



bowdark



CASE STUDY

Self-Service Requests for Utility Customers

SUMMARY

Bowdark built a digital self-service platform that streamlined customer request management, replacing manual intake processes with automated workflows that improved efficiency and service delivery.

BUSINESS OVERVIEW

SIZE

~7,700 employees

INDUSTRY

Utilities

COUNTRY

United States

PRODUCTS & SERVICES

Azure, Power Platform, SAP, Power BI



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CHALLENGE

Customers and electricians had to call into the local service center to submit service requests, which were then processed largely by hand. This manual, phone-based process was slow and created bottlenecks for both residential and commercial customers trying to get service.

APPROACH

Bowdark worked with the client to design a user-friendly portal experience that carefully walks customers through the request initiation process using a questionnaire-style flow, guiding both residential and commercial customers to submit accurate, complete requests without needing to call in.

SOLUTION

Bowdark built a customer self-service portal that lets residential and commercial customers submit service requests online, replacing the manual call-in process at local service centers. The portal supports many request types and automatically routes them to the right service center. A workflow engine converts customer data into the right orders and projects, automating SAP work order creation and electrical drawing processing, while Power BI gives leadership visibility into the full fulfillment process.

TECHNOLOGIES USED



Azure



Power Platform



SAP



Power BI

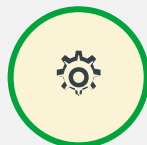
Outcome

The portal reduced request cycle time by 33%. Since 2023, the number of requests processed through the portal has grown at a 23.9% CAGR, and the solution now processes around 30 requests per day, or roughly 900 per month. The reduced manual intake and entry work is estimated to save the company \$401,971 annually, with an additional estimated \$97,000 in savings from reduced service center call volume, not to mention improved customer satisfaction.

KEY FEATURES & BENEFITS



Questionnaire-Style
Intake



Automated Order/Project
Creation



33% Faster Cycle Time



\$498K+ Estimated Annual
Savings