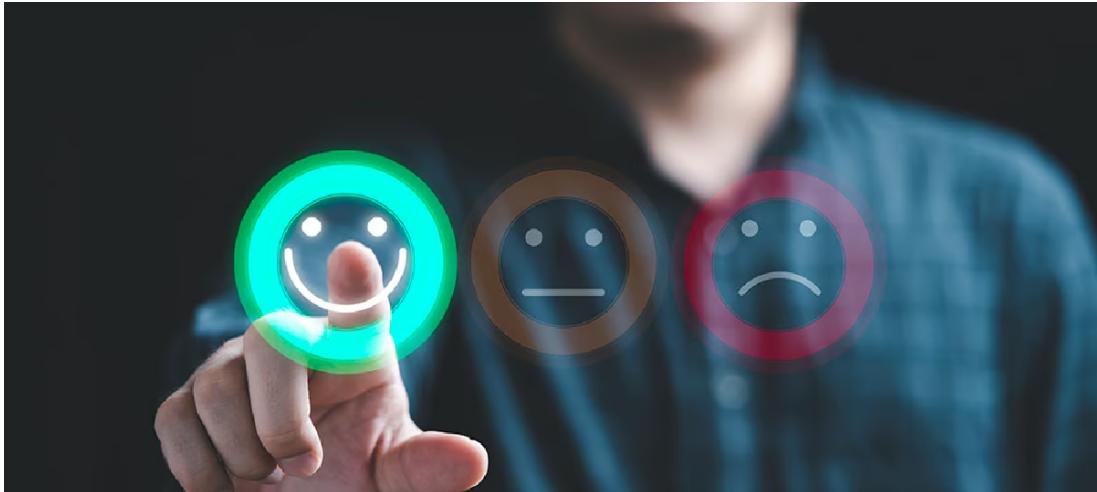


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## rSTAR Insights

AUGUST 2023



## Why Digitizing the Customer Experience Is Critical

In today's market, customers have gone beyond demanding quality products and services to demanding seamless interactions, personalized engagements, and effortless access to products and services across multiple touchpoints. This has raised the need for manufacturers, utilities, and more to adopt digital transformations and strategies to win prospects, retain customers, and stay competitive.

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## Case Study: Digital Transformation to Oracle Fusion Middleware

Energy giant Exelon needed to create a secure, private cloud platform for their business-critical applications, data, and processes to strengthen their operational infrastructure and optimize their Oracle investments. Find out how they executed a cloud migration to achieve the required scalability and standardization to address their private and public cloud initiatives, reduced integration costs and complexities, optimized overall infrastructure & stack, and more.

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## AI CHATBOTS

Create Better Customer Connections  
and Increase Engagement



## AI Chatbots: Create Better Customer Connections

## and Increase Engagement

AI-powered chatbots can enhance customer experience, lower call center costs, increase engagement, provide built-in customer analytics, and more. Find out more about the benefits of this powerful new connection between a customer and a utility company thanks to AI chatbots.

[Watch Video](#)



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