ISŌS technology

BUILDING A POWERFUL, PERSONAL
CUSTOMER EXPERIENCE

INDUSTRY
Regulated
Electric Utility

SOLUTION
Self-Service Portal,
Web CMS & Mobile App

OPERATIONS
Southern U.S.
270,000+ customers

INTEGRATIONS
Liferay, iFactor
& Kubra

THE CHALLENGE

Southern-based Cleco Corporation has taken great pride in its customer-centric philosophy since 1934, with a reputation for reliable power service at reasonable rates. Serving more than 270,000 residential and commercial customers across a largely rural area certainly has its own set of challenges. Serving their customer base in a geographical region that is regularly hit by severe and often damaging storms presents a whole new level of complexity.

Cleco needed to find alternative ways to communicate with customers—including during outages—in order to notify them of power restoration timelines and storm status. It also needed a way to improve customer service by giving customers an easier way to update and manage their accounts and to pay bills online. Cleco was also looking for an easier way to update and manage content on its public website. Unfortunately, with an outdated website and technology infrastructure, serving customers online and making quick content updates were monumental challenges.

THE SOLUTION

After in-depth interviews, joint application design (JAD) sessions with the management and technical teams, extensive usability testing and requirements development, the Isos team created a user-friendly, feature-rich self-service customer portal integrated behind a new public website—all built and managed on the leading Liferay® enterprise platform.

The new website and self-service portal give customers an easy way to check storm status, get details on power restoration timelines, get scheduled outage notices and manage their accounts and payments. And in the event of a storm-related outage, a new messaging feature lets Cleco push outage updates and billing status to customers via smart phones and tablets

Customers can now easily pay bills and manage their accounts online, helping the company better serve them through every channel while recognizing new efficiencies to the business and enhancing the overall customer experience. The marketing team also has a user-friendly content management system to easily edit and maintain the website, so they can stay in lock-step with the business as needs evolve.

THE FEATURES

- Full-featured, secure, self-service customer portal built on Liferay enterprise technology.
- Modern, advanced website design based on extensive usability testing and user click-path scenarios.
- User-friendly messaging integrated with iFactor's mobile application delivers real-time site access, bill pay and SMS notices.
- User friendly, flexible website content management system using Liferay enterprise platform.
- Seamless integration between website CMS, new customer self-service portal and existing payment technology.
- Easy to understand reports and dashboards for real-time intelligence into website traffic and online customer behaviors.

success
STORY

CLECO BUSINESS BENEFITS

Improved Customer Experience

The utility's focus on delivering an outstanding customer experience dates back to its inception, so priority number one was to deliver an entirely new customer support process. The modernized website, self-service portal and messaging capabilities have brought the company current with how customers want to interact with businesses today. The new systems have transformed Cleco's ability to communicate with customers in near-real time, helping to mitigate the impact of scheduled and storm-related outages.

Reduced Costs with Greater Flexibility

Now with the ability to let customers pay bills and manage their accounts online, Cleco can more easily plan for future infrastructure enhancements as customer needs and business requirements evolve. The new Liferay platform will also give the company the ability to more cost-effectively update and enhance the website and self-service portal to integrate with other enterprise systems. Such enhancements will not only simplify system management overall, they will improve operational data while streamlining business processes and containing maintenance costs.

about **us**

Isos Technology is a leader in solving the most complex business, people and technology challenges in today's enterprise. Our deep expertise in process automation, software development, mobile and IT recruiting means you get the brightest talent on the block to make sure your project, your team, your products and your company are an unparalleled success.
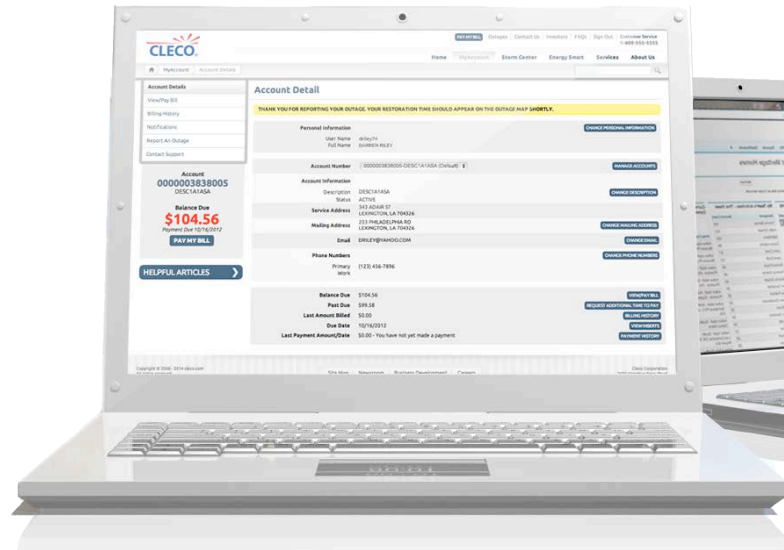
> *Isos really dove into our business and listened to our unique needs. They struck the right balance of planning, analysis and action throughout the entire project, and were extremely flexible in adjusting along the way as new decision points arose. Their expertise in agile was clearly a tremendous asset to the project's success.*
>
> —*Applications Director, Cleco Corporation*

Improved Visibility into Customer Behaviors

Isos Technology gave Cleco the ability to monitor portal traffic in the context of traffic through the public website so the company has better visibility into key metrics driving the business. New dashboards and reports also provide an enhanced view of online customer behaviors so they can continually optimize workflows, click paths, content and the end-to-end customer support process.

ISOS
technology

For more information or to schedule a 1-on-1 demo, call **480.366.5784** or visit us online at
www.isostech.com/utilities.

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