



Metadigm Services

Title: Customer Onboarding and Other Process Improvement

Industry: Smart-grid Utilities

The Opportunity: Metadigm Services was a start-up company (~\$25MM annual revenue) in the smart-grid utility industry. Their clients were larger electric and gas utility companies such as Duke Power, Southern Company, Florida Power and Light, Wisconsin Energy, etc. Metadigm provided the equipment, labor and services to install smart-grid meters on the properties of their client's customers.

The Challenge:

- As a start-up Metadigm was experiencing several internal process inefficiency issues.
- One of those issues was customer onboarding.
- Specifically, it was taking upwards to 6-months, from the time a contract was signed with a new customer, before Metadigm was ready to start providing their services for that customer.
- This 6-month period was hurting and delaying actual revenues in a couple of ways:
 - The customers on paid for services after they were performed by Metadigm, and
 - Some customers decided to break their contract since it took so long for Metadigm to activate and start providing services.
- Additionally, Metadigm did not have the internal systems in place to adequately track and report against the status of their services to a customer.

The Solution:

- Brightwater assessed Metadigm's current customer onboarding process and internal system capabilities.
- Working with both external customers and internal leadership (from every internal Metadigm department involved with onboarding a new customer) Brightwater developed and implemented a revised customer onboarding process.
- A Brightwater team of developers created and implemented a new Workload Management System (WMS) for Metadigm. This new system was based on Microsoft Dynamics technology.

The Results:

- The customer onboarding process duration was cut by over 50% (from 6 to 2.5-months).
- Actual activity against customer contracts was successfully tracked and communicated via new WMS.
- Metadigm revenues increased significantly.
- Metadigm customer satisfaction increased significantly.
- Customers no longer break their contracts with Metadigm.