



## Accelerating the Pace of Change Toward Fossil Free Living

**Vattenfall is one of Europe’s largest producers and retailers of electricity and heat. To lead the energy transition, reduce costs and increase customer engagement, the Customer and Solutions team used Business Architecture to create an efficient self-service experience.**

To help business and technology stakeholders rethink their customer service strategy, the team leveraged an architecture-driven approach to create a holistic view of the enterprise, existing processes and customer journeys. With into the existing landscape and available data, the team realigned siloed development with strategic priorities and enabled product owners with data ownership and APIs.

Powered by an API library and data catalog truly owned by the business, the team identified the capabilities that needed to be digitized the fastest and defined a shared roadmap to equip their Virtual Agent with them. With strengthened governance, consistent omni-channel data and business capabilities-as-a-service, Vattenfall accelerated digital transformation, reduced inbound calls and increased the utilization of new online service solutions to 99%.

To make fossil-free living a reality, Vattenfall will continue to use Business Architecture to:

- Align business and technology stakeholders with a focused vision and actionable plan
- Proactively adapt to change with a shared blueprint, agility and operational efficiency
- Consistently leverage omni-channel data to personalize customer management
- Improve business capabilities to digitize the value chain, increase agility and reduce costs

*“In a market where customers want to choose how they use and generate energy, Vattenfall uses Business Architecture to focus on simplification and continuously evolve how we use data to orchestrate customer journeys and create sustainable engagement.”*

Vincent van Rooijen, Vattenfall, Business Architecture