



Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by 

Coffee Break with Game-Changers, presented by SAP
Wednesday at 8 AM Pacific/11 AM Eastern
June 01st 2016: Digitization: Changing the Utilities Customer Engagement - Part 2

The buzz: Knowledge is power. Reality check for utilities. Digitization and the exponential growth of mobile devices are changing your customer engagement. But still fewer than half of customers are digitally connected with their utility. Your challenge: If you're not talking to your customer, they're not listening to you. Solution: Rethink your customer engagement model. Reimagine your business models. Now! The experts speak. Jacqueline Robinson, DTE Energy: "You cannot look in a new direction by looking harder in the same direction" (Edward deBono). Robert Thiele, OpenText: "What I worry abo

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Featured Guests



Jacqueline Robinson

Jacqueline Robinson is the Training Lead for DTE Energy's billing system replacement project. Her previous role was the Digital Channel Strategy Manager in the Customer Service organization which included launching a new website and a proactive outbound customer communication program. Before joining the customer service organization, she worked in various roles in IT including managing the self-service channels, the customer billing system, implementing a new customer communication platform and a customer relationship management system. She has been with DTE for nine years. She is a Community Facilitator for the Utilities SIG for Americas' SAP Users' Group (ASUG). Jacqueline holds a b

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Robert Thiele

Robert Thiele is senior director at OpenText and in charge of OpenText's portfolio of SAP solutions in the Americas since 2014. This portfolio is sold and supported by SAP as SAP Solution Extensions. Since 2007 Robert Thiele has been working closely with SAP and SAP customers especially in the areas of digital customer engagement and commerce, omnichannel communications, warehousing and logistics, and billing, and various industry solutions including utilities. He has 20+ years of experience in international enterprise IT markets, business development, marketing and channel sales. Prior to joining OpenText (StreamServe) in 2004, Robert held various management positions in marketing, strat

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James McClelland

James McClelland is the Senior Global Director of SAP Utilities & Energy Industry Marketing. He has over 25 years of experience creating business strategy for utilities deregulation. A graduate of the University of Toronto, Canada, James holds a degree in Business & Commerce. He currently resides in Dallas, Texas.

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