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C3 AI CRM | New Energy

AI-First CRM for New Energy Enterprises

C3 AI® CRM for New Energy is the only AI-first CRM built for downstream, midstream, and upstream energy enterprises. Delivering industry-specific AI-driven workflows for energy enterprises, C3 AI CRM includes the comprehensive sales, marketing, and customer experience capabilities of Microsoft Dynamics 365 and Adobe Experience Cloud. Using C3 AI CRM, energy professionals improve customer-facing operations by growing revenue, improving customer and supplier service and relationships, and optimizing demand and supply planning. C3 AI CRM enables enterprises to produce, process, and deliver energy to customers in a profitable, safe, reliable, and sustainable way.

C3 AI CRM for New Energy is an AI-enabled, predictive system of intelligence unifying all enterprise and extraprise data across customers and operations into a unified energy industry object model. It applies advanced AI algorithms to the data to facilitate the planning, sales, and delivery of energy to customers in a low-cost, safe, reliable, and sustainable way.

C3 AI CRM provides energy companies with comprehensive and actionable customer and business insights. C3 AI CRM helps segment, target, prospect, engage, qualify, sell to, and retain customers, accurately forecasts supply, demand, and revenues, and provides end-to-end supplier and vendor management workflows

Figure 1. *C3 AI CRM for New Energy helps enhance the customer experience and improve operational oversight and efficiencies across retail sites.*

AI-Driven Use Cases

Revenue Forecasting – Accurately forecast revenue with AI that identifies risks and opportunities, explains the drivers, coaches how to address them, and helps with financial planning

Product Forecasting – Integrate market data, retail forecasting capabilities, sales forecasting, and other AI functionalities to provide a forward-looking view of the company's supply and demand in order to plan operations and ensure that customer needs are met

Customer Churn Management – Identify and prioritize customers at risk of churn, understand the churn risk drivers, and enact effective intervention strategies to retain each profitable customer

Next-Best-Product Offer – Analyze past customer behavior, predict customer needs and propensity to buy available products, along with actionable recommendations for timing, channel, and marketing content to build sales strategies

Customer Experience – Throughout each customer touchpoint in the fuel station experience, AI capabilities streamline the end-to-end experience and automatically generate relevant recommendations, including identifying customers by vehicle and offering discounted and bundled items (e.g., car wash)

Price Optimization and Quote Generation – Generate relevant, timely quotes and negotiation-guiding price ranges, and maximize likelihood to win and profits. Leverage required margin, pricing history, competitor pricing, customers' calculated willingness to pay, and deal sizes
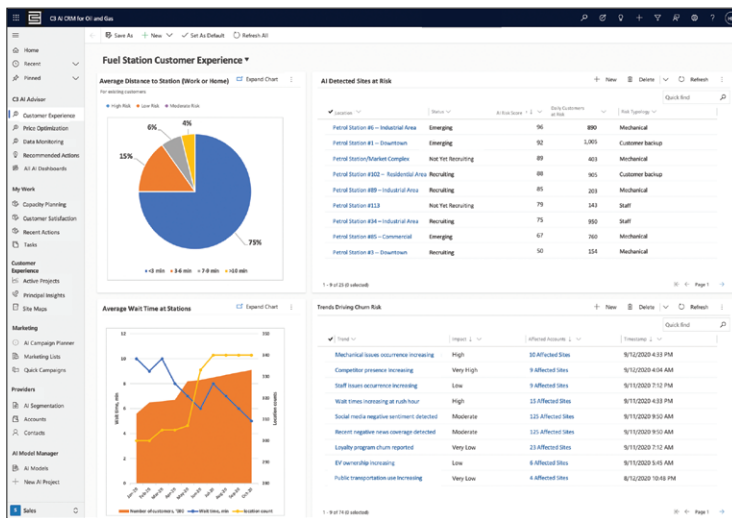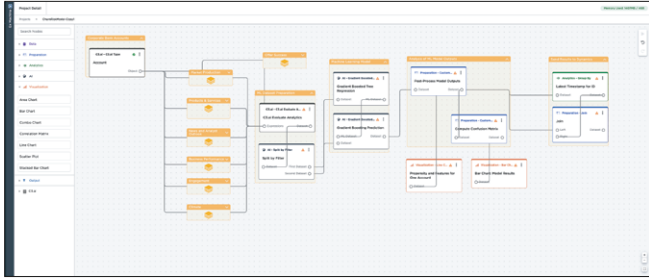
Figure 2. C3 AI CRM for New Energy provides pre-built AI templates for upstream, midstream, and downstream customer use cases that can be rapidly configured and extended in no code tools.

AI-Driven Use Cases (cont.)

Sustainability Management – Leverage AI-driven insights from the integrated data across the energy value chain to quantify a company's carbon footprint across all operations. Engage stakeholders and customers to build brand equity

Fuel Station Management – Monitor fuel station portfolio performance and predict consumer demand growth to determine best expansion areas, optimal station design (e.g., car wash, retail), and design franchise incentives to maximize profitable station footprint

Unify All Enterprise and Extraprise Data to Enable a 360° Customer View

Traditional CRM Data Sources

- Customer data, including firmographic data, relationship history, and interaction history

- Sales/purchase records

- Marketing campaign records

- Customer and supplier contracts

- Customer service records

- ERP data

AI CRM Data Sources

- Self-reported and third-party customer data

- Fullstream telemetry data

- Manufacturing/processing records

- Shipping and distribution records

- Product pricing (retail, wholesale sales, and exchange)

- Microsoft ecosystem data, such as Outlook records

Streamline Operations, Grow Revenues, and Maximize Lifetime Value

Grow revenues and maximize customer lifetime value – Accelerate growth with more data and intelligence on customer activities and markets while leveraging AI-driven insights to prioritize, qualify, and target leads, generate data-driven and targeted offerings, and build smarter hedging strategies

Streamline sales and customer processes – Reduce overhead through less time spent tracking and planning, and benefit from smarter identification of the next best action, when the action should be taken, and how it should be executed

Optimize services and pricing – Uncover the most important factors that drive usage of products and services to enable smarter, more efficient price setting that caters to customer needs while also maximizing company profitability

Improve customer satisfaction and loyalty – Improve customer satisfaction and loyalty through more meaningful, targeted communications. Guide workflows with AI-driven insights by surfacing each customer's needs, engagement sentiment, and opportunity health analysis

Improve supplier and vendor visibility – Leverage fullstream integrated data to improve transparency and monitor suppliers and vendors, increasing company efficiency across logistics, operations, and customer-facing workflows

Manage risk across silos – Manage and minimize risk by integrating all available data sources to build a complete view of company operations and resource availability. Improve utilization rates, company efficiency, and sustainability efforts

Proven Results in 8-16 Weeks | Visit c3.ai/get-started