DTE Leverages the Cloud to Drive Growth with New Products and Services

Company enhances customer experience and loyalty through a single platform that sustainably increases flexibility and speed.

UTEGRATION®

Connecting utilities to the future.®

The Customer

DTE Energy is a Detroit-based diversified energy company involved in the development and management of energy-related businesses and services nationwide. Its operating units include an electric company serving 2.2 million customers in Southeast Michigan and a natural gas company serving 1.3 million customers in Michigan. The DTE portfolio includes energy businesses focused on power and industrial projects; renewable natural gas; natural gas pipelines, gathering and storage; and energy marketing and trading.

The Challenges and Opportunities

DTE's Sales and Marketing team was challenged by the resources required to offer new, innovative products and services for its customers.

"At DTE, we don't just want to offer the best customer experience for a utility; we want to offer the best customer experience, period."

- Mark Blaszkiewicz, IT Business Relationship Manager and Customer Cloud Platform Manager at DTE

In its legacy environment, it would cost $1 - $2M and take 6-9 months to create an offering, challenging the notion of gaining a benefit beyond the initial investment. Ultimately, DTE knew this was not sustainable. They wanted to reduce the cost significantly, and just as importantly, make it possible for the business to create and offer new products and services in 3 months or less.

As John Bueltel, Manager - Electric Marketing, at DTE, notes, "The name of the game today is being able to target and try more and different things faster."

The company also had a stretch goal: to use the same platform to simplify rate building and automate enrollment and un-enrollment. And to ensure that being in storm mode did not affect customer experience, cloud solutions were prioritized during the evaluation. Ultimately, DTE identified and implemented a solution that brought a level of velocity to their business that would significantly exceed their expectations.

In August of 2019, DTE turned to Utegration to help enable its customers to self-enroll in their new non-commodity offerings. Utegration had established expertise in helping utility business teams launch more creative programs and products such as service plans; green energy – at a much lower cost. In fact, the technology consulting company had actually begun implementing non-commodity solutions about 10 years before, recognizing that the changing market would require utilities to expand their service models and get closer to their customers. To meet these demands, utilities need the ability to move more quickly – to add, remove, and configure the product easily and with minimal IT support.

The journey began with the implementation of SAP Commerce Cloud and SAP BRIM (Billing & Revenue Innovation Management). **The customer self-service features in Commerce Cloud put a lot of power in customers' hands.** The solution's capabilities would allow them to enroll directly in programs and rates available in the SAP IS-U (Industry Solution-Utilities) backend, make subscription changes and cancellations, and even one-time purchases such as energy-efficient appliances. For simplicity, Commerce Cloud was integrated with SAP Customer Data Cloud for customer login.

Utegration integrated BRIM Subscription Order Management (SOM) functionality with existing IC Agent Business roles to enable customer enrollment, change and cancellation functionality for VAPS (Virtual Applications Prototyping System) through the call center channel. The SOM features have also been integrated with utility move-in/move-out processes so a subscription is automatically transferred/cancelled in a transfer/move out process.Now, DTE product managers can create a product in BRIM and it will be replicated to SAP Commerce Cloud automatically. Multiple pricing options are available to be configured, as either a one-time or recurring service, with various configurable eligibility criteria for each offering.

The final piece of the platform was the SAP Marketing Cloud for product launch and customer retention programs. Marketing Cloud is also used for common customer communications, such as order/subscription confirmation, subscription change and cancellation confirmation. The email and SMS communication channels (including 2-way SMS features through integration with Sinch Digital Interconnect) now available in DTE platform will be extended to "voice" channel. During the project, DTE and Utegration quickly found that integrating the Marketing Cloud with Sales Cloud and BRIM early allowed them to provide a solid tool for their business partners.

As part of the implementation, Utegration offered accelerated deployment of the digital technology via its Utility4U solution, which comes with best practices for Customer Experience-to-Cash end-to-end processes built in. The solution enables the business at DTE to launch products and services in a much shorter timeframe and lower cost.

To help ensure utilities can achieve their KPIs, Utegration focuses on delivering expanded Customer Experience-to-Cash processes that go beyond product definition, contract and order management, fulfillment and billing management to customer care services. The Utility4U solution:

- reduces time to market for utilities' offerings
- increases customer satisfaction
- lowers customer service cost

The Benefits

Equipped with the new standardized solution, multiple business segments are now creating and deploying new offerings – from non-commodity and subscription-based products to self-service enrollment in demand response programs and commodity rates.

DTE is able to accomplish their business objectives and more:

- Customers can self-enroll in new or existing commodity-based services and products, including time of use rates, Peak Time Savings, Dynamic Peak Pricing and other demand response-related offerings

- Drive increased revenue and customer intimacy by offering and deploying non-commodity products and services quickly and at a much lower cost

- Enable the business to be self-sufficient in introducing business offerings to existing and new customers with a flexible and sustainable technology platform

- Increase customer engagement through a platform that simplifies gathering customer feedback about new products and services of interest

- Lower total cost of ownership and reduce IT maintenance effort by leveraging cloud technology

- Introduce products that can be billed yearly, semi-annually, quarterly or monthly; products with discounts; and lease products

- Integrate the non-metered products and services on the customers' utility bill and show as separate line items

Utegration Utility4U™ CX, Service and Billing

Every utility is under pressure to accommodate new customer demands, respond to increased regulatory scrutiny and drive hyper-efficiency. Digitalizing operations is the clearest path to addressing these challenges.

Utility4U is the most comprehensive pre-configured utility business platform available. It is an extreme accelerator—designed specifically to put digitalization in reach for all utilities. And it adheres to and leverages the security and compliance of SAP solutions, both on-premise and cloud.

The Utility4U Customer Information System (CIS) module:

- Is built on the latest SAP core business process platform, SAP S/4HANA, leveraging SAP's state of the art, streamlined and intuitive cloud solution for analytics, the SAP Analytics Cloud
- Includes 43 customer relationship and billing process
- Has built-in, industry-specific analytics, which include intuitive design, actionable reporting and dashboards
- Offers non-commodity billing and modern customer experience capabilities
- Reduces implementation risk
- Speeds your time to value
- Simplifies utilities' SAP footprint
- Lowers the total cost of ownership (TCO)

Learn more about Utility4U, Utegration's modular, end-to-end pre-configured cloud utility solution.

![Utegration logo]

The DTE marketing team definitely appreciates the new capabilities. Jackie Young, Principal Marketing Specialist – EWR Demand Response, says, "Moving a variety of our demand response programs to the SAP platform has allowed us to automate various processes that touch the customer journey – creating real-time response for our customers to improve their experience while also decreasing waste for our team so they can shift their time to more value-added work."

- TreeGuard Assurance
- Peak Time Savings (pilot)
- Smart Savers
- SmartCurrents
- Natural Gas Balance
- Time of Use rates (pilot)
- Surge Protection

In fact, the business launched the whole home surge product without IT even knowing. Said Blaszkiewicz, "It blew away our idea of the time to launch a new product."

"We overachieved our goals," said Bueltel. "Now, the longest part of the critical path of putting out new products is to determine what we want to say about them."

> *"Especially exciting is that 70% of customer enrollments in our Time of Use pilot were through self-service. This means we had fewer calls coming into the call center, and that our customers are more satisfied."*
>
> *- Mark Blaszkiewicz, IT Manager, DTE*

Says Young, "The platform has created the flexibility needed to manage a pilot program. In the initial design phase, I was able to say, 'Well, how about doing this?' and Utegration was able to bring our ideas to life. As the pilot is underway, and lessons have been learned, we were able to modify attributes of its design to react to customer feedback and trends – improving the customer experience."

Utegration continues to team with DTE to expand the platform and provide ongoing SAP Cloud Application support. But the initial project served to create a toolbox for the business that can be used over and over again, leveraging the existing platform for new and better ways to serve customers and expand DTE's business.