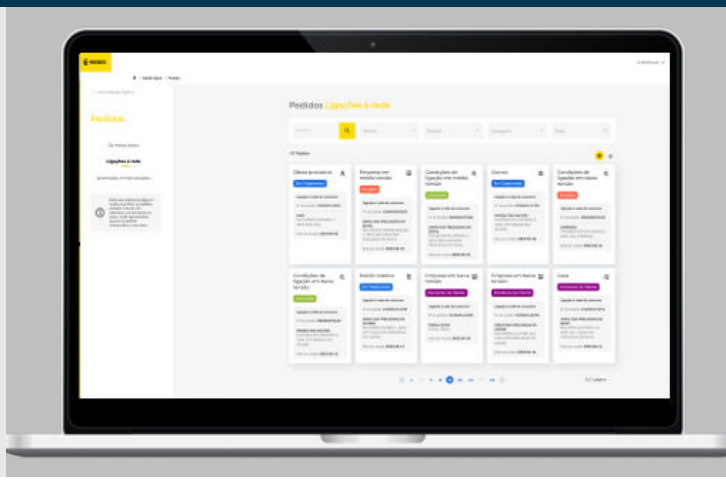
SUCCESS CASE 35.2026

Jobflow

DIGITAL COUNTER NEAR REAL TIME DATA



THE CHALLENGE:

- E-REDES faced the challenge of providing customers with a unified and transparent view of their requests, which were previously scattered across multiple channels and systems, including customer service centers, contact centers and digital platforms.
- Customers lacked real-time visibility over the status and progress of their requests, generating unnecessary contacts, follow-up calls and operational workload.
- Internal processes relied on fragmented information and manual handling, leading to longer cycle times, rework and inefficiencies.
- As digital adoption increased, E-REDES needed a scalable solution capable of supporting growing volumes of customer interactions while improving service quality and operational efficiency.

THE SOLUTION:

- E-REDES launched the Digital Counter Near Real Time Data solution, enabling customers to view and manage all their requests, regardless of the channel through which they were submitted, from a single platform updated every five minutes.
- Implemented an omnichannel near real-time architecture based on AWS (Amazon Web Services) microservices and integrated with a replica of the SAP commercial system, providing unified access to requests, outages, contacts and related documentation.
- Introduced end-to-end automation, with automatic request creation and integrated document management, eliminating manual interventions and accelerating processing.
- Developed intelligent forms tailored to each service type, providing customers with guidance and validation before submission to improve request quality.
- Integrated field-service features such as appointment management and technician tracking, increasing transparency and improving communication with customers.

MAIN ACHIEVEMENTS:

- Increased digital channel adoption from 21% in 2021 to 61% in 2025, significantly reducing pressure on physical service points and contact centers.
- Reduced operational effort through end-to-end automation, lowering rework, pending activities and process cycle times.
- Improved customer autonomy by allowing management of network connections, meter readings, outages, appointments and service requests through a single digital channel available 24/7.Increased first-time-right submissions through smart forms and contextual information, reducing incomplete requests and additional information exchanges.
- Strengthened public value through faster outage reporting, support for energy consumers and prosumers, and improved access to information that promotes energy awareness and efficiency.
- Demonstrated strong user adoption, with the “In-Progress Requests” area becoming one of the most consulted functionalities on the platform.

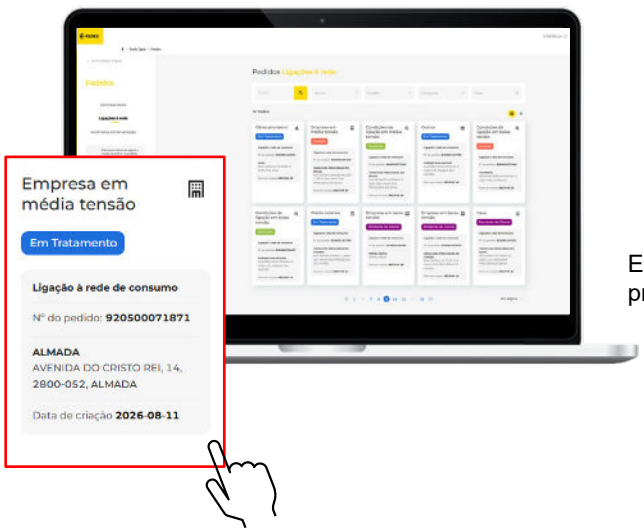
For more information about the project, please contact:
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KEY SUCCESS FACTORS:

- Strong customer-centric approach supported by focus groups, usability studies and satisfaction surveys involving different customer segments.
- Near real-time omnichannel integration, ensuring customers receive consistent and up-to-date information regardless of the interaction channel.
- Modern and scalable cloud-based architecture using AWS microservices and secure integration with core business systems.
- Robust technical validation through load testing, observability and performance optimization to guarantee reliability under high-volume usage.
- Modular design and automation capabilities that simplified implementation and enabled continuous evolution of the platform.

WAY FORWARD:

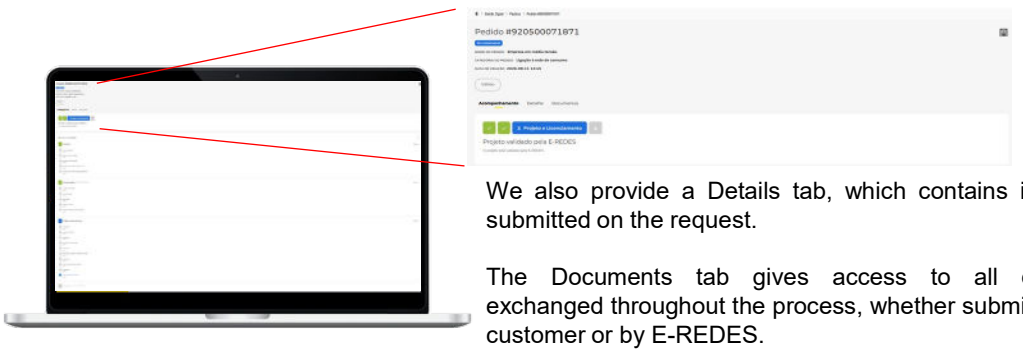
- Continue expanding the Digital Counter capabilities by leveraging its modular and scalable architecture to incorporate additional services and customer journeys.
- Further enhance customer self-service, transparency and digital engagement through new omnichannel functionalities and near real-time information services.
- Scale the solution using the established architecture patterns, APIs, governance model and service design principles that were developed for replication across different contexts and geographies.
- Continue monitoring adoption, operational efficiency and customer experience metrics to drive continuous improvement and maximize public value creation.



A single place for all requests

Each request has a status that is updated as it progresses

Every stage of the request is recorded in the Tracking tab



We also provide a Details tab, which contains information submitted on the request.

The Documents tab gives access to all documents exchanged throughout the process, whether submitted by the customer or by E-REDES.