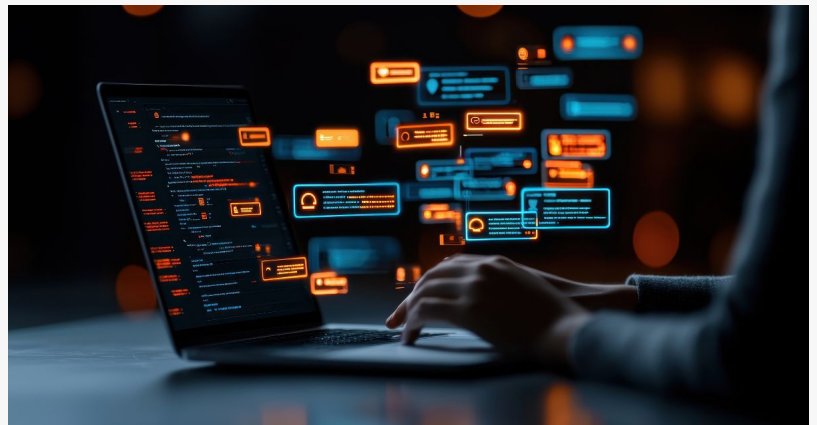


# AI That Powers the Future of U.S. Utilities: Operational Resilience, Customer Centricity, and Smart Innovation

*AI is transforming U.S. utilities by driving resilience, efficiency, and customer-centricity through deep system integration.*

CORAL GABLES, FL, UNITED STATES, July 16, 2025 /EINPresswire.com/ -- Utilities in the United States are under unprecedented pressure to modernize. Aging infrastructure, rising customer expectations, extreme climate events, and increasingly complex regulatory mandates are reshaping the industry's priorities. In this high-stakes environment, artificial intelligence ([AI](#)) is no longer optional—it's a critical enabler that utilities must develop and fully integrate into their strategic plans.



- Urgent and Systemic Challenges Facing U.S. Utilities
- The sector is confronting systemic, urgent, and capital-intensive issues:
- \$1.3 trillion in infrastructure investments are required to modernize aging electricity, water, and gas systems (ASCE, 2024).
- Customer satisfaction scores (CSAT) remain below 720 on a 1,000-point scale (J.D. Power), driven by increasing demand for real-time, digital, and transparent services.
- Extreme weather events led to a 25% increase in power outages in 2023 compared to the previous year (U.S. Department of Energy), underscoring the urgent need for enhanced grid resilience.
- Decarbonization pressures continue to mount as utilities race to meet net-zero targets by 2040–2050 while scaling EV infrastructure, renewable generation, and distributed energy resources (DERs).

In this context, AI cannot be treated as an isolated experiment—it must become a fully integrated engine of transformation.

With the right leadership, strategy, and digital foundation, utilities can leverage AI to optimize both customer-facing and back-office operations, delivering resilience, agility, and scalable value.

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At [Open](#), we believe that AI must be deeply integrated into the core systems that utilities rely on every day, rather than implemented as disconnected tools. This kind of integration enables real-time responsiveness, enhances operational efficiency, and drives meaningful transformation across the entire organization.

[Smartflex](#), Open's innovative platform, is specifically designed to address the complex needs of electric, gas, and water utilities. It offers a comprehensive solution that blends operational excellence with sustainability. Through Smartflex, utilities can reduce operational costs by up to 30%, fully digitize customer processes (eliminating the need for paper and increasing automation) and lower emissions and fuel consumption in field operations by as much as 30%, all while advancing their ESG commitments.

In addition, the platform accelerates the transition to clean energy through a configurable catalog of new energy products and services, helping utilities modernize their offerings. It also improves the customer experience by enabling personalized, data-driven digital interactions. By embedding intelligent agents that leverage real-time, AI-powered insights, Smartflex automates proactive communications related to outages, billing, and consumption alerts—ultimately boosting Net Promoter Scores (NPS) and increasing overall customer satisfaction.

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A key component of Open's AI strategy is the integration of AI-powered agents—intelligent digital workers embedded within the Smartflex platform. These agents go far beyond simple chatbots; they are context-aware systems designed to automate high-volume, repetitive tasks such as billing inquiries and usage exceptions. By streamlining workflows across customer service, field operations, and billing departments, these AI agents empower human teams with next-best actions, personalized insights, and intelligent workload prioritization.

As a result, by combining AI with cutting-edge technology, utilities using Smartflex can achieve up to an 80% improvement in the average response time for post-sale service requests, significant reductions in call center volumes through proactive outreach, and notable increases in workforce productivity and employee engagement. By freeing staff to focus on higher-value interactions, Smartflex not only enhances service quality and operational speed but also helps utilities become more human-centered in their approach.

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Open is a global technology company specializing in innovation for the utility sector. With more

than 35 years of experience and operations across North America, Latin America, and Europe, Open empowers utilities in 19 countries to modernize operations, meet global standards, and lead the transition to sustainable, digital-first business models.

Smartflex, Open's flagship platform, enables utilities to evolve into intelligent, responsive organizations that are built for the future.

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