

# Make it Cheaper

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# Discovery

## Introduction

Today's energy industry has largely adopted the use of smart metering systems. It allows to monitor remotely and collect data that will prompt awareness of business's energy usage and highlight when businesses may need to take action.

Smart meters can provide accurate daily readings. This will help businesses to be more energy-efficient and cut their energy consumption.

# Discovery

1) How to utilise data from smart meters to help customer experience:

Assuming that you have the consent from businesses to review and analyse their collected data, there are various ways this data can be used to provide an extended service to them.

- Predict accurately business energy usage.
- Usage alert.
- Help consumers to manage their energy consumption.

# Discovery

1) How to utilise data from smart meters to help customer experience:

- Predict accurately business energy usage.

By analysing the data specially with the introduction of half-hourly-meters it is possible to predict with greater accuracy what the business usage may be. A better accuracy of their usage will allow to deliver tailored recommendations and help them negotiating their next contract.

# Discovery

1) How to utilise data from smart meters to help customer experience:

● Usage alert.

Since April 2018, business energy consumers could face stiff penalties if they exceed their agreed supply capacity (ASC). For persistent offenders who have more demand than allowed for in their electricity connection agreement, this could add as much as 2% to their bill.

By careful tracking their data, alerts could be sent to businesses to notify them that they are getting close to reach their allowance limits. This will allow them to take action and avoid being 'stung' by high extra costs.

# Discovery

1) How to utilise data from smart meters to help customer experience:

- Help consumers to manage their energy consumption.

Data collected from smart meters in near real time can help users with their consumption. By analysing user consumption, valuable tips could be given on how and when best to operate electrical equipment such as recharging battery and electric vehicle technology. It will help businesses to manage their usage and to not exceed the (ACS).

# Resolution

## 2) Content priorities:

Displaying relevant information to specific types of user is key to success for a company which operates within a highly competitive and volatile industry such as energy.

Today's technology gives price comparison platforms greater access to data, therefore managing what data to display to users is an essential task.

### User types:

- Busy business owners who are looking to save on their bills.
- Price driven business owners on the lookout for an affordable supplier.
- Tech savvy business owners.

# Resolution

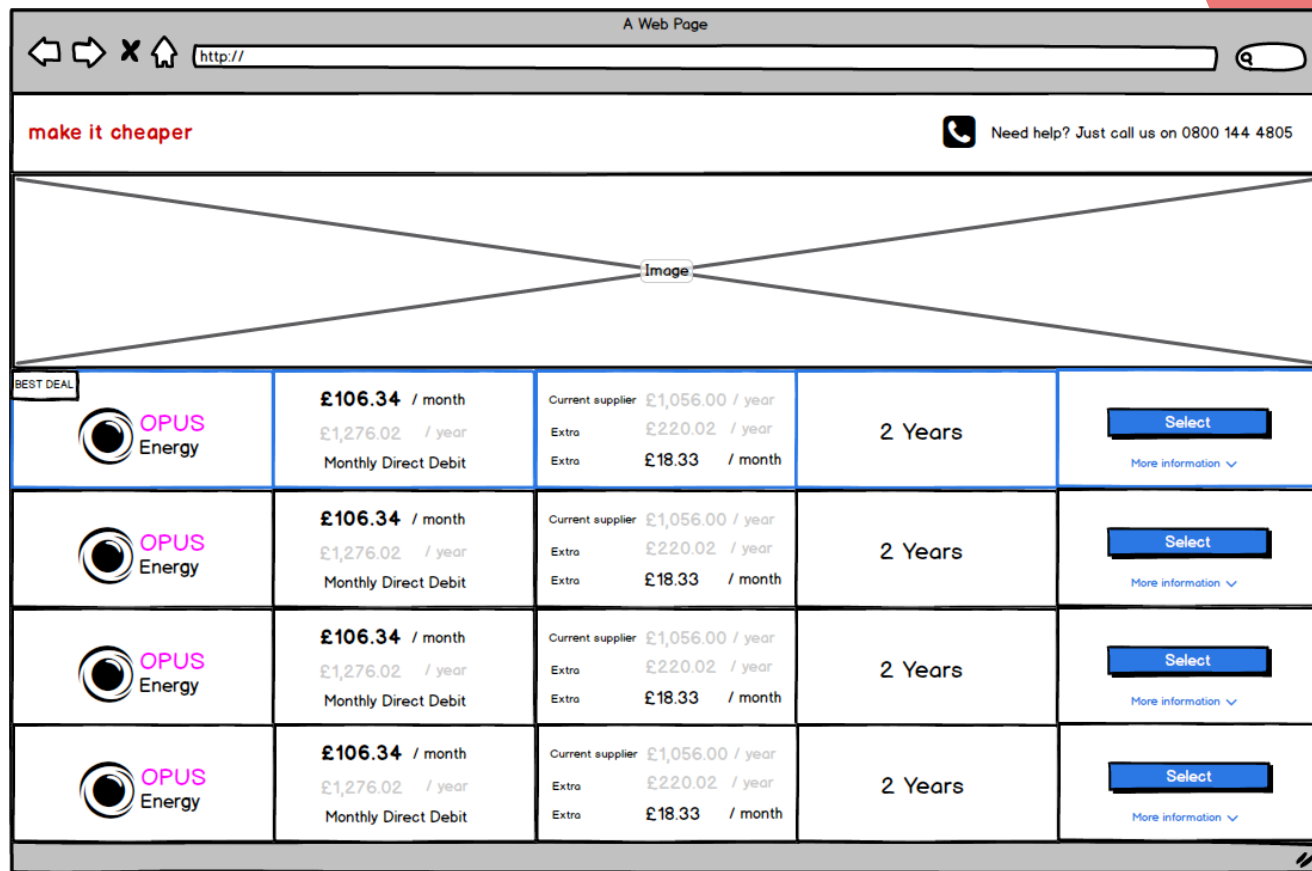
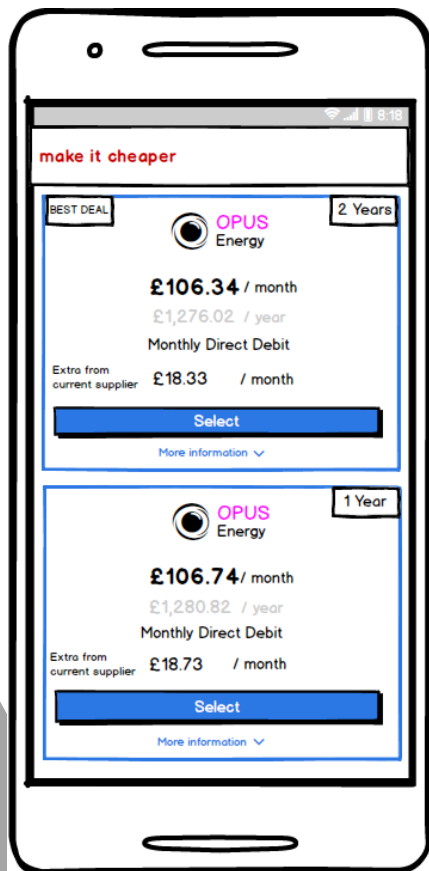
## 2) Content priorities:

- Busy business owners who are looking to save on their bills.

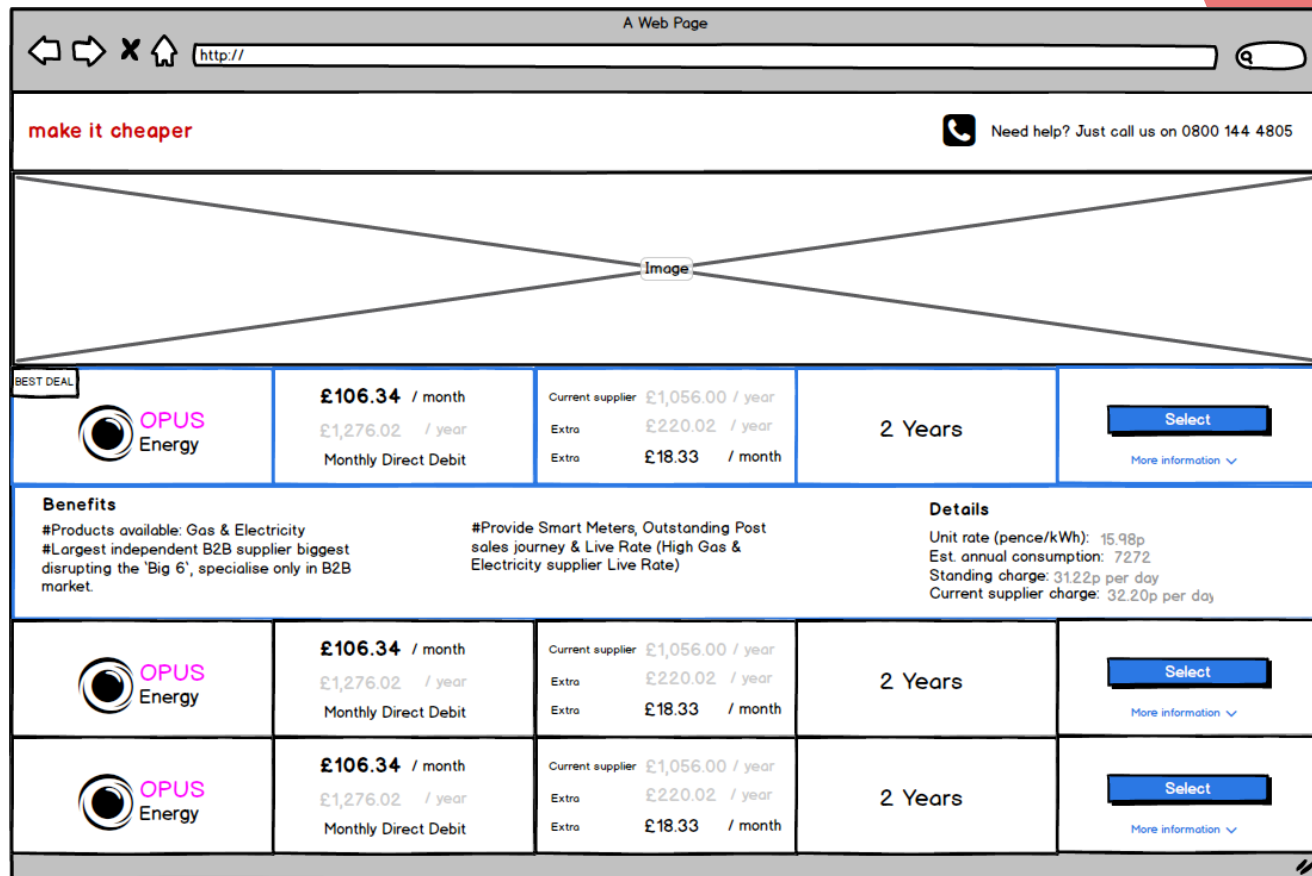
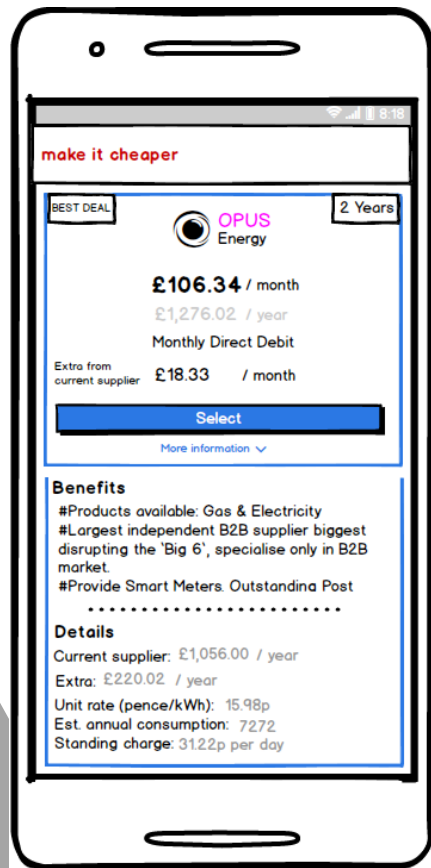
The information to showcase to Gemma to reveal quickly how suppliers could be more beneficial to her financially. Gemma won't be interested by great amount of details but just enough for her to make a call on who to go for.

- Clearly display extra or saving made from current supplier earlier.
- Move secondary information such as unit rate standing charge to more information section.

# Resolution



# Resolution



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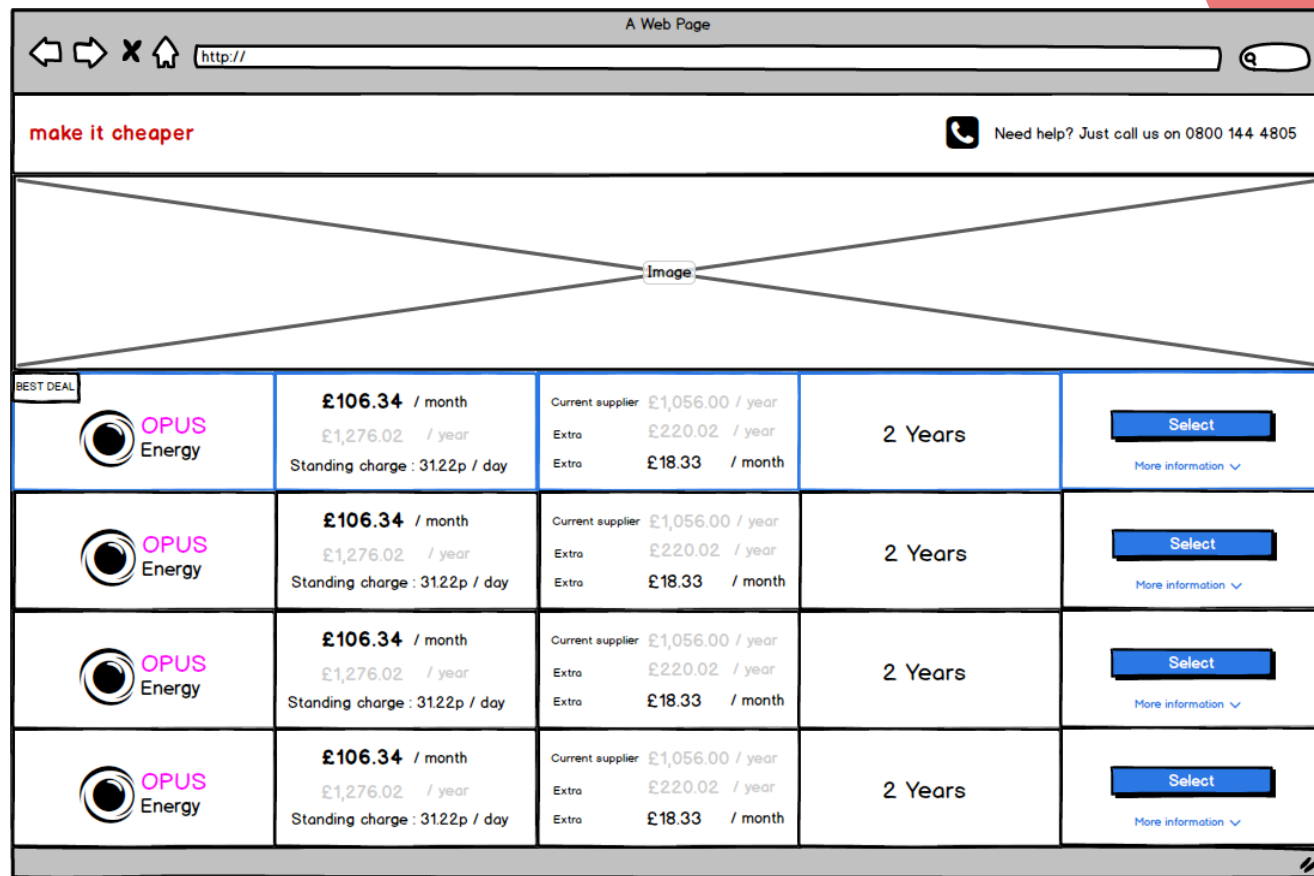
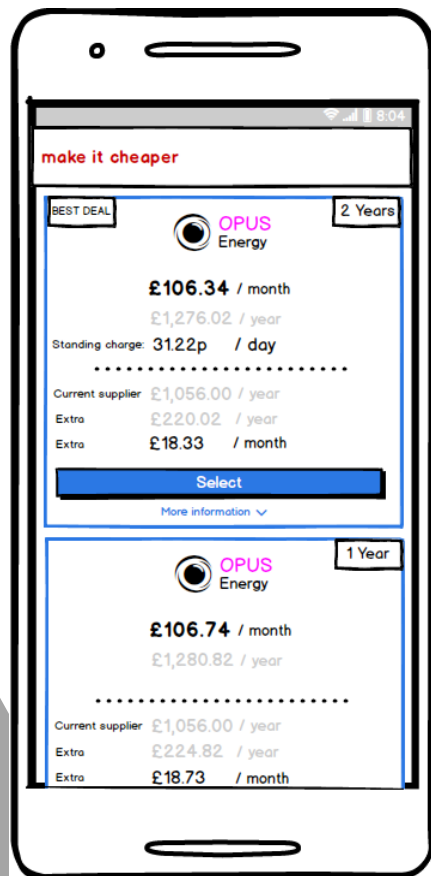
## 2) Content priorities:

### ● Price-driven business owners.

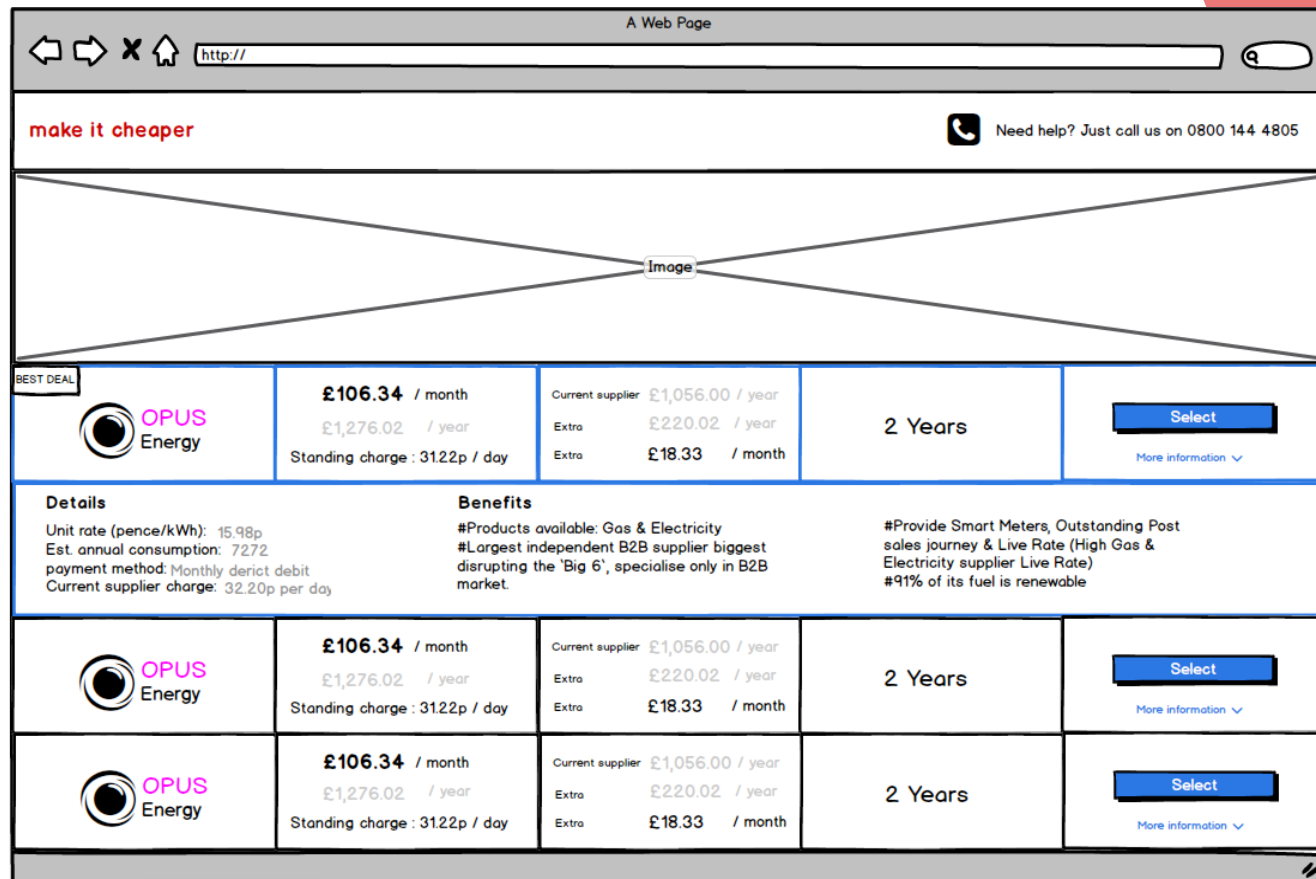
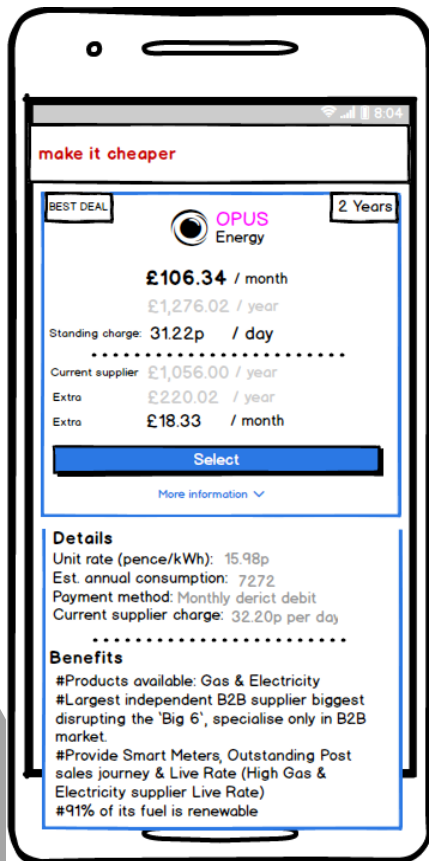
Businesses who are influenced by price are often concerned about energy quality (where their energy comes from, how renewable it is), suggesting their preference towards choosing a supplier with better quality energy sourced at an equitable price rather than searching for just the cheapest provider.

- Display standing charge in the first panel.
- Move the payment method info into the more details section.
- Add extra or saving made from current supplier in second panel.
- Display fuel mix in benefit section (especially renewable fuel % used)

# Resolution



# Resolution



# Resolution

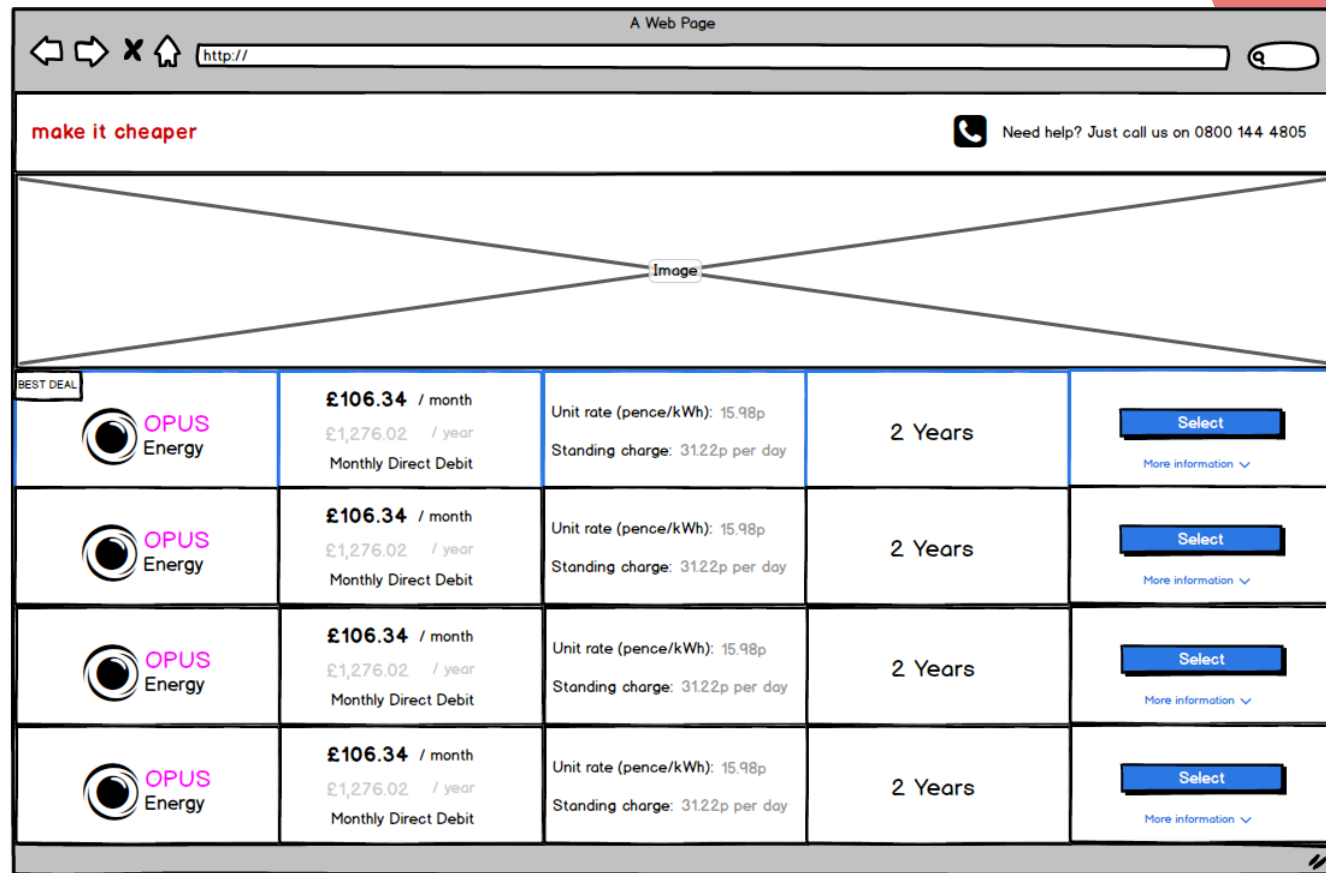
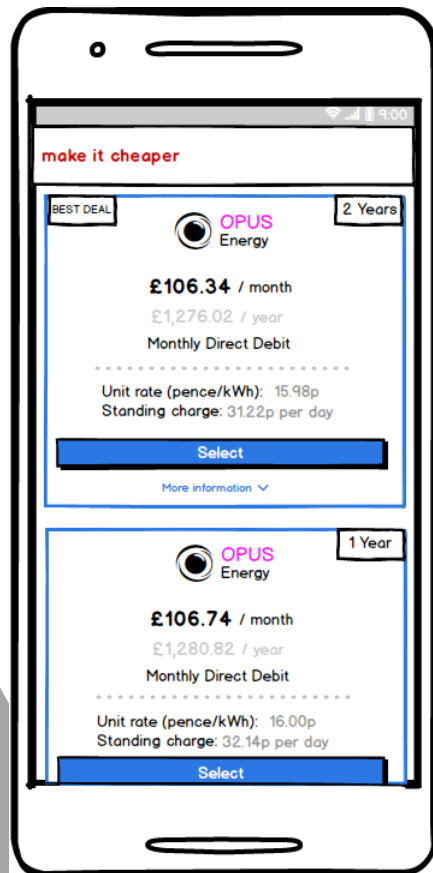
## 2) Content priorities:

- Tech savvy business owners.

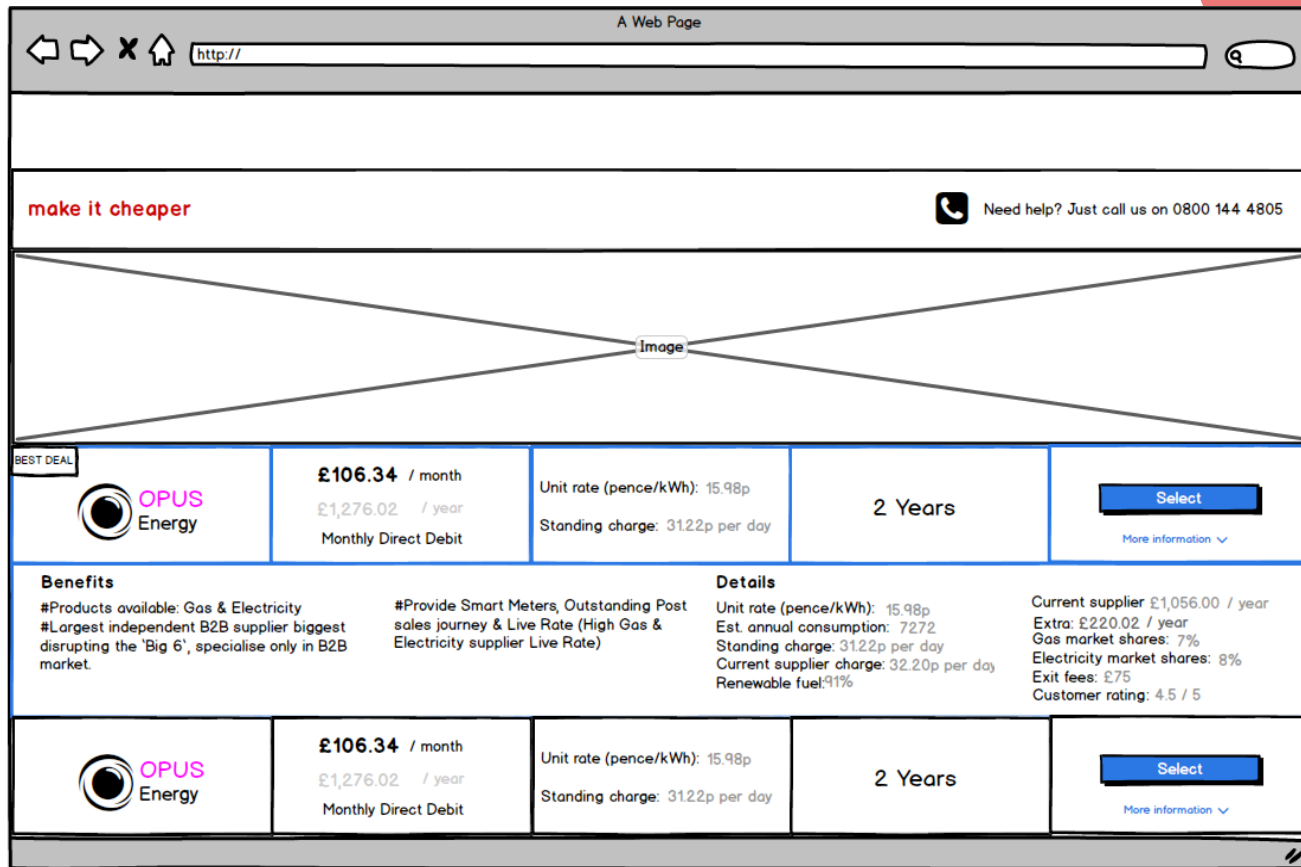
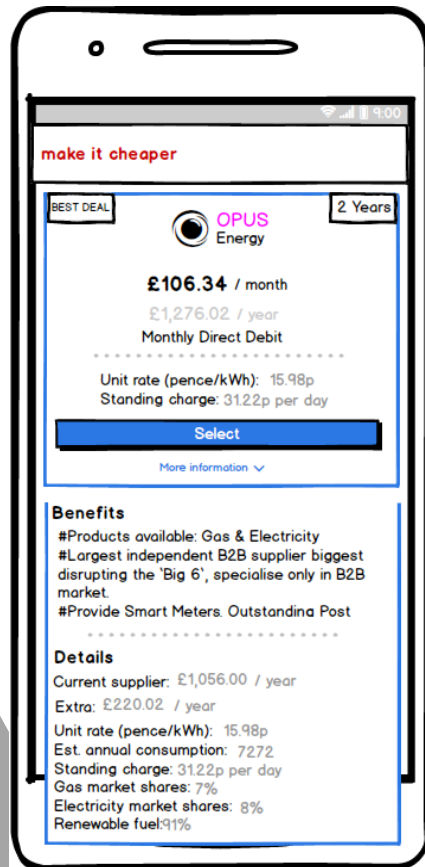
Today our tech savvy consumer expects web platforms to deliver an engaging customer experience or they'll simply shop elsewhere. With unlimited access to service/product information, researching and purchasing energy providers should be easy. Tech savvy consumers expect product details, peer reviews, and competitor pricing to be available to help them make an educated shopping decision.

- Display current supplier charge in details section
- Display renewable fuel % provided in the details section
- Display supplier market shares.
- Display supplier exit fees.
- Display supplier customer rating.

# Resolution



# Resolution



# Resolution

## 3) Transformation:

The 'energy comparison' market is close to maturity when it comes to presenting available suppliers to customers.

To positively disrupt the norms, we will need to be more customer focused, looking at how search behaviour might change and be more inventive when it comes to service.

Here are 3 points that could make a difference:

- Adding Filters to let users sort their results the way it matters to them.
- Automatic renewal to cheapest available supplier at the end of contract.
- Display % of renewable used by supplier and its carbon foot print.

# Resolution

## 3) Transformation:

- Adding Filters to let users sort their results the way it matters to them.

Filters providing ways to organise your results list is expected by most users in today standard. Accommodating the user with filters that matter to them will help keep them coming back to the platform.

Here are some filters that could matter to users:

- Sort by price
- Sort by Saving made per month or year
- Sort by renewable %
- Sort by customer rating.

# Resolution

## 3) Transformation:

- Automatic renewal to cheapest available supplier at the end of contract.

Offering an option to automatically switch to a cheaper supplier at the end of contract could be an attractive thought to users. Having to go over the same process every end of contract could be daunting and time consuming to businesses. Why not offer to take the stress off their hands by taking care of switching supplier to a cheaper one if available.

# Resolution

## 3) Transformation:

- Display % of renewable used by supplier and its carbon foot print.

Global warming is on peoples minds as some Scientists and government MPs say that the current heatwave could become the new norm for UK summers by 2040 because of climate change.

The Environmental Audit Committee warns, if the government doesn't act quickly that **7,000 heat-related deaths every year in the UK by 2050**

It is safe to assume that users will be more and more concerned about where energy is sourced and the % of green energy used by their supplier.