



REDCLAY
Leading Utility Transformations

Elevate your Customer Experience with Red Clay

Powered by Oracle CX

Develop stronger customer relationships by placing award-winning CX at the heart of your brand

Oracle CX enables utilities to tailor the system to meet their needs, support flexible and diverse product offerings, and adopt a new strategy when needed, all while offering a personalized customer experience. Comprised of a set of applications, this product offers a strategic end-to-end platform for Utilities. Oracle CX is enabling organizations to manage, secure, and drive business value from data.

THE BENEFITS OF CX

The utility of the future is putting customers at the center of their strategies. The industry has embraced technology to improve overall customer experience, focus on new lines of business, and expand their partnerships. By investing in Oracle CX, utilities are increasing customer satisfaction, expanding product and service offerings, lowering supporting costs, and ultimately growing their customer base.

RED CLAY'S CX EXPERTISE

+1.1 M

Customers
Served

360

Degree view
of customers

2020

Project of the
Year Award

Red Clay partnered with Celsia, a large electric utility (with an extensive portfolio of offerings including EVs, appliances, home charging stations, etc.), to move customers from a legacy CIS system to meet evolving regulatory requirements. Red Clay successfully implemented the first-ever single-instance cloud Oracle C2M solution to help Celsia achieve its meter-to-cash goals. In addition to the CIS shift, the utility was in need of new revenue streams to make up for flat or declining revenue in a regulated market.

To meet this need, Red Clay implemented the entire Oracle CX suite of products, allowing the utility to realize the aspirations around the faster acquisition of new customers and quicker processing of sales. Celsia was able to initiate, orchestrate, and automate their contracting process, which reduced average sales time from 30-35 minutes to 5-10 minutes. Celsia realized end-to-end visibility of the acquisition lifecycle all in a fully integrated Oracle solution set. Red Clay's work was recognized with the Oracle Utilities User Group's 2020 Implementation Project of the Year.

CX MODULES IMPLEMENTED BY RED CLAY



Oracle Engagement Cloud:

Oracle's complete sales solution (formerly known as Sales Cloud) is designed with the flexibility essential in meeting and exceeding industry-specific CRM requirements.



Oracle Service Cloud:

Increase customer engagement, enhance efficiency and differentiate your brand by unifying contact center, web, and social experiences.



Oracle Marketing Cloud:

Nurture your customer base like a true modern marketer by delivering adaptive, personalized, timely communications taken from smart customer profiling tools.



Oracle CPQ Cloud:

Increase sales productivity and close deals faster with innovative guided selling capability and 100% accuracy across quotes and ordering.



Oracle Field Service Cloud:

Real to time traffic routing, capacity and quota management, technician location, and real-time reports and dashboards to elevate your customer experience.