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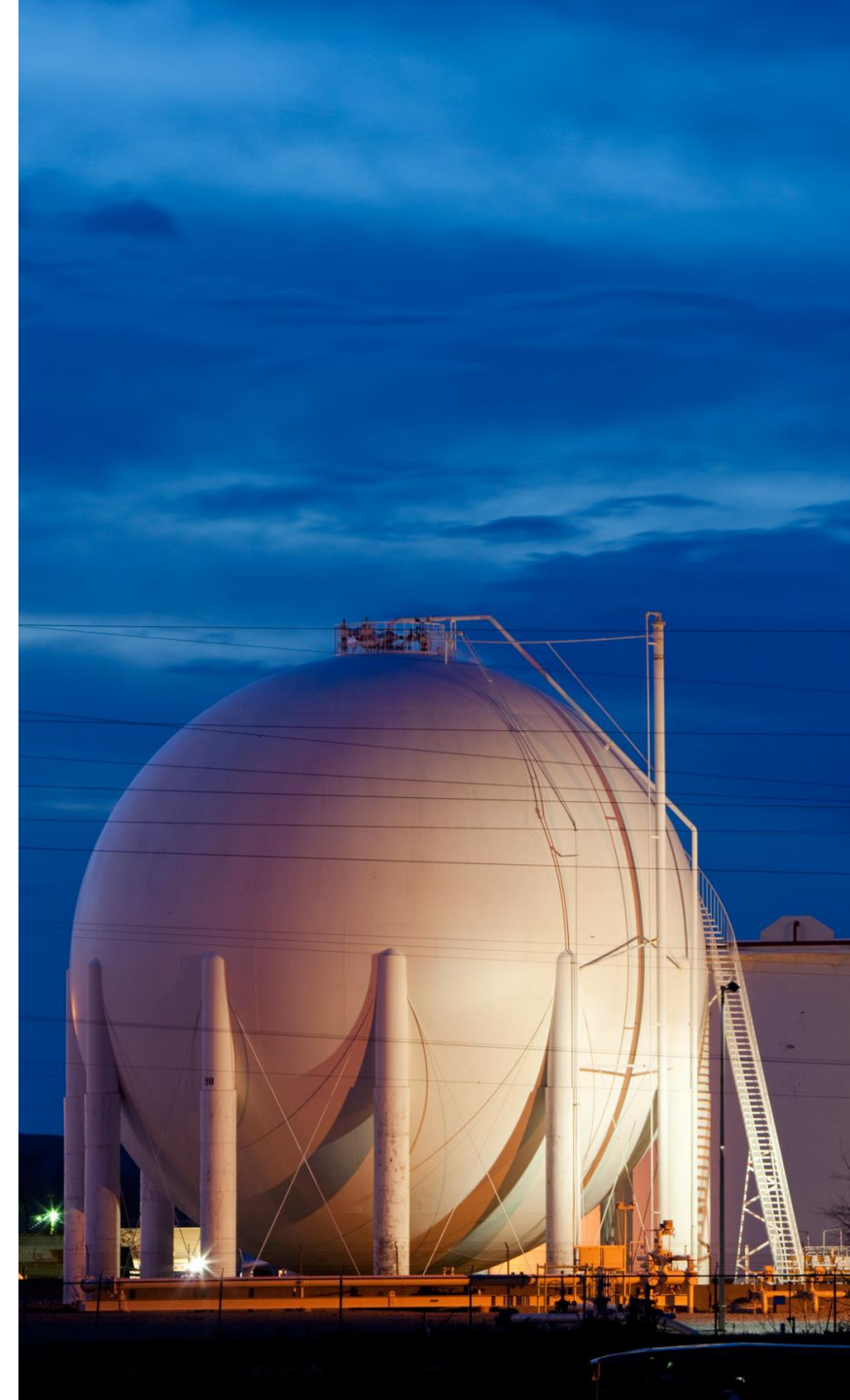
# How Can Fine-Tuning Business Systems Deliver a Superior **Customer-Centric** Experience?

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Accounting for **approximately 20%** of Australia's total electricity generation

Since lighting the first gas streetlamp in Sydney in 1841, AGL Energy Limited (AGL) has pioneered energy innovation in Australia and is now committed to helping shape a sustainable energy future. Operating customer service and billing capabilities through contact centers and billing platforms, the energy firm turned its focus to **helping customers take greater control** of their energy needs. Intent on being a truly customer-centric organization, AGL sought to help its call center agents serve customers better. This called for optimizing how they accessed and experienced AGL's core systems.

THE BEST RUN



# AGL used data-driven insights into its business applications' use to guide employee training and **enhance customer interactions**.

AGL Energy Limited deployed the **SAP® User Experience Management application by Knoa** to measure and optimize user performance across its SAP software landscape, helping the firm:

- Gain insight into how its employees interact with its enterprise CRM solution, highlighting application use and user engagement
- Understand complexities within key business functions, identify ways to enhance the user journey and workflow to help users become more productive, and support optimal customer interactions
- Use data-driven insights to resolve issues and ensure customer-oriented processes run smoothly
- Identify training opportunities for call center employees
- Pinpoint operational and workflow adjustments to improve performance and fine-tune business processes that directly affect user satisfaction and efficiency

“Using SAP User Experience Management, we’ve been able to make more effective use of our enterprise software to **serve customers better**. This includes isolating key system challenges experienced by our call center agents and resolving them efficiently.”

Michael Connelly, System Optimization Performance Manager, AGL Energy Limited



AGL Energy Limited  
Sydney, Australia  
[www.agl.com.au](http://www.agl.com.au)

Industry  
Oil and gas

Employees  
3,750

Revenue  
A\$13.2 billion  
(US\$9 billion)

Featured Solutions and Services  
SAP User Experience Management  
application by Knoa

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