

# Enterprise Preference Management for Utilities

Preference Management Gives Utility Customers Control For Better Customer Experience.



## Forrester defines as...

The business practice of systematically collecting, managing, and utilizing explicit customer preferences - about frequency, channel, content, interests, and intent - in outbound communications. These preferences are managed in a centralized repository and collected in a user-facing portal known as preference center.

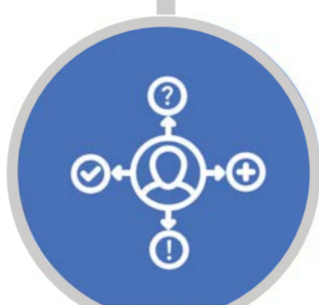
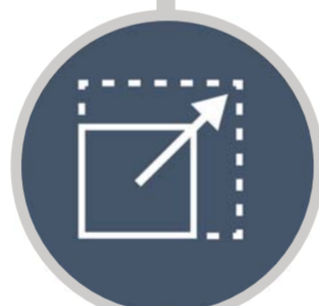
## Top six challenges faced by Utilities

Key challenges/questions that Utilities often face in implementing a technically superior preference center are:

**Data Consolidation** - Are all of the utility's Preferences in the same location as in the master & communication data? **Issue at hand:** Native to CRM/IS-U vs. Third Party Preference Center.

**Multichannel Integration** - Is the Preference Center easily configurable to existing and evolving channels and devices? **Issue at hand:** Rich Application Programming Interfaces (APIs) and Configurability.

**Scalability** - Is there a limit on the number of accounts or preferences or channels or programs? If more programs/channels to be added, do I have to upgrade the Preference Center as well? **Issue at hand:** Configurability vs. Custom Programming

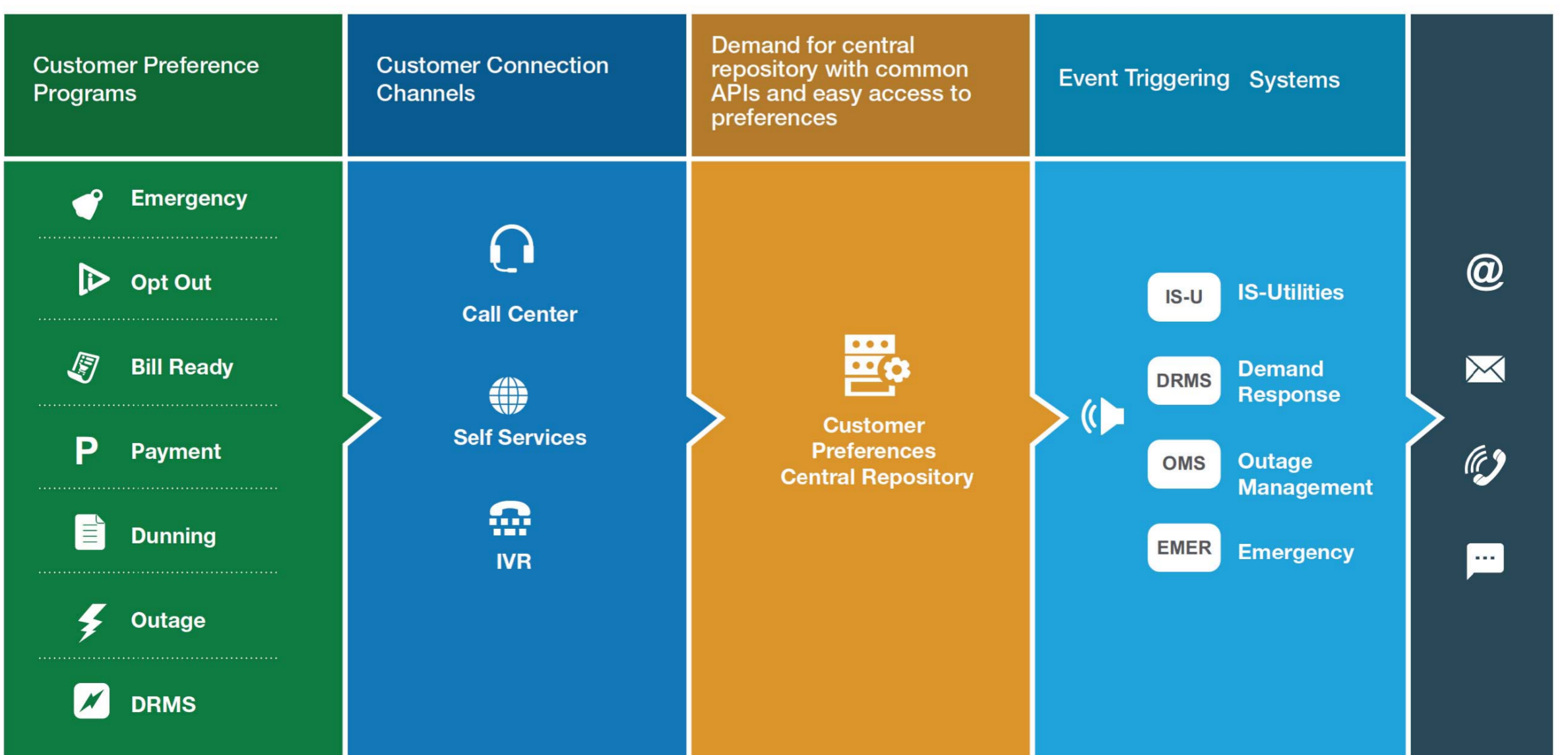


**Average (Call) Handle Time** - How easy is it for the CSR to create, modify, replicate or end a preference? **Issue at hand:** Unnecessary calls to several systems.

**Regulatory Compliance** - Is the Preference Center adding to the regulatory compliance burden? **Issue at hand:** Audit, Traceability, Double Opt-In, Consent, Do Not Contact, Do Not Disturb, Authorization.

**Relationships** - Utility's service being a critical service, can the utility let someone else other than the Contract holder to set preferences? **Issue at hand:** Authorization - Landlord vs. Tenant, Company vs. Account Manager.

## Preference Management Process Cycle



A comprehensive approach to Preference Management in Utilities

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