



## Utility Sought to Restructure their Product Development Process

### Situation

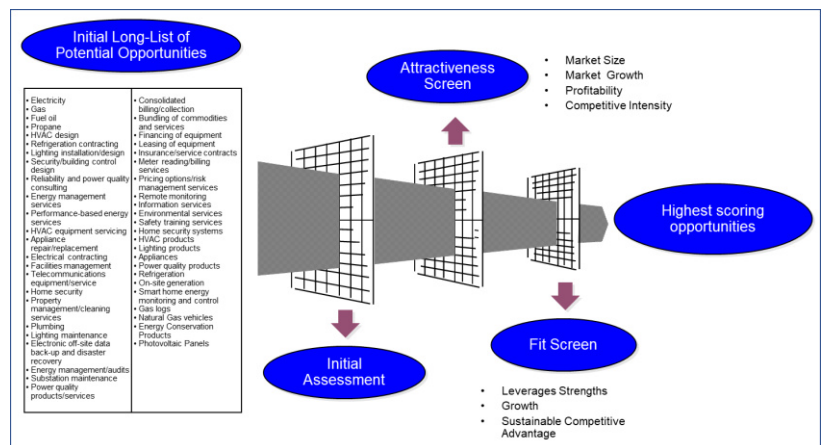
A utility company desired to supercharge their product development process, identifying a range of objectives, including

- Generate incremental revenues
- Improve customer satisfaction
- Enhance regulatory and customer relationships
- Contribute to improved rate case outcomes
- Position the utility as a problem solver with customers
- Generate customer success stories

### Solution

Velerity developed and implemented the utility company's product development process, including the following process and activities:

- Reviewed and refined the utility's product development process
- Developed and applied evaluation criteria
- Identified and characterized top priority products to implement
- Benchmarked key products and services
- Developed product development priorities
- Develop the product plans defining roll-out schedules and requirements and implications



### Result

The utility was provided an upgraded product development process and a set of high priority products and services to implement.