



Success Story / TXU Energy

Improving Customer Service with Vitria's M₃O Operational Intelligence Platform

Executive Summary

With complex systems and interactions to manage for new customer enrollments, TXU Energy required a real-time view of all customer enrollment processes to improve its own customer service. To achieve this, TXU Energy needed to gain real-time visibility into its processes, insight into the status of each process, and the ability to take immediate corrective action to avoid impacting the customer. TXU Energy chose Vitria's M₃O Operational Intelligence Platform to gain this real-time visibility into its end-to-end enrollment processes, manage these processes as they executed, and adjust them as needed.

Problem Statement

Competing in a deregulated electric utility market, TXU Energy was faced with the pressing concern of reducing customer churn. TXU Energy is the largest retail electricity provider in the State of Texas, providing electricity and related services to over two million customers. TXU Energy needed a solution that would provide full transparency across all critical business operations. Specifically, the project focused on the customer on-boarding process, by tracking key performance indicators (KPIs) at each step of the process, to ensure an exceptional customer experience.

TXU Energy had explored many alternatives to solve this challenge with its existing SAP CRM and billing applications for quite some time. Although the SAP solution aided the flow of information between all business groups inside the organization, it could not fully provide the level of granularity and visualization that TXU Energy was seeking. Vitria's M₃O Operational Intelligence Platform complemented SAP quite well by providing this added functionality.

Business Profile:

TXU Energy is the #1 choice in Texas, providing electricity and related services to more than two million Texas customers. TXU Energy delivers competitive market benefits to customers by providing competitive prices, innovative products, and tools to meet individual needs and deliver dependable customer service.

TXU Energy Offers:

- Broad Selection of Electricity Plans
- Energy-Saving Products
- Electricity Bill Payment Assistance Programs
- Renewable Energy Products

TXU Energy provides many options including, price protection, flexibility, Earth-friendly benefits, and cash-back loyalty rewards.

TXU Energy is a subsidiary of Energy Future Holdings.



Problem Statement

TXU Energy's project requirements included:

1. Provide effective governance of the customer enrollment process.
2. Identify and correct any issues (i.e., Exceptions) prior to the customer experiencing any impact.
3. Ensure a smooth delivery of all new customer "Move-In" services.
4. Present a clear view of the entire process across multiple applications, including SAP CRM, SAP IS-U, Inovis, TLE, etc.
5. Deploy the solution with minimal impact to existing systems.
6. Deliver easily accessible and understandable role-based operational dashboards for business users.
7. Establish a solid platform for repeatable future projects.

The Vitria Difference

Vitria's M3O Operational Intelligence Platform gave TXU Energy the visibility and insight it needed to take optimal action and ensure an exceptional customer experience.

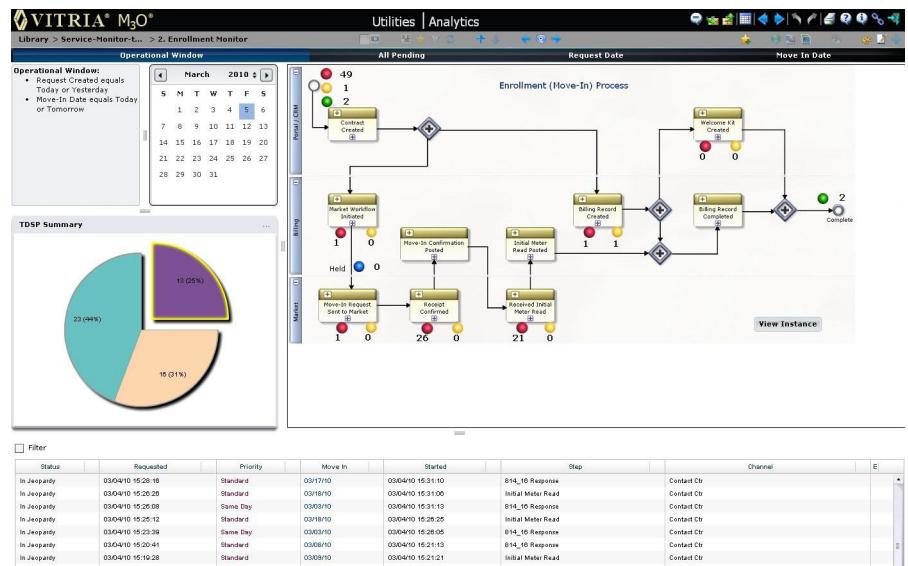


Fig. 1 shows monitoring and measuring of aggregate exception rates in the top right box, and visibility into transaction level detail versus service level agreements in the bottom box.

"Customer service is crucial to maintaining our position as the leading energy company in the highly competitive Texas market. Vitria offers an integrated suite in which all components naturally work well together to provide real-time visibility across our internal information systems. This enables us to identify and correct service delivery issues before they occur and impact our customers."

- Kevin Chase
CIO, TXU Energy

Vitria's M3O Operational Intelligence Platform was deployed and results were obtained in less than four business weeks. Specifically, the project delivered the following results:

1. Real-time visibility of KPIs (via role-based operational dashboards) to manage the Move-In process.
2. Reduced time to identify and correct customer contract exceptions.
3. Reduced time to resolve enrollment errors from hours to minutes.
4. Successful integration with existing operational applications.
5. Effective implementation of a new technology platform.

In addition, the project required only one Vitria Architect, who worked directly with Sendero Business Services, a Vitria partner based in Dallas, TX, and TXU Energy personnel, through all phases of the project.



Partner Information:

Sendero is a management and technology consulting company. Their approach is to hire the best people from top consulting companies and universities, then leverage deep experience in the vertical industries they serve to deliver critical business engagements for their business partners. Sendero's focus is always on delivering value and ensuring that what is provided far exceeds what was promised. Sendero does so in three main practice areas: Strategy and Business Management, Human Process, and Technology.

Sendero's mission is to provide a wide range of management consulting services to enable their business partners' success.

Sendero's vision is to be the partner of choice for business success.

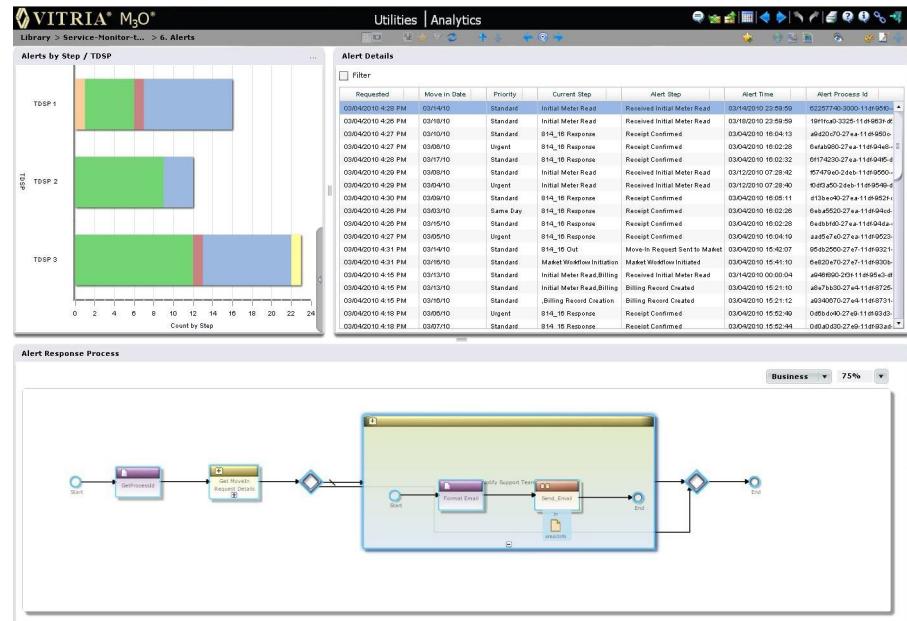


Fig. 2 provides visibility into all generated process alerts in the top right box. The bottom box provides insight into the status of the resolution action on a given exception.

Summary

TXU Energy is deploying Vitria's M₃O Operational Intelligence Platform across all enrollment processes. TXU Energy now has a complete, real-time view of its customer enrollment processes across multiple applications and divisions, enabling the delivery of an exceptional customer experience to existing customers as well as for attracting new customers. TXU Energy plans to extend the solution to the Meter-to-Mail process in the near future.

About Vitria

Vitria Technology, Inc. provides the industry's leading Operational Intelligence platform, empowering partners and customers alike to develop innovative Operational Intelligence solutions to analyze business activities in the proper context and take real-time action. The result is faster, better decision-making. With a rich heritage as a technology pioneer, Vitria's award-winning process integration solutions provide the backbone for many Global 2000 companies' mission-critical business processes. Vitria has customers in North America, South America, Europe, Asia, and Australia.



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