

Key Challenges for the Energy & Utilities Industry



Industry Key Issues

- Inefficient processes and lack of collaboration increase operational costs
- Inconsistent and frustrating customer experience across touchpoints
- Increased focus on CX impacts revenue, cross-sell/up-sell potential, and customer retention
- Legacy tech and data silos impede digital transformation and slow down innovation
- Keeping up with a complex and evolving regulatory landscape

How Liferay Addresses These Challenges



Automate business processes to increase productivity



Empower customers with personalized and efficient self-service



Simplify the buying journey and boost aftersales business



Integrate systems, data, and applications to extend the value of your existing tech stack and create unified experiences



Create secure and compliant experiences with enterprise-level security

Solutions Tailored for Energy & Utilities Companies



Customer Self-Service Portals

Drive profitability and delight customers by leveraging self-service and delivering personalized omnichannel experiences on a platform that automates business processes, integrates legacy tech, and streamlines onboarding.



Digital Workplace

Build the ultimate productivity solution with class-leading intranets to shift from manual, paper-based processes to digital. Equip teams to better serve and engage customers with a consolidated location where they can collaborate and access critical information.



Integration Platform

Integrate legacy systems and connect all your data sources and back-end systems to provide a unified view of accurate, real-time data on one platform that offers a personalized user experience for both customers and employees.



Advisor Portal

Increase operational efficiency with a centralized, future-proof portal that helps your advisors focus on winning new clients, providing personalized customer service, and driving higher satisfaction.

Energy & Utilities Companies Using Liferay



Case Studies



Sanitation company Embasa wanted to optimize digital processes, improve business agility, and personalize experiences.

The Challenges: Embasa needed to revamp their digital services, empower non-technical users, and adopt technology capable of integrating existing systems.

The Solution: The new overhauled customer self-service portal and institutional website have resulted in +330,000 customers registering within just two months and \$20,000/month in savings.

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Petrobras, a world leader in the development of advanced technology for deep-water oil exploration, sought to revamp their corporate website.

The Challenges: Across 24 different websites, Petrobras had a fragmented digital presence. In addition, outdated technology overloaded internal teams and slowed updates.

The Solution: Petrobras created one platform for 4 million users that empowers non-technical teams to manage content easily and offers users a consistent brand experience across intuitive sites.

[Read more](#)



The Iberdrola group, a global energy leader, decided to renew their corporate website in order to adapt to the group's new communication needs.

The Challenges: The site had to keep thousands of international visitors informed through engaging, relevant, and interactive content accessible from any device.

The Solution: Iberdrola's transformed platform offers a responsive, multilingual experience with a focus on efficient content distribution. Engaging elements like animated graphics create an interactive learning space.

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