HANSEN

CITY OF CHARLOTTE

CITY OF CHARLOTTE CASE STUDY

**The City of Charlotte Delivers
a Newly Digitized Customer Experience
with Hansen CIS**

SUMMARY

- With a growing population, the City of Charlotte faced high operational costs due to a lack of automation.
- The solution for their digital transformation was to upgrade to the latest Hansen CIS which included automated workflows and wizards, an updated UI, enhanced reporting and an expandable API library.
- The results enabled the municipality to manage its complete customer service and revenue lifecycle for water services with a secure platform that lowers delivery costs.

OVERVIEW

Digital technology is transforming the operations of the utilities industry – covering everything from how data is processed, organizational workflows, market opportunities, and how customer service is delivered. Customer billing and payments have changed dramatically with the availability of real-time data and a proliferation of digital channels for customers to interact with.

For the City of Charlotte, Hansen — in collaboration with KUBRA, an industry-leading customer experience management provider — delivered a fully integrated CIS solution and an enhanced online customer portal. The flexible, innovative solution increased efficiency, met stakeholder expectations, reinforced community confidence, and launched the beginning of Charlotte's transformation into a next-generation utility.

ABOUT THE CITY OF CHARLOTTE

The City of Charlotte supplies water for just over 1,000,000 residents of Charlotte, North Carolina, and adjacent cities in Mecklenburg County.
To serve its customers, Charlotte Water maintains 4,482 miles of mains, over 17,000 hydrants, and 17 treated water storage & booster pumping stations.

Water utility services are among the most regulated industries in North America. Since any system changes must comply with local and federal regulations, it can be challenging for them to undergo any significant digital transformation.

THE CHALLENGES

The over-arching goal for the City of Charlotte was to transform its water utility operations to be customer-centric and provide a more seamless customer service experience.

In achieving this goal, the City of Charlotte addressed the following challenges:
- a growing city population
- high bill printing and distribution costs
- high telephony and IVR costs
- low e-billing adoption

THE SOLUTION

After a comprehensive evaluation, the City of Charlotte decided to upgrade to the latest version of Hansen CIS. The new solution provided automated workflows and wizards, an updated UI, enhanced reporting, and an expandable API library.

The upgraded Hansen CIS platform features:

- An adaptive and dynamic user interface;

- Customizable workflows and wizards;

- Integrated self-service Business Intelligence reporting;

- Detailed analytics and reporting on overall operations for City of Charlotte executive leadership;

- Webservices enable connectivity and information exchange to applications such as a customer self-service portal using billing and presentment services (provided by KUBRA), and a field mobile workforce management solution.

Additionally, the newly upgraded platform provides more granular analytics and reporting on overall operations for the City of Charlotte's executive leadership.

The City of Charlotte senior management highlighted this project as a significant success providing their internal stakeholders the confidence to move forward with the next generation of projects.

The next-generation customer interaction

As part of the transformation at the City of Charlotte, Hansen CIS integrated with KUBRA's customer self-service portal that included a suite of e-billing, e-payment, and print-based solutions. The combined solution now provides an integrated customer experience with real-time capabilities, including:

- Online user registration and self-preferences

- Set contact and communication options

- Sign up for payment plans, including a monthly budget

- Request service orders, report leaks, or other investigations

- Complete online payments

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RESULTS

Leveraging the latest Hansen CIS technology, the City is empowered to deliver a new, digital customer experience to meet emerging customer needs, deliver utility-specific services more quickly, and improve administrative efficiency.

Additionally, the City's Customer Care agents can now promote brand values (e.g., sustainable water use) using practical tools, and create reports using real-time data from intelligent sensors. Consumers can now easily access information about their usage.

Vitally, the City has optimized its cash flow by accurately managing a customer's revenue life cycle, and they have reduced telephony costs for the customer contact center.

By working with Hansen and KUBRA, the City of Charlotte addressed its immediate challenges while developing a more customer-centric platform.

As a result of this transformative approach, the City can now turn business data into business intelligence, enabling it to meet emerging customer needs, deliver utility-specific services more quickly, and improve administrative efficiency.

Now implemented, the City of Charlotte has realized the following improvements:

- A modern and customer-friendly bill
- Ability to offer authorized brick and mortar payment locations
- Reduced billing, printing, and distribution costs
- Streamlined operations by consolidating to one vendor for billing and payments
- Increased call center efficiency
- A convenience fee reduction for customers
- Increased e-bill and e-payment adoption rates
- Reduced telephony costs and IVR calls
- Increased payment volumes via the Web/IVR channels

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for Energy and Utilities

HansenCIS™
- Commercial off the shelf customer care
- Billing lifecycle management

HansenTrade™
- Automated energy trading and optimisation
- Maximise the value of your trading and demand response operations

HansenCatalog™
- Product/service/resource master data management
- Active distribution of product, service and resource throughout your business
- Product lifecycle management

HansenInsight™
- Business and operational data analytics and decisioning
- Leverage a constant flow of data to improve your business

HansenMDM™
- Metered AMI, calculations and disseminating event management
- Intelligent smart meter management that balances legacy and future advancements

HansenMarket-Message™
- Market messaging / market transaction handling
- Management of market communications with industry and market data hubs
- Management of transactional data communications using EDI technology

HansenCPQ™
- Omni-channel quote and order creation
- Dynamic catalog-driven query/offer selection/ configuration/validation

BENEFITS

Grow New Revenue
Overlay the most modern technology to create new business models and generate new revenue from your product innovation.

Lower Cost-of-Sale
Speed time to revenue by reducing time-to-quote and order/delivery efficiency.

Lower Cost of Operations
Automate key operational processes and reduce order fallout, minimizing the need for manual intervention.

Happier Customers
Eliminate misquoted and incorrectly delivered orders that undermine customer satisfaction.

Improve Operations Quickly
Make decisions with real-time operational data helping you act fast to improve commercial and operational performance.

Reduce Time-to-Deliver
Accelerate product innovation by empowering the business to configure (not code) new offerings to meet market demand.

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