Case Study

Public Utility Builds Foundation for AI-Powered Customer Service.

STRATOSPHERE NETWORKS

Client Overview

- Public utility serving a broad and diverse customer base
- Provides essential services with ongoing customer billing and payment needs
- Multiple business and IT teams involved in customer service and payment operations
- Relied on legacy payment technology and disconnected processes
- Sought to modernize its technology foundation and prepare for greater use of automation and AI

Challenge

- Legacy payment technology created friction for customers and employees
- Existing systems required manual intervention when processes broke down
- Disconnected systems limited access to consistent, usable data
- Payment issues contributed to higher customer support demand and operational costs
- Legacy technology made it difficult to introduce modern digital capabilities
- Limited integration restricted reporting, analytics, and opportunities for intelligent automation
- The organization needed to address immediate payment challenges while building a foundation for future AI initiatives
- Discovery found that technology limitations had led to reactive and manual business processes. The modernization strategy identified better integration, centralized data, near-real-time reporting, and AI as opportunities to create a more agile operation.

Solution

- Conducted discovery sessions across customer service, finance, communications, and IT teams
- Assessed existing workflows, systems, integrations, and customer interactions
- Identified manual processes that could benefit from modernization and automation
- Evaluated new payment technology based on business and technical requirements
- Selected a modern payment processing solution with stronger integration capabilities
- Developed a roadmap connecting payment modernization with future automation and AI initiatives
- Established plans for better data availability across core business systems
- Identified opportunities for AI to assist customers and support employees
- Prioritized technology investments that could serve as a foundation for continued modernization

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Execution & Technology

- Mapped customer journeys, workflows, and payment processes to identify opportunities for improvement
- Planned mobile browser payment capabilities and expanded digital self-service
- Designed integration between payment processing and the organization's CRM
- Incorporated business intelligence tools to strengthen analytics and reporting
- Planned centralized data access to improve visibility across business functions
- Established integration requirements to get the right data to the right systems at the right time
- Created a phased technology roadmap to support continued modernization
- Identified future AI use cases for helping customers find answers more quickly
- Identified opportunities to use AI to reduce employee training time, knowledge burden, and cognitive load during customer interactions
- Created the technical groundwork needed to support additional automation and AI initiatives

Business Impact

- Established a stronger technology and data foundation for AI adoption
- Reduced reliance on disconnected legacy technology and manual processes
- Created a path toward greater automation across customer service operations
- Improved system integration and access to business data
- Expanded analytics and reporting capabilities to support better decision-making
- Created opportunities to reduce support demand through digital self-service
- Positioned employees to spend more time on interactions requiring human judgment
- Established a roadmap for using AI to assist customers and employees
- Connected near-term technology modernization with longer-term AI goals
- Created a more flexible foundation for future digital and automation initiatives

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