

Real-Time Process Case Study for Major US Utility

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.



“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

The Challenge

Competing in a deregulated electric utility market, TXU Energy was faced with the pressing concern of reducing customer churn.

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.

The Solution

Vitria’s Operational Intelligence Platform was deployed and delivered results in less than one month. It included:

- Real-time monitoring and management by exception of multi-step processes
- Real-time visibility of KPIs (via role-based dashboards)
- Reduced time to identify and correction of customer contract exceptions and enrollment errors
- Successful integration with existing operational applications

Customer Benefits

- Increased customer satisfaction and reduced churn
- Elimination of problems BEFORE they occur – leading to lower support and service costs
- Streamlined customer enrollment process
- Enhanced overall operational efficiency

About Vitria Technology

Vitria’s advanced analytics solutions empower enterprises and industrial customers to achieve better outcomes faster in their business operations.

The company was founded in 1994 and has a long history of success in streaming analytics, business process management, enterprise application integration, and operational intelligence. Vitria is also a leading player in the rapidly growing IoT (Internet of Things) analytics market.