



IMPRESA CX

Reimagining customer engagement for a smart and sustainable future driven by cutting-edge AI

In a recent survey executives of major utility and distribution companies were asked how the present scenario, including the pandemic, has influenced their investment strategy for the next few years.

55% responded that their need for CX investment has increased to become a higher priority, second only to grid infrastructure upgradation.

Investment Area	Impact over next 2 years		
	Increase	Decrease	No Impact
Grid modernization	64%	11%	25%
Improvements in customer experience	55%	5%	39%
Digital transformation	54%	24%	22%
Renewable energy generation	48%	6%	46%

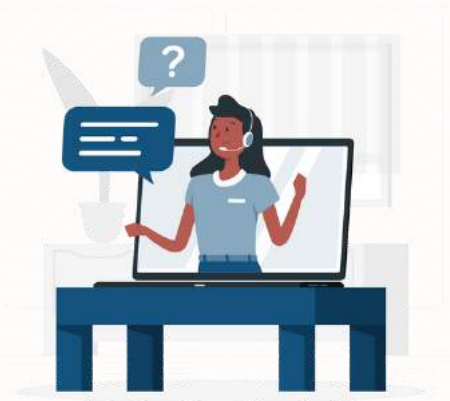
Impresa CX is a comprehensive digital customer engagement platform that enables Utilities to drive higher customer satisfaction and improve revenue collection by providing enhanced customer support at a lower cost. It leverages **AI/ML-enabled** tools to handle customer interactions and drive their sustainability efforts.

The Leading CX Platform for Electricity, Gas, Water Industry



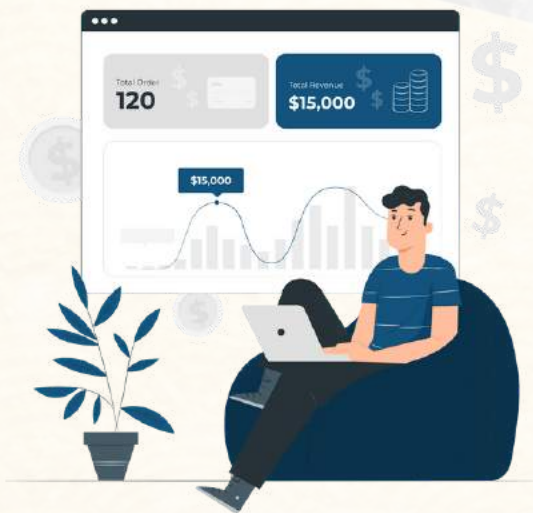
Higher Customer Engagement

Impresa CX offers a comprehensive, seamless, and feature-rich web portal, and a native mobile interface to enhance the utility customer experience with online account management, bills and payments, usage tracking, outage management, and service request management.



Lowered Customer Support Cost

Only about a third (37%) of utility customers use the digital channel to report an outage whereas 54% choose to contact the call center. This adds to the operating cost for providers. The data indicates that utilities on average spend ~\$4 per customer call, which includes direct and indirect labor costs and operational expenses. Impresa CX is designed to lower this cost and improve the quality of support.



Increased Revenue Assurance

With strategies like the gamification of CX, bill-payment reminders and multiple payment options, Impresa promotes and incentivizes on-time bill payment resulting in a smooth flow of revenue collection. By offering an intuitive experience for **prepaid customers**, Impresa provides ease of recharge, view balance, suggesting next best action and tips.



Drive Sustainability Initiatives

Impresa helps transition your brand into an environment-conscious utility service provider. It promotes best practices for energy consumption through strategic product features like **Demand Side Management, Net Metering, and CO2 Emission Tracking, Energy disaggregation** to reduce each user's carbon footprint. In the process increasing revenue and contributing towards a greener future.

AMI Insights for Utility Consumers

Impresa CX mines AMI data to provide consumers of utilities (electric, water and gas) with insights into their usage, billing, and pricing to help them save money and optimize their consumption.



Modern utilities strive to have customer at the center of their business. Utilities are overwhelmingly convinced that AMI provides benefits to both their customer and themselves. Surveys indicate over 60% of homeowners want to learn more about consumption, and more than three-quarters want data-driven suggestions on how to reduce their energy use and save money.

Impresa CX is key to smart grid and AMI implementations helping utilities drive customer engagement at lower cost.

Modular design enables utilities to add AMI features at their will with at most ease without significant efforts. It provides AMI Usage/Consumption and Billing Insights to customers so that they can manage it according to their priorities.



Impresa CX comes with a suite of pluggable AMI widgets that helps utilities engage consumers like never before. These Pluggable Widgets are designed using modern UX principles to anticipate follow-up queries and answer them preemptively.

Engaging Utility Consumers to meet Sustainability Goals

The future of this planet depends on environment-conscious energy and utility companies. Become the pioneer to usher in a new era of intelligent energy consumption and lead the world towards a sustainable future...

Affordable, Clean Energy and Climate Action are respectively the **7th and 13th goals** in the SDGs proposed and adopted by the United Nations in collaboration with more than **125 nations**.



Impresa CX offers the technology that is engineered for the purpose of serving utility consumers to create a lasting environmental impact. Everyday, Utilities across the globe are using Impresa CX platform to drive the expansion of renewables, decarbonization by engaging customers and prosumers in this process.



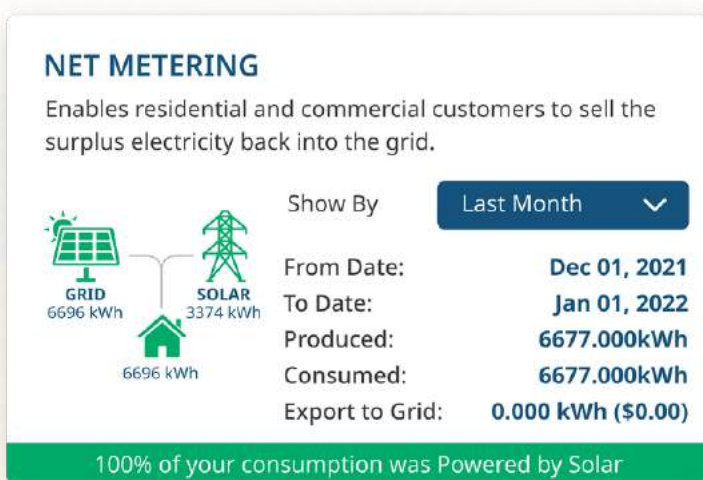
Impresa CX's sustainability-focused features help transition your brand into an environment-conscious utility service provider. It promotes best practices to drive efficiencies in consumption through strategic product features like **Demand Side Management, Net Metering for Renewables, Distributed Energy Resource integration** and **CO2 Emission Tracking** to help reduce each user's carbon footprint. Together, these features contribute toward the decarbonization of cities and a greener future.

Track carbon emissions at consumer level



To provide visual feedback of how much customers have been able to impact the planet positively, Impresa equips the consumer with a CO2 emission tracker. This enables the consumer to course correct in case of increased footprint and provides motivation to reduce consumption.

Net Metering for Prosumers



Smart Rate Plan Selector

Your Current Plan



Your Lowest Cost Plan



Drive demand side management programs using Impresa CX

Insufficient consumer engagement is the biggest challenge Utilities face in driving demand-side and conservation programs. **Impresa CX** is the platform to experiment with various energy efficiency and water conservation programs.

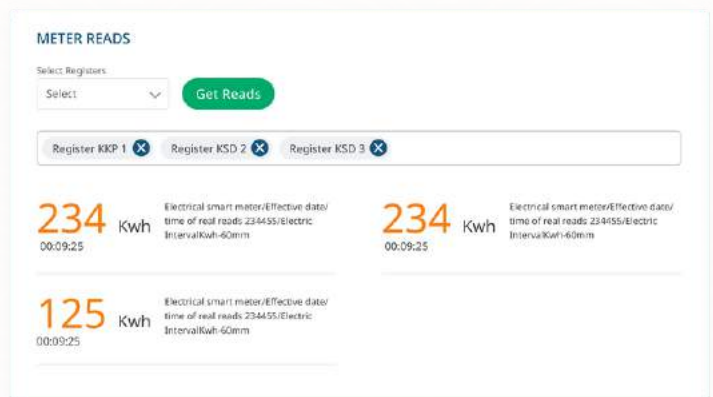
Using modern user experience strategies, it draws customer participation by providing them with **data science-enabled insights** about their consumption behavior, effectiveness and measurable results of any demand-side or conservation program participation. Impresa does it by reducing frictions linked with onboarding a consumer onto the portal and providing relevant thoughtful insights at every level once they are onboarded **increasing their stickiness to the platform**.

Impresa allows delivery of tailor-made communications for various demand-side management programs for different consumer segments and allows experimentation in this to nudge the consumers to subscribe to various conservation programs. Once onboard, a customer is kept constantly on the hook with the delivery of deep insights about programs and the impact being created by their small contributions towards sustainable living.

Out-of-the-box Pluggable UI widgets



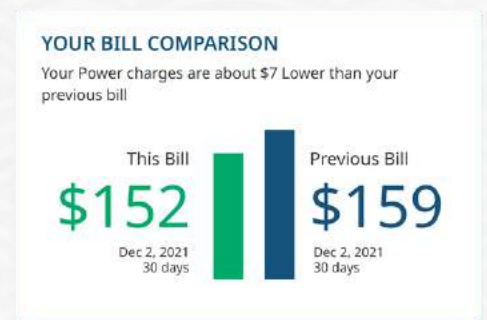
View usage & cost by hour, day or any defined period



Meter reads from different registers



Usage comparison with current vs previous bills



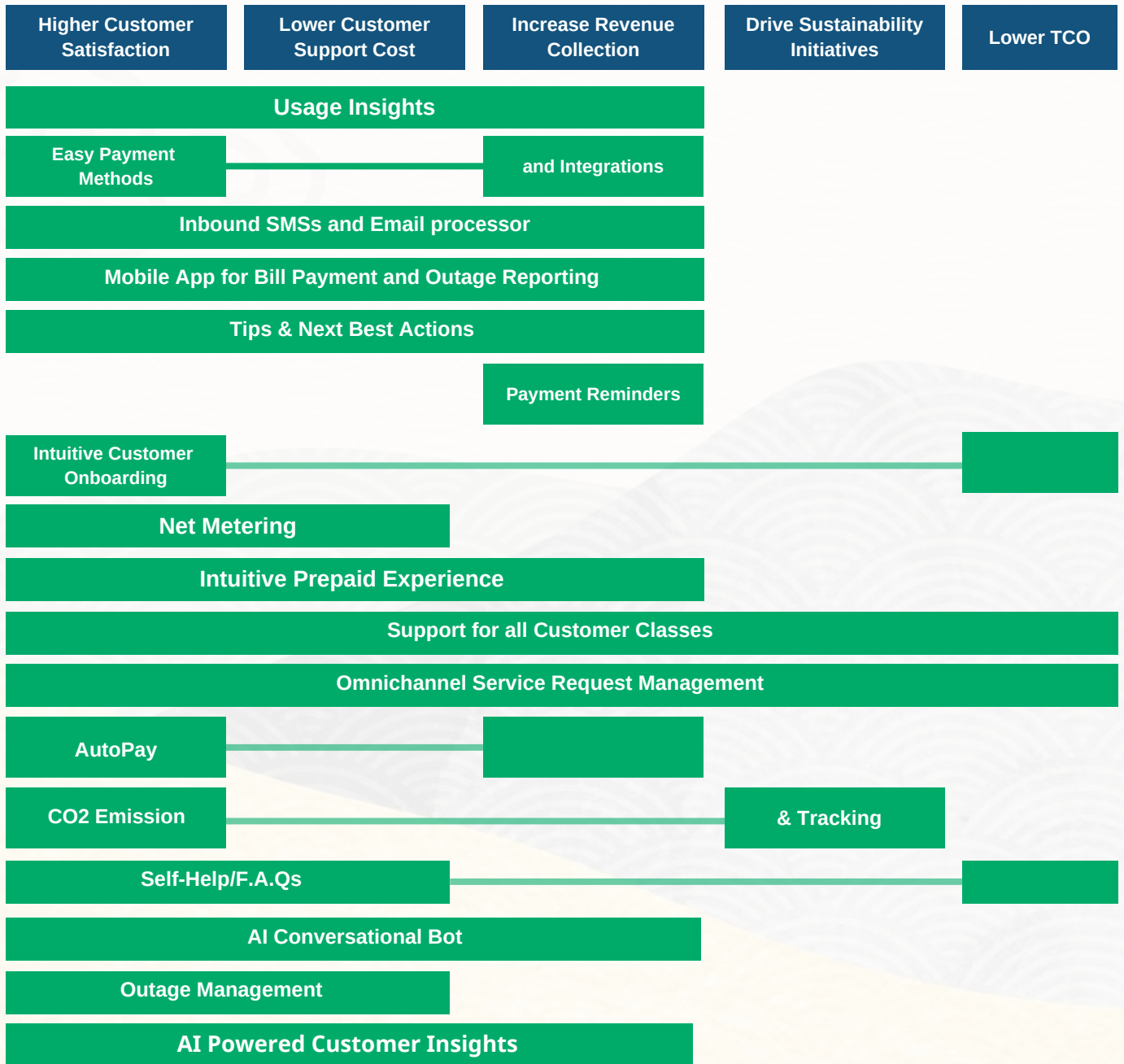
Highest Usage Days

Impresa CX comes with a suite of pluggable AMI widgets that helps utilities engage consumers like never before. These Pluggable Widgets are designed using modern UX principles to anticipate follow-up queries and answer them preemptively.

The widgets can easily be plugged into existing customer portals and websites of Utilities. This helps Utilities leverage existing investments and still benefit from the modern technology. This further minimizes the disruptions from the AMI rollout process.

Powerful Features, Unmatched Value

Following is a visual map of the crucial features Impresa CX offers to maximize value for both customers and utility companies



Get in touch for a Free Demo

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Published by
Abjayon Inc.
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