Case Study

HiaffinityCX

Client South East Water | **Location** Australia
Industry Utilities | **Services** Water

HiaffinityCX Open Access Module and Salesforce Integration

South East Water Corporation is a statutory authority situated in Australia and one of three water retailers servicing metropolitan Melbourne. South East Water provides water, sewerage and recycled water services to over 1.6 million people in Melbourne's south east. South East Water's key stakeholders include residential, industrial and commercial customers, the community, its staff, the Victorian Government, its departments and regulatory authorities, suppliers, local councils and business partners. South East Water's customer strategy is to deliver the best customer experience efficiently by connecting with customers, acting on their insights, and providing practical, compassionate and sustainable support to help them better manage their account.

Project Background

While South East Water has been delivering high levels of service and receiving high satisfaction ratings from its customers, it was aware of the need to continually invest in customer solutions to enhance customer service and deliver value to customers.

To deliver its customer strategy, South East Water invested in the Salesforce.com CRM solution with the aim to:
• Build deeper customer understanding and insight across all lines of business
• Develop effective customer and stakeholder engagement capabilities
• Implement improved core customer management capabilities
• Develop integrated services and channels to provide a consistent approach to customer service
• Support the management of new products, services and programs

HiaffinityCX is a key component of the overall solution. HiaffinityCX manages metering, billing, collection and property information. To deliver the benefits that South East Water was seeking the HiaffinityCX system had to integrate with Salesforce which required:
• Real-time synchronisation of customer and account data
• Batch replication of property and metering information

Solution

HiaffinityCX Open Access Module (OAM) was integrated with South East Water's corporate Enterprise Service Bus (ESB) allowing it to sit alongside other applications and services, routing messages and requests to the relevant touch points, thus forming the basis of a Service-Orientated-Architecture (SOA) solution. HiaffinityCX's OAM enables flexible integration between HiaffinityCXand other core South East Water systems including works management, cash receipting and financial systems. It allows integration between HiaffinityCX and other applications to be configured without the need for development. It also allows existing and new HiaffinityCX Business Rules Engine (BRE) processes to be published as web services that can be readily adapted to meet changing business needs and requirements.

At the same time, it ensures Hansen Technologies worked closely with the South East Water project to assist with the integration of HiaffinityCX with Salesforce via the corporate ESB. This focused on the business rules that apply to business processes built into the BRE also apply to data coming in through the OAM. Integration of existing key business processes, such as the key Change of Occupier process.

Outcome

The integration between HiaffinityCX and Salesforce, utilising the OAM, is helping South East Water to deliver its customer strategy. The aims of South East Water's investment could not have been realised without the OAM. Core metering, billing, collection and property information is now being shared between HiaffinityCX and the Salesforce CRM solution.

This has provided a 360-degree view of the customer across the whole business with accurate, high quality information available where and when it is needed. The integration is being extended into new customer channels including South East Water's online customer portal and mobile solutions.

"The OAM solution from Hansen Technologies is critical for South East Water to delivers its customer strategy. We need our people and our customers to share information in real time. With HiaffinityCX being responsible for our billing and property information, we need to share this information back into our CRM solution. The OAM layer in HiaffinityCX has made this possible.

Each night we bill up to 15000 customers, with this information available to our front line staff the next day. We need to share real-time data across our system, as well as our systems external to South East Water. In partnership with Hansen, the HiaffinityCX OAM is a key component is making this happen."

Peter O'Donoghue CIO,
South East Water