

Enhance Your Customers' Experience – Preference Management Done Right !

Utilities Preference & Notification Management Solution

- Solution chosen by NA Utilities like at Southern California Edison, SMUD, MUD, DTE
- SAP Premium Certified Solution (with Code Vulnerability Analysis)
- Customer, Employee, Vendor Preference & Notification Management
- Comes ready with 100+ pre-built use cases for Utilities Industry
- Deployable in less than a week to showcase vanilla solution capabilities/scenarios
- Pre-built utilities industry specific Events and Notification Management
- Annual earnings uplift of \$6M for a typical utility¹
- Enhances customer satisfaction by 9%²

¹ For a utility with \$2 B in book equity
² How customer satisfaction drives return on Regulated Electric Utilities—A JD Power Associates White Paper May 2012,

“Leaders define not only how data will be gathered but where it will reside in the enterprise to ensure suitable ongoing management and availability to users for the execution of preference management programs.”

“Overcoming The Barriers To Preference Management” May 2010,



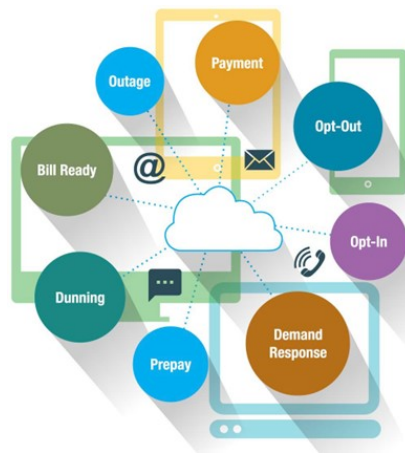
SAP® Premium Certified
Integration with SAP Applications

The Issue

Effective communication can be a competitive differentiator for most companies. However, companies are facing challenges in implementing enterprise preference and notification management solutions due to perceived loss of control to customers and disparate legacy systems.

The Solution

The answer is our Enterprise Preference and Notification Management Solution. uPrefer has developed a futuristic solution that leverages the standard SAP CR&B processes and is adaptable to any new communication channel. The result is a rapidly deployable, low-cost, future upgrade compatible and scalable solution that tightly integrates into our Notification Gateway. Today, Customer & Employee Preference and Notifications Management is an integral part of SAP for Utilities, eliminating the need for expensive third-party software.



The Advantages

- SAP Premium Certified Solution with Code Vulnerability Analysis
- Allows for capture and maintenance of all preferences and subscriptions centrally in IS-U (originating from C/4, Self-Service Portal, IVR)
- Eliminates/minimizes regulatory compliance mistakes (TCPA)
- Allows for customer experience with data protection, audit tracing
- Seamless integration with Utilities contract management
- Allows Employees, Vendors, Customers preference management (enterprise)
- Supports Residential, Commercial, Relationship customer preferences
- Provides balance between privacy and personalization in digital age
- Provides a platform for collection and consensual use of personal data
- Front-end agnostic—can be easily integrated with software such SF, MSD
- Notification Gateway integrates into preference center for 360 Degree View.
- Seamless integration with external messaging systems like Message Broadcast, Nuance, SAP Cloud for Marketing
- Customers Marketing Opt-outs captured and can be enforced for compliance
- Meets NA Utility industry standards during implementation of STOP & STOP ALL
- Easy Robotic Process Automation (RPA) integration with tools like UiPath

Contact : Jagan Lenka

Phone: 314.221.6130 | email : jagan@uprefersolutions.com

Our customers include:



**Midwest
Utility**

