

Start with the Customer.....

The energy industry doesn't engage customers.

Smart meters, for example, are a great idea, but the focus has been on what they do for the industry and not the consumer.

It was clear to me in 2015 that an app could help engage people with their smart meter data better than anything else on the planet.



the problem....they forgot the customer

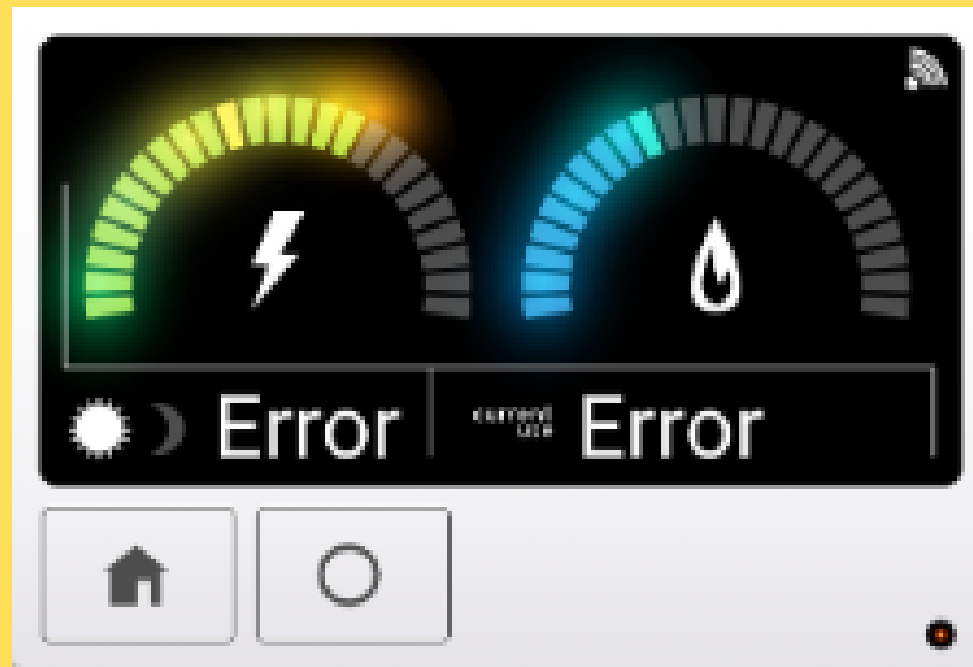
Multi-billion investment project still relies on 20 year old analogue technology

Poor connectivity and limited display

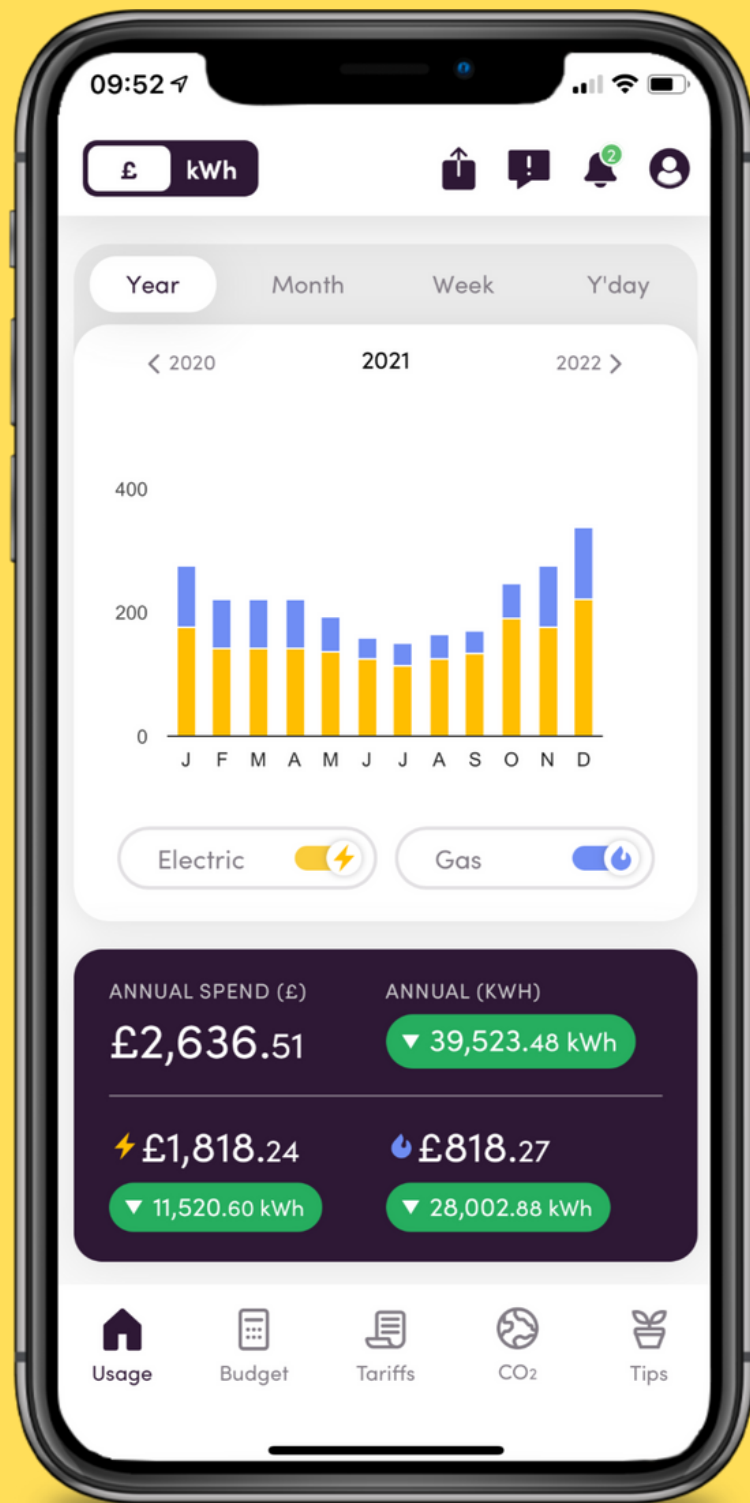
We realised early on they were being destroyed, thrown away or put in drawer

Expensive to fix - relies on home visit

Updates can break the network



the solution



Mobile - see data anywhere

32,000 queries answered - with 3 staff in 12 months

Infinite design options vs. IHD

50% features suggested by users

In app messaging

5 MW saved via DFS scheme

Constant engagement feedback

4.7 stars 2,000 APP store reviews



Start with the Customer.....

Why do the energy and utilities so often forget the customer?

Lack of empathy and understanding in the boardroom? This is where we can have a significant impact - **bring compassion to the boardroom**. Step into the shoes of the customer and deliver for them.

The perception that it is too expensive? Is it using modern tech? And does anyone consider the cost/benefits in a competitive market?

Put the customer first, and **the rest will surely follow**.

Please don't take my word for it. This is what one of the most significant business investors of all time says:

Warren Buffet - Why the greatest businesses are built around the customer

https://www.youtube.com/watch?v=pNNJpf_hicE

.....end with the Customer

