

A decorative graphic in the top left corner consisting of several white and yellow diagonal lines of varying lengths.

Executive Overview

A hand holding a magnifying glass over a blue square with a white checkmark, symbolizing verification or success.

Delivering the **Total Experience** in Utilities

A short yellow vertical bar on the left side of the text block.

How proactive operations, embedded AI, and connected journeys are reshaping the future of utility customer and employee experience.

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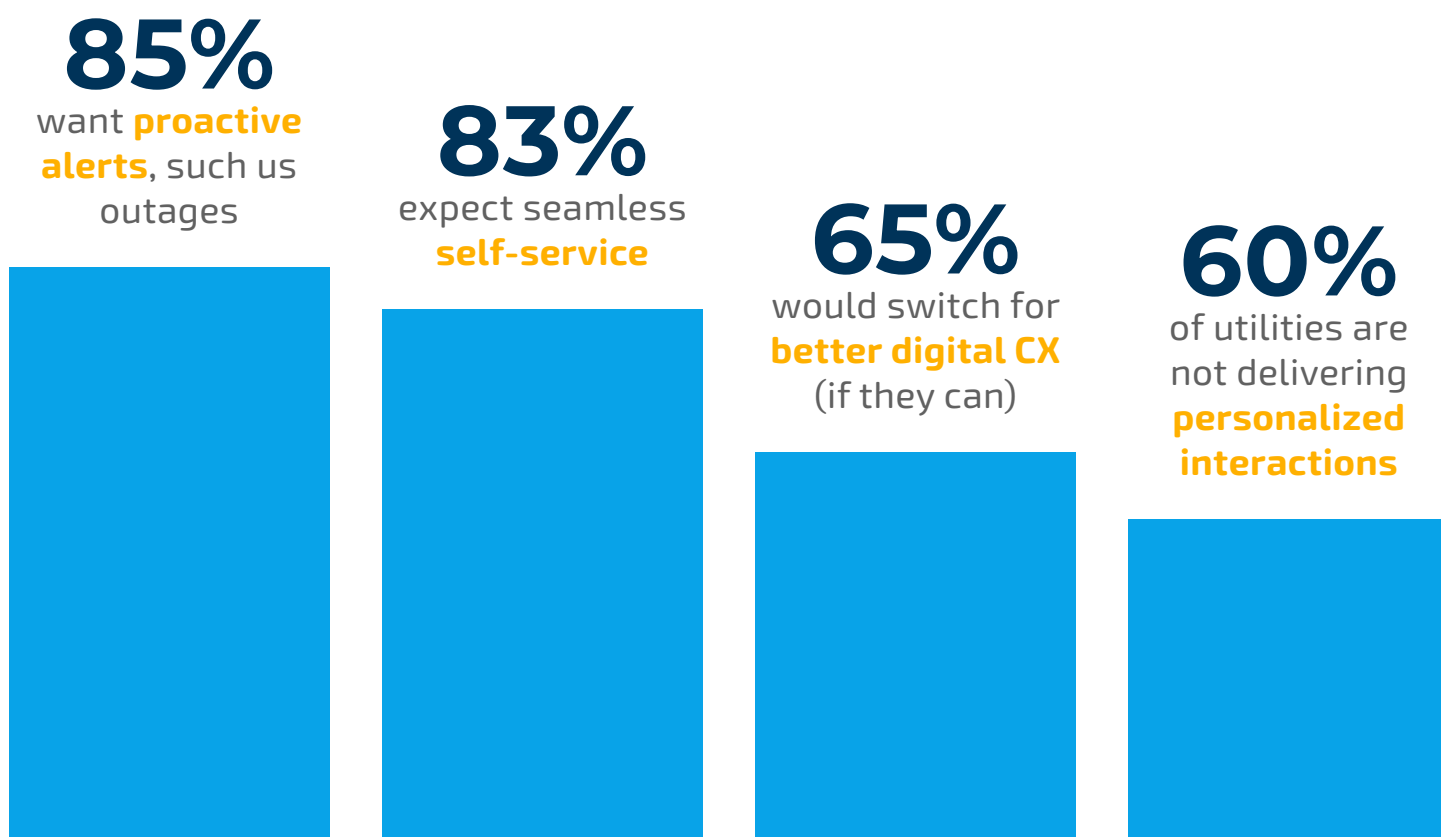
In today's utility landscape, rising customer expectations and operational challenges demand more than incremental change; they require a complete shift in experience strategy. This Executive Overview explores how a **next-generation CIS** enables utilities to evolve from reactive, fragmented operations into a proactive, AI-powered model. The goal is to deliver measurable improvements for both customers and employees. This holistic approach, which unifies the human experience with enabling technology, is known as **Total Experience (TX)**. Discover how a TX-driven strategy creates tangible impact, from faster service resolution to lower operating costs.

The CX Reality Utilities Can't Ignore

Today's customers expect seamless digital experiences, and they're willing to complain if they don't get them.

Yet many utilities are held back by outdated systems, fragmented processes, and reactive operations. The result? A growing disconnection between expectations and delivery at the most crucial touchpoints.

The numbers say it all:



What’s Blocking Progress?

Even with clear goals and the best intentions, utilities continue to face deep-rooted barriers that hinder meaningful transformation.

Barrier	Impact
Legacy or rigid CIS	Limits flexibility and adaptability
Siloed systems	Prevent 360° customer management and hinder innovation
Disjointed channels	Create frustration and inefficiency
Manual processes	Slow response, higher cost
Compliance complexity	Delays change, increases risk

How Smartflex Bridges the Gap

Smartflex is an all-in-one, modern platform that empowers utilities to deliver **Total Experience**: a unified, proactive journey for both customers and employees.

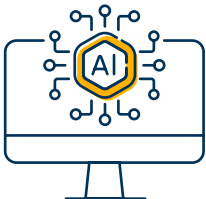
Key capabilities include:



Connected Self-Service:
49% adoption in the first year



Event-Based Automation:
37% of payment agreements processed online



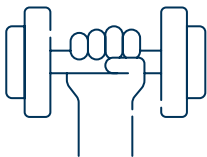
Embedded AI:
Customer inquiries down 40% with smart chatbots



Rules Engine:
Time to market of regulatory or business changes from months to weeks



Real-Time Data:
Supports omnichannel consistency and predictive messaging



Employee Empowerment:
Reduction of onboarding time by 30%



Real Business Impact

Utilities using Smartflex achieve measurable, operational, and financial results:

↓ **48%**
Customer request
resolution time

↓ **43%**
Billing process
time

↓ **32%**
Call center
volume

↑ **30%**
Engagement
through
personalization

↑ **20%**
Customer
Satisfaction
(CSAT)

From Sentiment to Actionable Intelligence

Smart utilities are moving beyond passive metrics like NPS (↓32%) and adopting Customer Effort Score (CES ↑26%) to reduce friction and focus on outcomes.

Smartflex supports this shift with:

- Built-in analytics
- Voice AI, chatbots, events prediction, and proactive digital interactions
- Dashboards for both CX and EX optimization
- End-to-end customer and business processes management
- Digital hands-on user guides



The utilities leading the future aren't just upgrading their systems, they're reimagining their experience.

Let Smartflex help you lead the way.



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Contact Now



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