

Energy and Utilities Overview

The industry is being transformed by a combination of market pressures and outside forces. The former includes changing consumer dynamics, the push for renewable energy sources, and the need to update infrastructure. The latter is characterized by the impact of regulation, an aging workforce, and ensuring the security of supply.

The last point was brought to the fore by the Covid pandemic. Companies had to move quickly to secure supply chains and manage component inventory, and now many are re-evaluating their resilience. Investors looked more closely at long-term value. According to an Ernst & Young report, the power and utilities sector's value grew by 24% year-to-year, with much of that growth in Asia-Pacific, Europe, Africa, and the Middle East.



Disruption and transformation

The industry has seen its share of both during the past decade. The pandemic did likewise, particularly in accelerating momentum toward new ways of automation, delivery, and digitalization. For now, artificial intelligence is used mostly for predictive maintenance, but with Big Data, companies can begin predicting consumer behavior and apply the knowledge base to new areas of operation:

Software apps that analyze large data sets to identify patterns and spot anomalies

Making accurate decisions autonomously based on machine learning capacity

Customer-focused solutions that make automatic recommendations

Facilitating active customer participation in demand-response programs

Then, there is ecommerce. There is an app for just about every product or service, including power, gas, or water. This ties to the growing penetration of the Internet of Things, creating far more personal relationships with otherwise inanimate objects. The ability to remotely monitor and control thermostats and lights, to shop online for rooftop solar panels, or to pick from various rate plans is a marked departure from the old paradigm of getting a utility bill and paying it.

These developments are coupled with the need for security that has to be embedded into all systems, devices, and technology to protect data. For energy and utility companies, a denial-of-service attack is not just an inconvenience; it's a denial of their and their customers' ability to function.



Service challenges

More people using more tools more often. What does that cause? More demand for customer care, and most customers prefer communicating with live agents. As technology becomes more complex, so do the issues that consumers encounter. Other trends reflecting user behavior include:

Mobile:

more contacts for support will originate from mobile devices

Social media:

this channel has high retention value, plus it's where consumers live

Work-from-home:

remote work and remote customer service agents

Routing:

balancing the increasing complexity of technology with the consumer's desire for first-call resolution.



PUTTING PEOPLE FIRST

Our Experience

We are well-versed in the digital transformation and how it has impacted virtually every industry. This experience has created a working knowledge of the service-related issues that companies worry about: scalability to handle growth, flexibility for managing peak periods, consistent quality, and providing “wow” experiences.



Data analytics for real-time insight that enhances the customer experience and supports client business outcomes



We have been a leader through the digital transformation



Omnichannel proficiency – chat, voice, email, and social media



Retention expertise and a track record of generating new sales



Scalable support in onshore, offshore, and nearshore locations



An industry-standard training program for all new hires

Have you ever been upset with a product or service but received a high level of service that resolved the issue and changed your view of the brand? We do that.





PUTTING PEOPLE FIRST

Channels

- Voice
- Chat
- Email
- Social Media
- Facebook Messenger
- SMS
- in-app Messaging

Services

Business Process Outsourcing

- Omnichannel Customer Care
- Tiers 1-3 technical support
- Retention and sales
- Back Office

Technology Outsourcing

- Software & mobile app development
- Data mining & analysis
- QA & testing
- Integration & migration

GlowTouch provides personalized contact center, business processing, and technology outsourcing solutions to clients around the world. Founded in 2002, GlowTouch delivers operational excellence with high-touch engagement. A certified Woman-Owned Business and six-time Inc. 5000 honoree, the company is headquartered in Louisville, KY, with additional locations in Mangalore and Bangalore, India, Santo Domingo, Dominican Republic, and Tegucigalpa, Honduras.

To learn more about GlowTouch, visit: www.GlowTouch.com.

Certifications



ISO 9001:2015
ISO 14001:2015



ISO 27001:2013
ISO 27018:2014



PCI-DSS Level 1
Certified



AICPA SCO

Awards

