



# Utility Customer Innovation Alignment

## CHALLENGE

A large US investor-owned utility's Customer Solutions organization recently restructured, combining two Customer Solutions Innovation organizations. The utility wanted to align approaches and processes across these two organizations, adopt leading practices from other utilities and industries, and reassess the skillsets needed for the Customer Solutions Innovation employees. ScottMadden was engaged to help the utility evaluate the current state of the customers' practice, align processes, and navigate emerging regulatory requirements related to Customer Solutions.

## PROCESS

- Conducted interviews with several utility organizations as part of a qualitative benchmarking effort
- Identified leading practices through interviewing innovation groups at utilities
- Assessed the current state of the utility's customer and grid innovation groups
- Uncovered emerging regulatory requirements to be incorporated into the innovation team's strategy, prioritization, and processes

## RESULTS

- Integrated "quick win" recommendations
- Established innovation priorities and metrics based on updated regulatory requirements
- Pursued increased collaboration with grid-focused innovation teams
- Established focus for innovation recommendations including: Innovation Approach and Goals, Project Sourcing, Cost Effectiveness Tests, Employee Skillsets, Funding, Governance Structure, Program Integration, Innovation Coordination, and Regulatory Impacts

## AT A GLANCE



Focus areas uncovered



Achieved alignment for entire utility



Navigated regulatory requirements

ScottMadden has worked with a number of utilities to develop their customer innovation strategy. [Contact us](#) to learn how we can help support your projects.

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