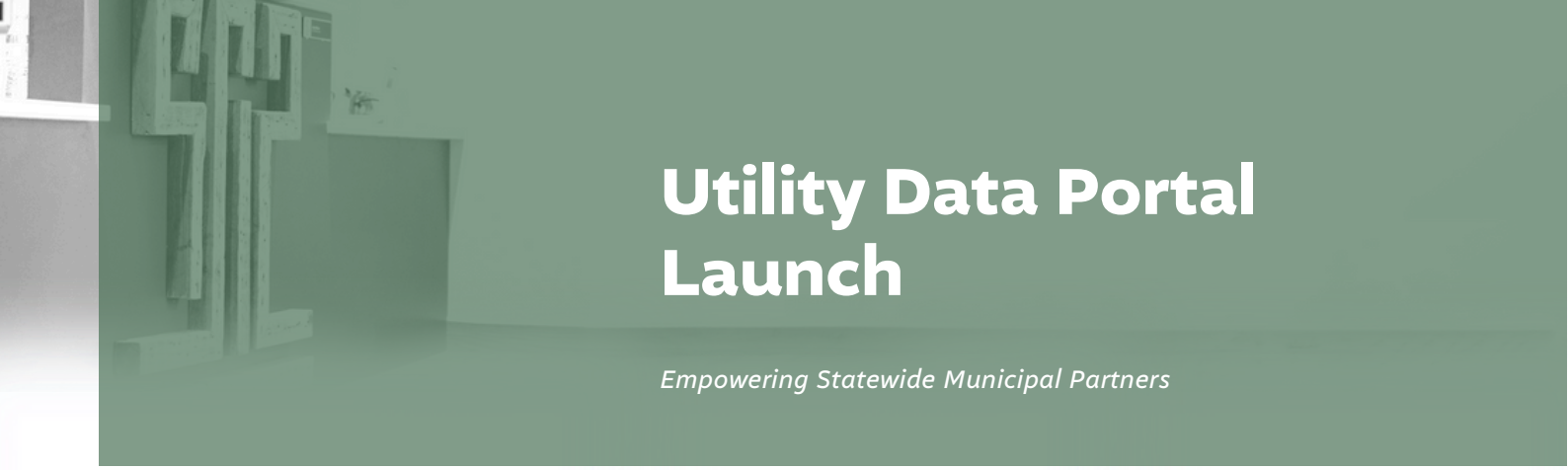

Utility Data Portal Launch

Empowering Statewide Municipal Partners

OVERVIEW

A leading utility provider initiated a transformative project to design and implement a new customer portal for data exchange across its municipal partners. This effort supported a strategic goal: to provide a single point of access for vital utility data, streamline communications, and reduce manual processes. Greencastle partnered to lead change management and engagement efforts to drive awareness, readiness, and successful adoption across internal teams and over 1,500 external users.

Key Metrics

578
Municipalities across 13 states

1,500
End users impacted

$2.1M
Project estimate tracking within $20K of budget

SOLUTIONS

We collaborated with IT and business sponsors early in the initiative to establish a project and change management strategies anchored in stakeholder alignment, leadership visibility, and consistent messaging.

- Project Management
- Change Management
- Stakeholder Enegagement

BENEFITS

1. **Reduced Manual Intervention**
   Automation replaced legacy manual processes, reducing reliance on support through user-driven access to critical data.

2. **Streamlined Communication**
   Consolidated messaging and consistent outreach reduced confusion and limit duplication of efforts.

3. **Enhanced Data Portability**
   SAP integrations enabled seamless data transfers, providing a unified portal for municipalities to access relevant utility information.

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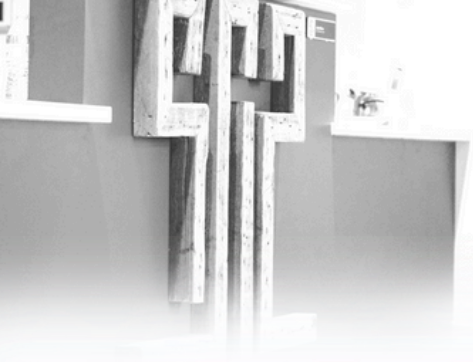


APPROACH

Integrated Change & Project Management

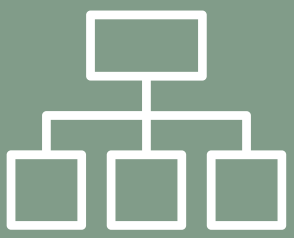
Greencastle embedded early with both IT and business sponsors to ensure joint ownership of the implementation strategy. By aligning change management with technical delivery from the start, we created a unified roadmap that elevated visibility, trust, and engagement across all impacted groups.

Multi-Level Stakeholder Engagement

Our approach established a three-tier engagement model—leveraging senior sponsors, people leaders, and local champions to cascade awareness and readiness. Monthly state lead forums were used to surface feedback, align communications, and adapt messaging in real time. A dynamic FAQ and recurring surveys created a continuous feedback loop to improve clarity and responsiveness.

Scalable Training & Rollout Support

To ensure long-term success, we implemented a robust PMO framework that established clear governance structures and processes. This new structure provided leadership with the tools to manage projects efficiently, make informed decisions, and monitor performance against key metrics. The PMO will continue to guide the organization, ensuring sustained improvements and the ability to scale operations as needed in the future.



CONCLUSION

By fully integrating change management into the delivery of the Utility Data Portal, Greencastle enabled seamless adoption across 578 municipalities in 13 states. Strategic alignment, transparent communication, and responsive engagement led to enthusiastic user feedback and widespread readiness at go-live. The portal's successful launch replaced fragmented, manual processes with a unified, automated platform—enhancing efficiency, data accessibility, and user satisfaction. This project serves as a model for delivering complex utility transformations through disciplined planning, clear messaging, and deep stakeholder alignment.