

Utility Week's Knowledge Partners provide thought-provoking information on leading trends within the utility industry. Visit our website at utilityweek.co.uk for more information

Business Solutions for Utilities

In today's tough economic climate, the utilities industry is facing some of its toughest challenges ever. Competition is intensifying in the quest to attract and retain customers. Infrastructure requires maintenance and updating. New networks need to be deployed. And potential threats to the network have to be anticipated and dealt with to minimise any service disruption. How do you plan, build and create a profitable organisation within such a complex environment?

Pitney Bowes Business Insight has a 25 year history of working with utilities organisations to develop solutions that help reduce operational costs, achieve greater efficiency from infrastructure, manage assets, and transform customer experience through greater insight and provision of multi-channel communications.

Optimise operations and resources:

- Use location data and intelligence to plan, maintain and service networks
- Build efficient, effective and profitable networks through better understanding of market demographics, competitive threats and logistical network planning
- Gain greater insight into potential threats that could



disrupt the network and its performance, enabling more preventative business decisions and reductions in service disruption

Efficient asset and data management:

- Greater asset management can be derived from a register that integrates with back office systems, contractors and mobile workers and provides enhanced reporting capabilities across the organisation
- Data analysis can be increased for effective resource planning
- Job/contractor reporting and billing can be improved
- Pinpoint accuracy and

visualisation can be achieved for incident reporting

Customer experience:

- Costs can be lowered through more effective and relevant customer communications
- Marketing returns can be increased via targeted and personalised messaging on documents such as bills
- Data cleansing and enrichment can be improved to greater predict consumer product needs
- Customer call times to the call centre can be cut with effective archival and real-time access to all customer documentation and communications.

“Talk to Pitney Bowes Business Insight and find out how we've already helped many utility companies achieve their business objectives”

Knowledge Partner

Pitney Bowes Business Insight is a software & services company that enables energy and utility organisations to acquire, serve and grow lifetime relationships with customers and achieve operational efficiencies.

Our proven solutions enable organisations to engage with each of their customers as individuals and to connect every customer communication – outbound, inbound, marketing, sales or service – into an on-going dialogue where customer insight and understanding forms the basis for each and every interaction. Our solutions enable the visualisation of asset location, asset management and network and service optimisation.

We help organisations achieve this through a suite of innovative and compelling capabilities that integrate data management, location intelligence, sophisticated predictive analytics, rules based decision making and cross-channel customer interaction management.

Together with PBBI, organisations can achieve more valuable & long standing customer relationships built on trust, relevancy and outstanding customer experiences as well as delivering significant operational efficiencies for enhanced profitability and shareholder value.

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