



CASE STUDY

Enabling Digital Customer Engagement for a *Utility Provider*

Real-time customer engagement enabled

Live chat introduced as a new digital channel

Seamless integration with ongoing modernization

No disruption to SAP transition or core systems

Future-ready foundation

Positioned for AI-enabled customer interactions.

The Starting Point

Large-scale customer modernization program with strict system controls and active SAP transition

The Opportunity

Launch a live chat as a new digital customer engagement channel — without disrupting core systems

The Approach

- Program leadership
- Cross-functional coordination
- Operational readiness & risk planning
- Analytics integration
- Industry collaboration

The Technology

Jira • Snowflake • SAP

The Impact

Real-time digital customer engagement

Reduced operational risk during go-live

Foundation for AI-enabled customer interactions

