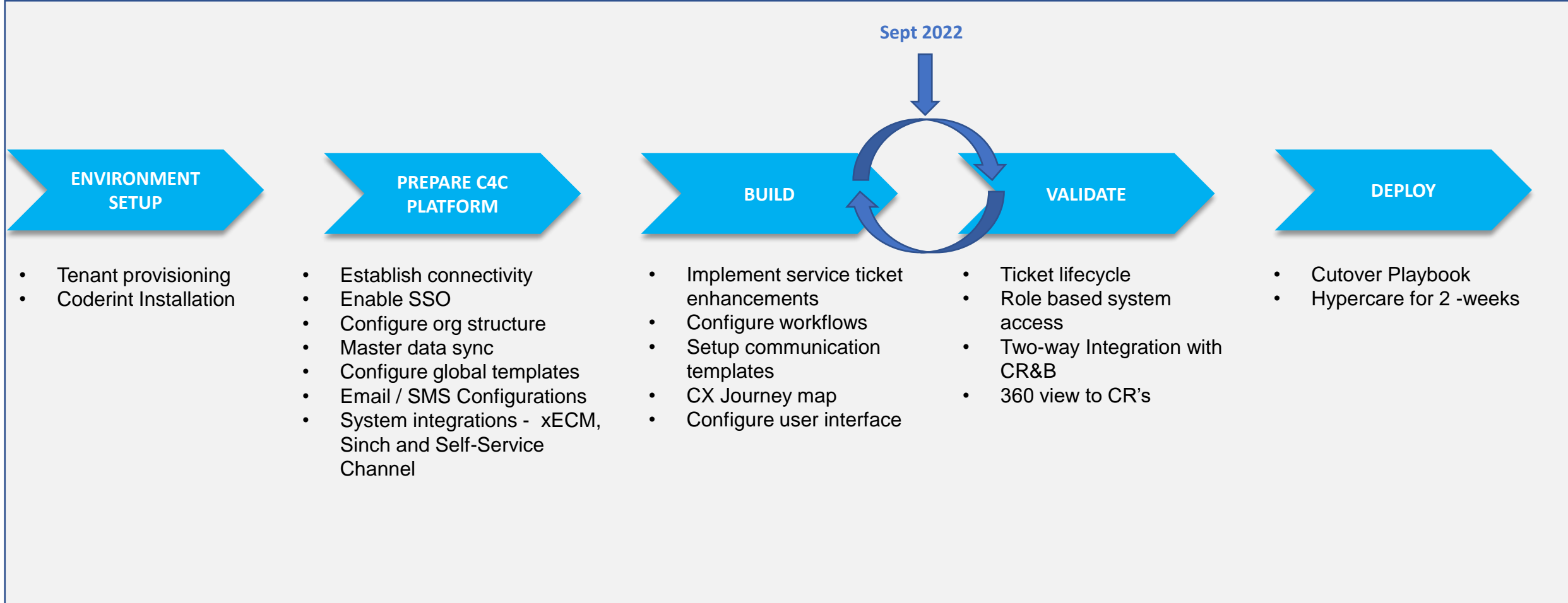
- Mobile /Field update of case
- Document Storage
- C4C/OpenText Mashup – integrated view
- Notifications/Email Templates
- Allows customer submit Documents via email

Claim Resolution

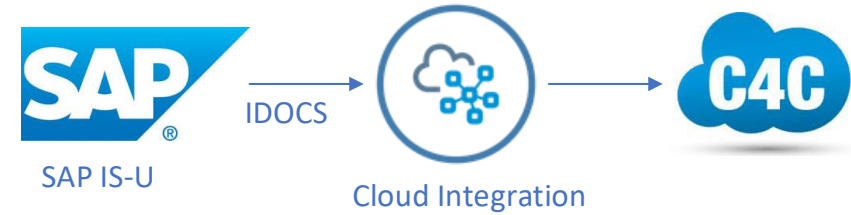
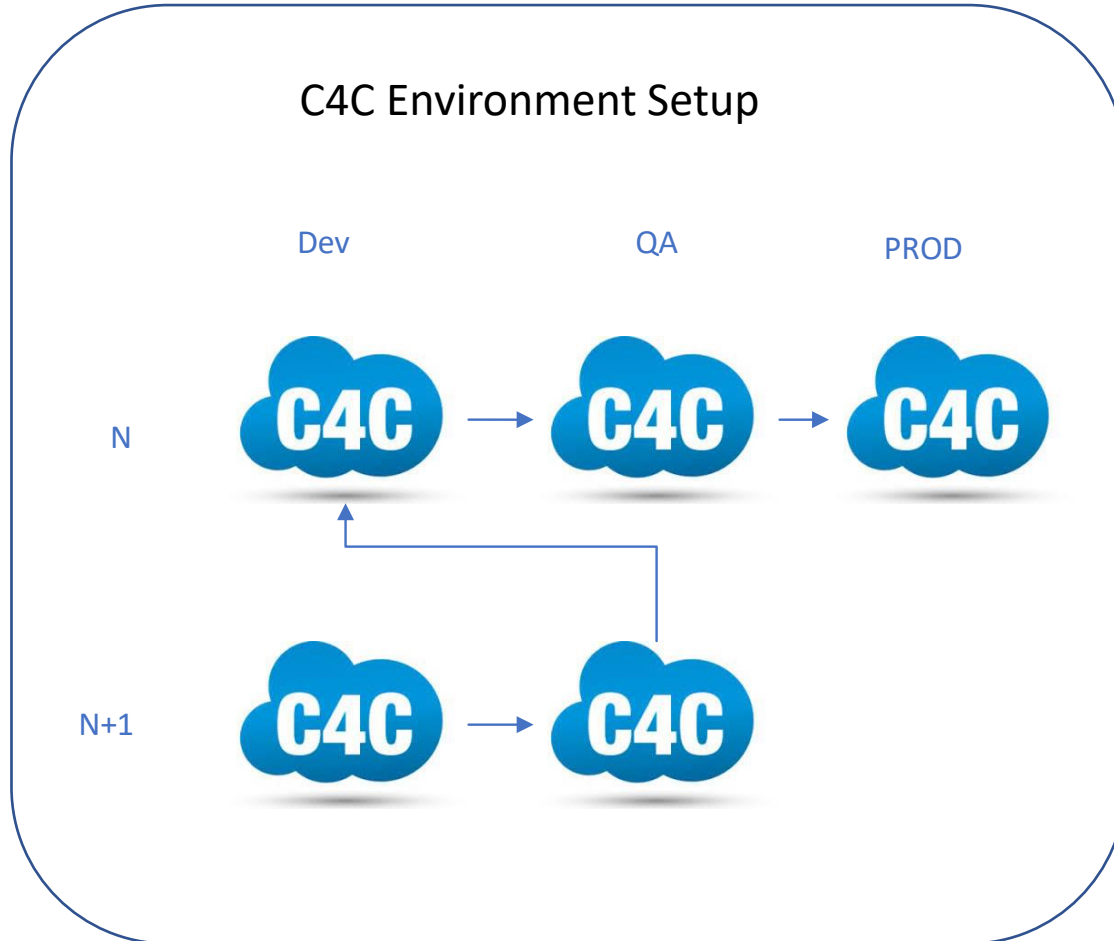
- Integration to backend systems
- Service Ticket replications to CRM
- CRM/OpenText Mashup View



Critical Activities



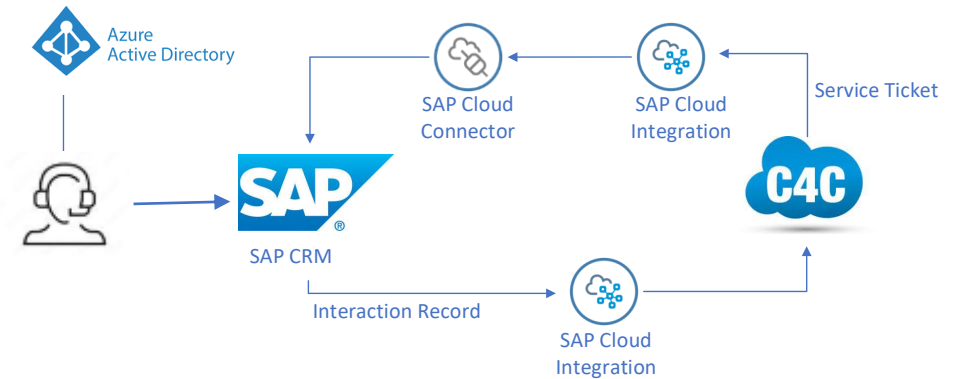
Design considerations and implementation – Environment and Master Data



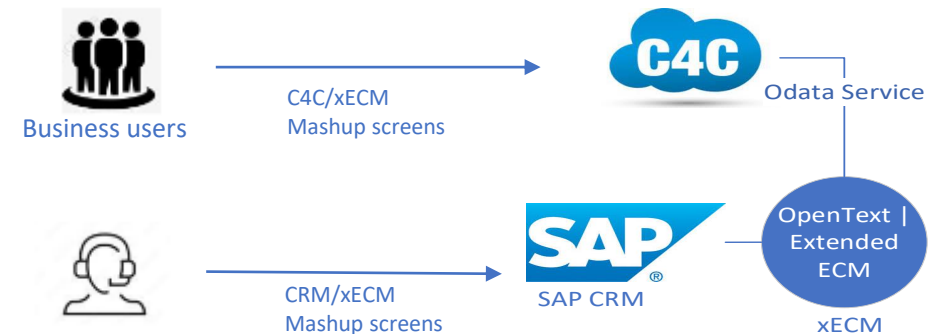
- ISU/CRM is the system of record for master data
- Initial data sync (Std)
 - 2.5 Million business partners
 - 4 million contract accounts
 - 4+ million Premises / Connection Objects
 - 4 + million Installations / Points of Delivery
- Delta sync of business / technical master data (Std)
- Roles / Relationships
- Org Structure / Employees

Design considerations and implementation – Agent & Business Personas

- Employee Single Sign On
- Real time replication of Service Tickets into CRM (Custom)
- Ability for CR's to update interaction record linked to Service Ticket (Custom)
 - Distributed CR population between on-premise and third-party call centers using CRM CIC to serve the customers
- Sync the Notes of the Service Tickets in C4C with CRM Service Tickets (Custom)

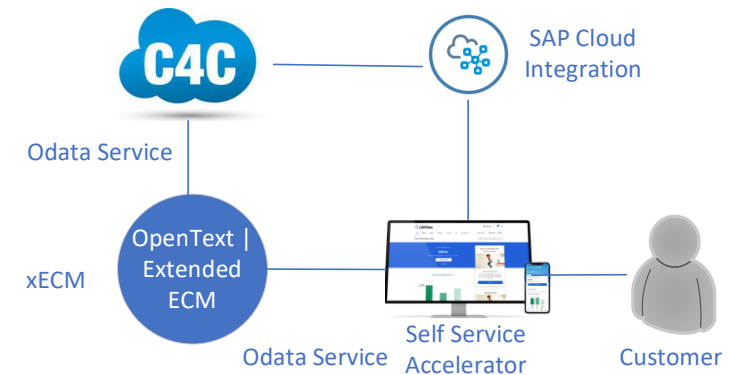


- Document storage
 - Malware scanning of customer documents
- Document retrieval – Access from C4C and CRM
 - Access from C4C and CRM/ISU for business and CR's via mash-up by role
- Business Process Management
 - Integration of multiple business units to process service requests



Design considerations and implementation – Customer Persona

- Customer Single Sign On - SAP CDC
 - Customer Authentication
 - Lite Registration
- Create / Search / View & Update tickets
 - Authenticated
 - Unauthenticated experience
- Upload Documents / Images
 - Malware scanning of customer documents
 - Document Management (Security, Retention)



Conclusion : Business Outcome

- A robust platform to create & track service tickets for customers through assisted and self-service channels at the end of the project
- Integrated business process across multiple business units to improve cycle time
- Timely notification to the customers through the medium of their choice

Conclusion : Key Takeaways

- Define framework and technology stacks which can scale
 - Service ticket life cycle management & Business Insights
 - Document repository for customer documents
 - Communication channels to notify customers
 - Enable 360 view of the customers for the agents in their platform of engagement
- Plan the work - foundational vs use case specific capabilities
- Co-ordinate work across multiple system integrators

Questions?

For questions after this session, contact us at

Srinivas.Satry@dteenergy.com

or

Anbukumar.Sivasubramanian@dteenergy.com