



Case Study

Madison Gas and Electric (MGE) Implements KloudGin for Mobile Workforce Management as a Key Component of the Utility's Digital Transformation Initiative, "Enterprise Forward"



About MGE

Madison Gas and Electric (MGE), an investor-owned utility (IOU), has roots in the Madison, Wis., area that date back more than 150 years. MGE generates and distributes electricity to 157,000 customers in Dane County. The company also purchases and distributes natural gas to 166,000 customers in seven south-central and western Wisconsin counties. MGE is a subsidiary of MGE Energy.

In January 2018, a 5-year Digital Transformation Initiative named "Enterprise Forward" was officially kicked off at MGE, in partnership with the company's primary implementation partner, Ernst & Young.

Wave 1 in January 2019 saw the successful implementation of Financial and Human Resources Systems with Oracle Cloud Fusion ERP and Oracle Cloud Fusion HCM. In September 2021, after 26 months of an intense project that was complicated by the global pandemic, MGE successfully implemented Wave 2 on time and on budget.

MGE is now one of the first IOUs in the country to have implemented Oracle's C2M (Customer 2 Meter Billing) with full integration between Oracle Engagement Cloud and Eloqua. Not only that, but there is now an effective integration between C2M and KloudGin, MGE's Scheduling and Mobile Service platform, designed to enable customer field interactions.

Vision

Fundamentally, MGE has been on a mission to transform itself into a digitally integrated utility to increase operational efficiency, revenue diversity and competitive services. Some of the basic tenets of this effort include:

- **Automation:** Eliminate redundant work and drive consistent repeatable processes by enriching field customer service.
- **Optimized Costs:** Standardize and drive employees to high-value efforts.
- **New Products & Services:** Anticipate customer needs and fortify the utility value proposition.
- **Employer of Choice:** Attract and retain the next generation of talent and leadership required to move MGE forward.
- **360 View of Customer:** Deliver an enterprise-wide view of all customer interactions and transactions.
- **Flexibility:** Quickly adapt and deliver to changing market needs.

The Solution

Following an extensive bid process, the cross-functional MGE selection committee selected the KloudGin FSM platform as the new Mobile Workforce Management tool. KloudGin provides an industry-centric approach through its Machine Learning-based field service management cloud platform, which enables MGE to quickly schedule, route-optimize, dispatch and deliver short-cycle work, and set the stage for a planned project to do the same with long-cycle work.

Access to real-time information provides a more predictable and cost-effective view of the customer interactions, service interruptions, and actual crew costs.

KloudGin worked together with its technology partners, Ernst & Young, Oracle and Esri GIS, to accomplish this implementation. KloudGin's strong partnerships, coupled with its internal utility's expertise, were instrumental in executing this successful deployment of mission-critical technology at MGE. KloudGin's tight integration with Esri's GIS mapping system allowed the solution to provide real-time map access across mobile devices, thus minimizing the need for paper maps or separate GIS apps.

MGE went ahead and put mobile devices in the hands of all the field crews, whether it was for customer service work, outage tickets, or meter services.

Results

Improved Data Collection

KloudGin's mobile-centric platform replaced a variety of paper and manual processes, custom application and single-point systems with one mobile-friendly platform. KloudGin also adapted its platform to meet MGE's existing compliance and security requirements. Previously, crews and staff had to work primarily from printed orders, with data provided from multiple systems and formats. KloudGin has standardized these workflows onto a single platform that automates many repetitive tasks, normalizes information across all device types, and speeds field work execution and central information gathering and analysis efforts.

KloudGin replaced existing systems that didn't allow efficient collection and real-time analysis of data in the field. Crews now have digital access to GIS data, service points and work history and more at their fingertips through the KloudGin Mobile application. This real-time data allows MGE to better monitor impacts to customers and provide notifications to improve service.

Solution Components

- KloudGin Core
- KloudGin Work Management
- KloudGin Asset Management

Quick Facts

- Predictable and cost-effective operations view of the customer service work, service interruptions, and crew mediation work activities
- Quickly respond, run and optimize work based on various priorities
- Reduced technology-related workloads for field crews
- Achieved comprehensive view of all data across work-types, divisions and geographical regions
- KloudGin's cloud-native mobile solution enables MGE to easily onboard new cities and regions
- Scalability – instantaneous scale-up or scale-down capability
- Mobile-centric - onboarding and coordination of a massively distributed workforce
- Data consolidation - data, governance, scheduling and compliance all using a single engine
- SSO integration of all MGE systems via KloudGin Visualize multiple maps with Esri ArcGIS, including redlining, attribute
- Visualize multiple maps with Esri ArcGIS, including redlining, attribute correction workflows, brand new workflows, and customer complaint workflows.

Integrations

KloudGin platform's integration engine and adaptors enabled MGE to rapidly integrate and configure workflows with core utility systems of record:

- Oracle C2M (Customer 2 Meter Billing)
- GE Outage Management System (OMS)
- Kronos
- Esri ArcGIS
- Single Sign On (SSO)

High Capacity Scheduling

KloudGin's automated scheduling engine can schedule and route optimize "All Work". KloudGin scheduler is high capacity, AI-based and is continuous, offering full and rapid plans throughout the day that take account of real-time changing conditions on the ground including emergencies, increased travel time due to traffic conditions, crew overtimes, resource time offs and the like.

KloudGin partnered with MGE to develop a 'notify closest' mode of scheduling for emergency work. KloudGin mobile is real-time location aware and crew location is tracked via the tablet's location services. When an emergency comes in, the crews closest to the emergency work location are notified by the KloudGin workflow orchestration engine with the ability to use email, sms and push notifications. Crew responses are monitored to the second and acceptances and rejections are tracked. Further, if a crew does not respond within a specified time, the system contacts the next closest crew for assignment.

KloudGin/ESRI Integration Drives Efficiency

The combined solution of KloudGin and Esri ArcGIS delivered an integrated solution to MGE. The ability to access GIS information drives efficiency by having asset information available in the same place as the mobile work application. New operational benefits included:

- GIS views built into service workflows to provide crews with valuable data throughout the process.
- Work Orders plotted on the GIS Map that allow dispatchers to schedule using the Lasso Functionality.
- As an electric and gas utility, MGE requires the best Security protocols to be adhered to for access to the MGE GIS Network. KloudGin has successfully integrated with the MGE GIS Network and enabled GIS Maps within the Mobile and Web Applications without compromising on IT Security protocols.



KloudGin has helped MGE make the leap into digital field work management. The system was intuitive for our end users and supervisors, helping them adapt quickly from paper to mobile based work. We now have flexibility to adapt with changing processes and can quickly update the information required to be captured by the field crews. KloudGin has provided more visibility into statuses, and ability to report more effectively on field work with KloudGin analytics.

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Connect with the KloudGin team to learn more.

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