

Agentic CX for Utilities

Keep customers confident. Even during outages.

ASAPP's Customer Experience Platform (CXP) runs utility customer service end to end, resolving billing questions and service changes while managing outage-driven demand at scale. Customers get clear answers from the first interaction without overwhelming your contact center.

Traditional IVRs and disconnected digital journeys leave customers navigating your organization. CXP coordinates conversations with the right systems to get issues resolved.

Built for **high-stress moments that matter:**
outages, billing questions, and service changes

Orchestration across core systems



Utility interactions span Customer Information Systems (CIS), Outage Management Systems (OMS), usage data, payments, and service orders. CXP coordinates the systems, human agents, and AI involved so nothing is left unresolved.

Governance you can audit



- ✓ Operational guardrails
- ✓ Controlled permissions
- ✓ Real-time AI monitoring
- ✓ Logged decisions and actions

Human expertise built for resolution



When an exception, approval, or critical safety-related case needs human judgment, CXP GenerativeAgent® consults an expert through a built-in HILA™ workflow. The expert provides a decision, and the AI continues the conversation without transferring the customer or asking them to start over.

Full observability



Every interaction is monitored and fully traceable. Visibility into every AI decision and action supports quality assurance, operational improvements, and compliance.

**Understand the customer
from the first interaction**

CXP GenerativeAgent® is the single front door across voice and digital, capturing intent, identity, and context to determine the next step. That context stays with the interaction, so customers never repeat themselves and human agents can pick up where the AI handed off.

Utility requests CXP helps resolve



High-bill explanations

Retrieves billing and usage data, explains charges in plain language, and guides customers through the next steps.



Payment arrangements & disputes

Sets up arrangements, processes payments, and requests human approval for adjustments when required.



Outage reporting & status

Captures outage reports and provides status updates across voice and digital, using estimated restoration times from the OMS. Routes safety-related cases to the appropriate team with context intact.



Start, stop & move service

Verifies identity and service address, checks eligibility, and completes CIS updates and service orders in one guided interaction.



Exceptions & approvals

Brings human judgment into the interaction through HILA, so the AI can continue to resolution without transferring the customer.

About ASAPP

ASAPP is the agentic Customer Experience Platform (CXP) purpose-built for enterprise customer service. CXP orchestrates AI agents, human expertise, and enterprise systems to resolve customer issues faster and more accurately across voice and digital channels.

At the core of the platform is GenerativeAgent®, created to autonomously listen, reason, act, and improve through interaction intelligence. Enterprise service teams use ASAPP to run their operations with measurable outcomes, governance, and production-scale reliability.

Take the next step

Book a demo of ASAPP's CXP
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Learn more at
www.asapp.com/cxp



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