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Abstract Title: Putting Data to Work: 5 Steps for Data-Driven Customer Engagement

Abstract Text:

Energy providers have access to considerable amounts of information – from billing and past program participation to demographics – which can be used to better serve their customers. But with so much data, in so many different formats, it's difficult to know how to get started. This session will detail five steps utilities can take to progressively improve how they engage with customers using big data and predictive analytics: 1.

The utility bill – Clearly displaying a customer's monthly energy cost and consumption on their energy bill is the starting point of the journey. 2. Add context – Show customers how their bill is doing over time by providing easy-to-understand charts that display how much energy is being consumed from month-to-month. 3.

Relevant tips – Now that customers have an idea of how much energy they are consuming over time, offer them tips on how they can use less based on their location and seasonal weather changes. 4. Personalize their experience – Leverage a home simulation model to show customers how much they'll personally save by taking a specific savings action. 5. Proactive alerts – Stay one step ahead of customers' billing woes by communicating proactively throughout the billing cycle. This session will walk through this customer engagement journey and will give actionable tips on how utilities can evolve their customer communications to be more proactive.