

Energy & Utilities Cloud

Maximize Operational Efficiency, Growth and Sustainability

Transform your business and lead the energy transition with Energy & Utilities Cloud - built to maximize your operational efficiency, revenue growth, and sustainability efforts. We provide purpose-built solutions for Customer Service, Customer Acquisition & Lifetime Value, Energy Advisory, and Grid, Water & Gas Operations to help you boost productivity, scale energy saving programs, grow profits, and build flawless service experiences that will set you apart. With Salesforce's Energy & Utility Cloud, position your business for a more sustainable future with trusted data, predictive and generative AI as well as automation in your flow of work.

Reimagine Customer Service with AI

Offer AI-powered personalized recommendations, proactive customer service, and multi-channel support to all your customers & prospects with a unified view of customer data and AI-driven insights.

- Omnichannel engagement
- Productive Agents & Mobile Workers
- Intelligent Operations & Collaboration
- Seamless Self-Service Experiences

Optimize Cost-to-Serve with Flawless Experiences & Operations.

Reduce downtime & improve resolution time by predicting equipment failures, automating maintenance, and optimizing field service.

- Mobile Field Agent Experience
- Assets, Water, Gas & Power Meter Data
- Trade Allies Onboarding & Experience
- Automated & Proactive Action Plans

Boost Sales and Efficiency

Drive more value by better engaging customers with AI-driven automation, personalization & engagement, allowing sales teams to focus on high-value activities and boost customer lifetime value and engagement.

- Dynamic & Complex Configure, Quote & Price
- Sales Intelligence & Margin Protection
- Routine Tasks Automation
- Personalized offers, journeys & communications
- Partner Sales / 3rd Party Management

Reach Sustainability Goals Faster with Clean Energy Programs & Products

Turn your Agents Into Energy Advisors by centralizing energy-saving program management, and leveraging data to offer personalized energy advice & offers that encourage customer adoption.

- 1:1 Customer Program Engagement
- Energy Saving Assessments & Outcomes
- 3rd Party Contractor Experience



20%

Grow Business

Customers Reported 20% Growth in Profitability

50%

Improve Service Efficiency

Customers Reported a 50% Increase in First Contact Resolution

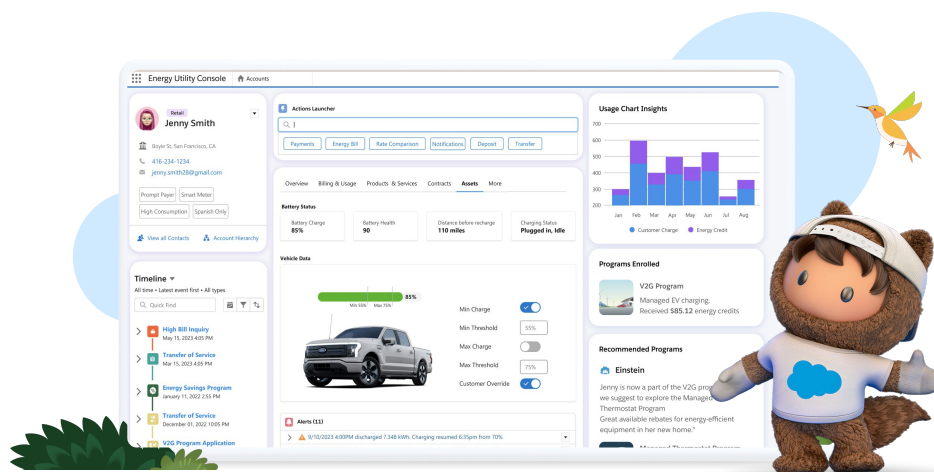
23%

Reduce Operational Costs

Customers Reported a 23% decrease in service & support costs



Energy & Utilities Cloud



Explore Energy & Utilities' Key Features:

Industry Data Model & Integration

Accelerate time-to-value with an out-of-the-box, customizable, and extensible energy and utilities data model to leverage across all Salesforce applications.

Insights & AI

Discover the "why" behind your businesses performance and empower operational teams to make faster decisions with visual insights, AI-powered predictions, and out-of-the-box user experiences, dashboards & KPIs built directly in your CRM.

Omnichannel Customer Engagement

Create seamless customer service experiences that scale across voice, digital channels, and video. Give your agents the AI-powered tools and customer context they need in a single console to deliver personalized service for faster resolutions and happier customers.

Agent & Mobile Worker Productivity

Deliver accurate and efficient resolutions with a unified workspace that empowers service teams, agents, and customers to quickly find answers, enhancing productivity through collaboration and reducing disruptions to maximize ROI.

Personalized Buying Experience

Track customers' purchase history & behavior and personalize offers & programs across commodity supply and non-commodity products and services.

Sales Performance & Productivity

Boost your sales performance by automating everything from product to cash, including product catalogs, pricing, configuration, quoting, order management and more.

Contractor, TPI & Partner Management

Grow loyalty, close more deals & drive adoption with an engaging and easy-to-use partner experience – from initial onboarding to closing and servicing deals.

Clean Energy Program Management

Streamline the planning, execution, and tracking of clean energy initiatives, on a unified platform while engaging customers with personalized energy-saving advice to support the transition to a clean energy future.

“25 million customers have evolved in their expectations. Salesforce is helping us globally to address these demands by a faster and real-time understanding of their expectations”.



Yves Le Gélard,
Executive Vice President
Digital & Information Systems
ENGIE

Contact us to learn more about Energy & Utilities Cloud
Salesforce.com/products/energy-utilities-cloud