



## Case Study

# Citizens Energy Group: Award-Winning Innovation in Field Service



## About Citizens Energy Group

Founded in 1887, Citizens Energy Group is a locally owned and operated broad-based utility service company providing natural gas, thermal energy, water, and wastewater services to around 900,000 people and thousands of businesses in the Indianapolis area.



## The Challenge

Indianapolis-based Citizens Energy Group has a unique business structure - known as a Trust - without any shareholders; Citizens operates its utilities for the benefit of customers and the community. Accordingly, Citizens places a great emphasis on its customer experience, putting customers at the center of everything it does. As an organization, they believe that every employee plays a part in delivering an exceptional service experience. With this mission in mind, Citizens continuously strives to challenge their processes in order to meet evolving customer expectations.

Faced with the end-of-life of their legacy field service management system, Citizens set out to implement a mobile-first, fully integrated platform that could support complex, multi-utility operations across their dispersed field workforce. Their core objectives were to streamline dispatch and routing, increase technician efficiency and productivity, and elevate their service delivery by providing real-time visibility to both customers and internal teams.

Their legacy system's limitations - including disconnected data, a lack of real-time customer communication, and manual scheduling - created operational bottlenecks, delayed decision-making, and hindered their service and emergency response times, directly impacting customer satisfaction. Addressing these challenges required a unified platform approach to improve reliability, responsiveness, and deliver a more connected customer experience. The new solution needed to eliminate system fragmentation by centralizing operations and integrating with their current systems, including CIS, EBS, GIS, AVLS and others.

## The Solution

This initiative involved transitioning to KloudGin, with a focus on their Connected Customer solution, to deliver a more efficient, transparent, and customer-centric service experience. The solution supports real-time appointment notifications and live crew tracking. Over 11 months, KloudGin developed an integrated system connecting Oracle C2M for field activities, Oracle WAM for asset management, and Esri GIS for geographical data, all supported by Azure BI for business intelligence. This implementation streamlined work order management, automated scheduling and dispatch, and provided robust reporting and analytics all on a user-friendly, connected mobile platform.

## The Solution

KloudGin's mobile platform improved the efficiency of field operations by enabling field crews to view work orders, self-assign available tasks, and access essential information and resources directly at their fingertips. Intelligent auto-scheduling reduced unnecessary travel and improved emergency response times by helping rapidly identify and ping the best crews for the emergency work.

KloudGin delivered a real-time customer engagement platform that provided real-time updates - from technician en-route alerts to current work order status. The solution also enabled seamless collaboration and coordination between field technicians and back office teams, keeping schedules, job updates, and asset information aligned in real time. This reduced delays, improved dispatch and routing efficiency, and helped improve service delivery across operations.

Citizens was also able to digitize previously paper-based processes, such as inventory management and time card logging, significantly reducing manual effort. This shift from manual to digital processes helped streamline workflows and reduce administrative overhead, helping Citizens gain real-time visibility into their field operations to enable more accurate reporting and better informed decision making.

As a result, Citizens increased their on-time appointment rates by 1.7% to 95.3%, and expanded the number of 2- and 4-hour appointment windows offered by 161% compared to pre-implementation levels. On-time rates have continued to improve each year since the initial implementation of KloudGin. The ability to digitize time cards has helped provide a more accurate reflection of crew work order completion times, enabling greater operational efficiency, reducing overtime, increasing the number of service orders completed, and allowing for a higher volume of shorter customer appointment windows.

## Conclusion

Citizens held true to their customer-centric mission through a successful partnership and field service implementation with KloudGin. KloudGin now supports a wide range of field service-related tasks, including data collection, auto-scheduling, crew management, GIS integrations, meter read validations, inventory, timesheet, vehicle tracking integration (AVLS), and reporting capabilities. By streamlining the work of multiple departments and business units into one application, Citizens has gained visibility and operational efficiency that enables it to provide the best customer service possible.

In recognition of the successful transformation of their customer experience in collaboration with KloudGin, Citizens Energy Group earned a CS Week 2024 Expanding Excellence Award for "Innovation in Field Automation."

## Solution Components

- KloudGin Work Management
- Connected Customer

## Results

- Within a month of go-live, Citizens was able to offer more appointments to customers with a greater on-time rate than the previous month
- Increased on-time appointment rates by 1.7% to 95.3%
- Increased the number of 2- and 4-hour appointment windows offered prior to go-live by 161% with the KloudGin application
- Improved average gas emergency response times by 1.6%, sewer by 10.4%, and water by 5.2%



With KloudGin, we've streamlined our field service processes and are able to leverage real-time data and connectivity to improve workforce productivity and effectiveness. Partnering with KloudGin has also helped us provide an innovative, Amazon-like experience to our customers with real-time service visibility and status notifications.

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Connect with the KloudGin  
team to learn more.

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