



Behavioural Customer engagement.

Forces at play to enable
the digital journey
of energy efficiency.

Patrice GUILLOUZIC, CEO Advizzo

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About Advizzo.

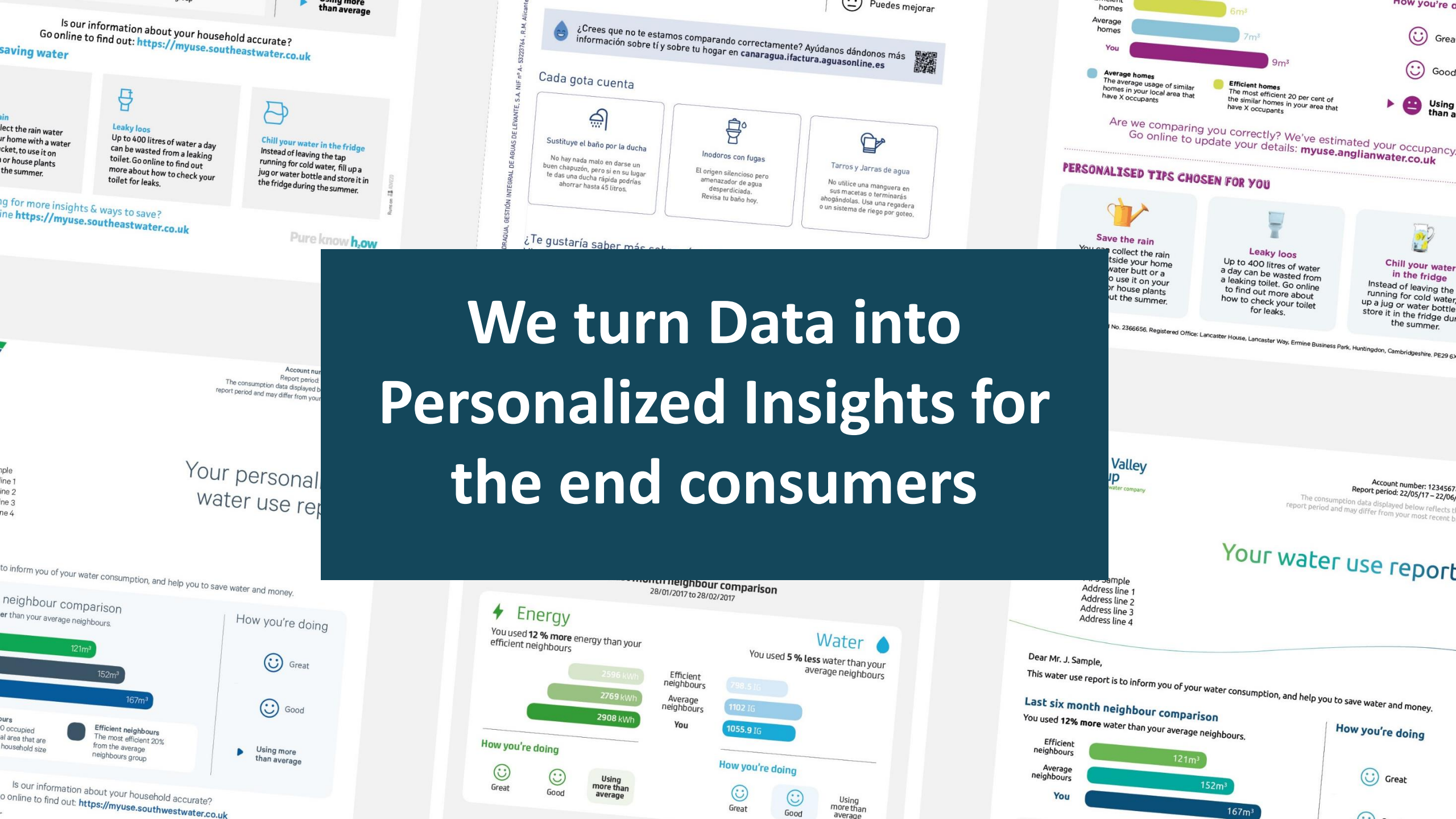
Helping Utilities and third parties to engage consumers to better understand their usage and motivate them to save energy and water

Cloud-based Customer Engagement and Behavioural Energy and Water efficiency solution software

Founded in 2015 and headquartered in London



We turn Data into Personalized Insights for the end consumers



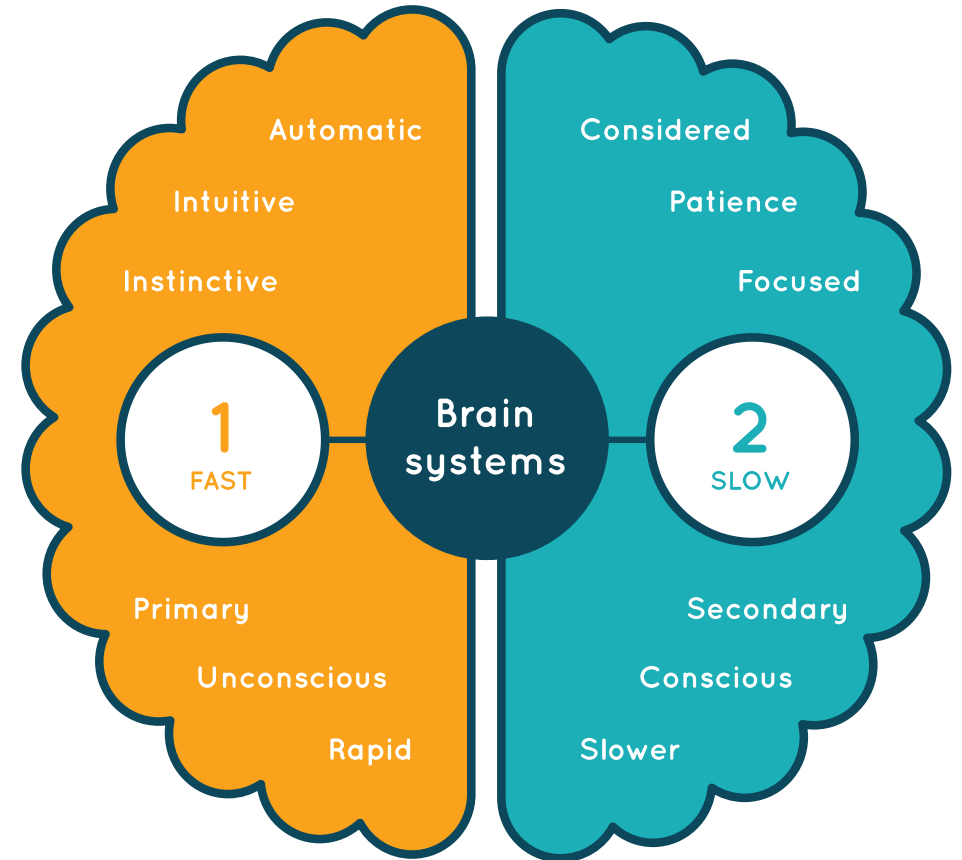
Advizzo across the world.

Advizzo is currently working with more than 12 water and energy companies and public authorities

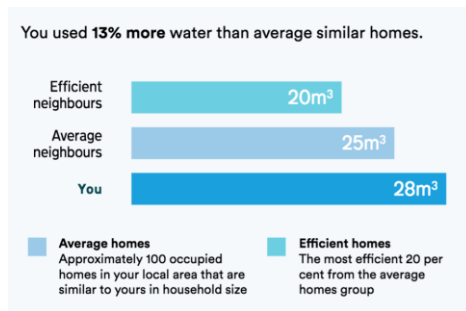


Our DNA:

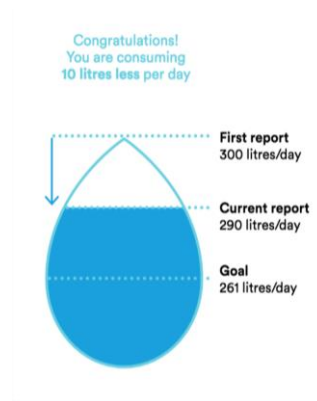
Behavioral science & Design Thinking Approach.



Behavioural Concepts. (Examples)



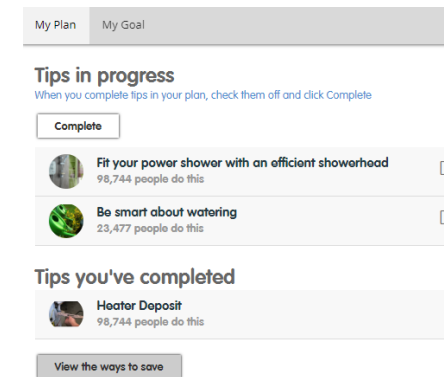
Social normative messaging



Goal Pursuit

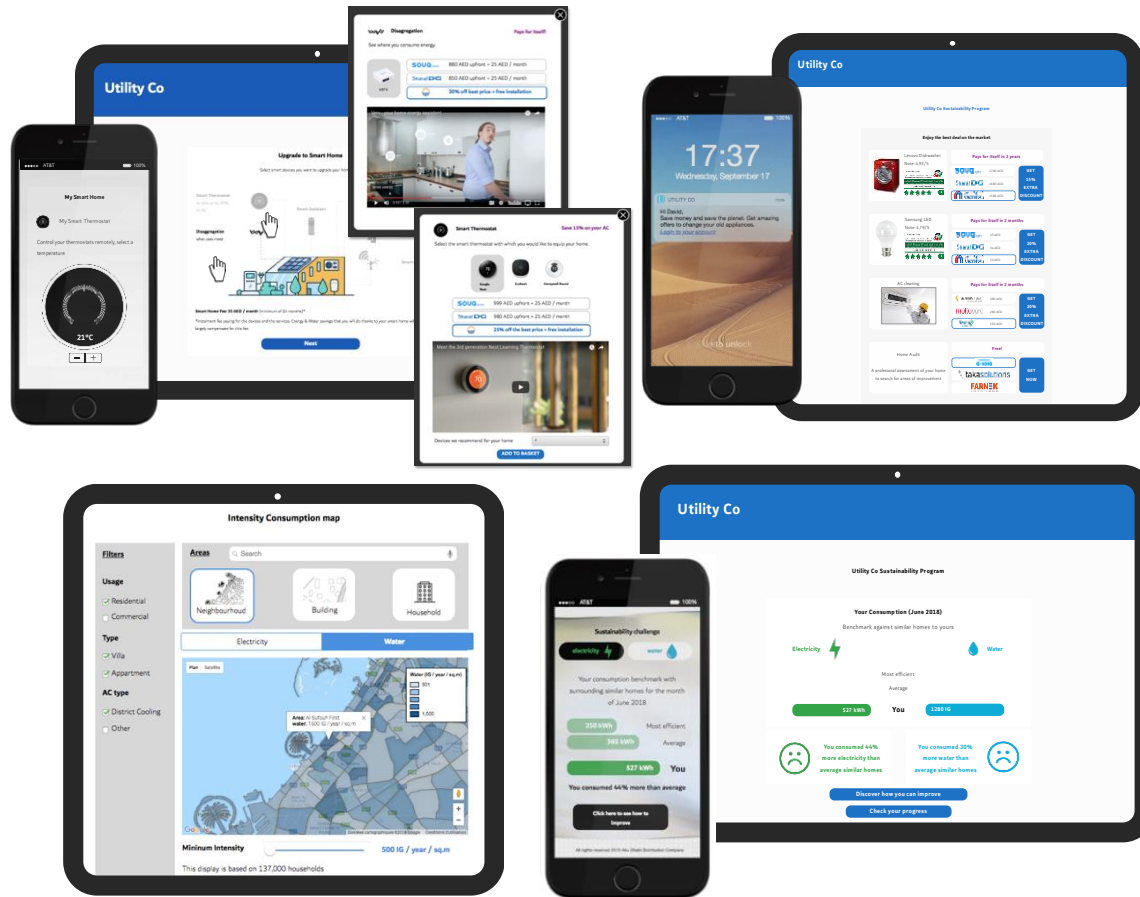


Framing



Implementation intention

A customer engagement platform



1 Customer engagement using behavioural change

2 Analytics for decision makers

3 Call centre agent insights

4 Points & Reward, Marketplace for customers

5 IoT Smart Data Hub for the Smart Home

How regulation support digitalisation.

The case of ...water in the UK

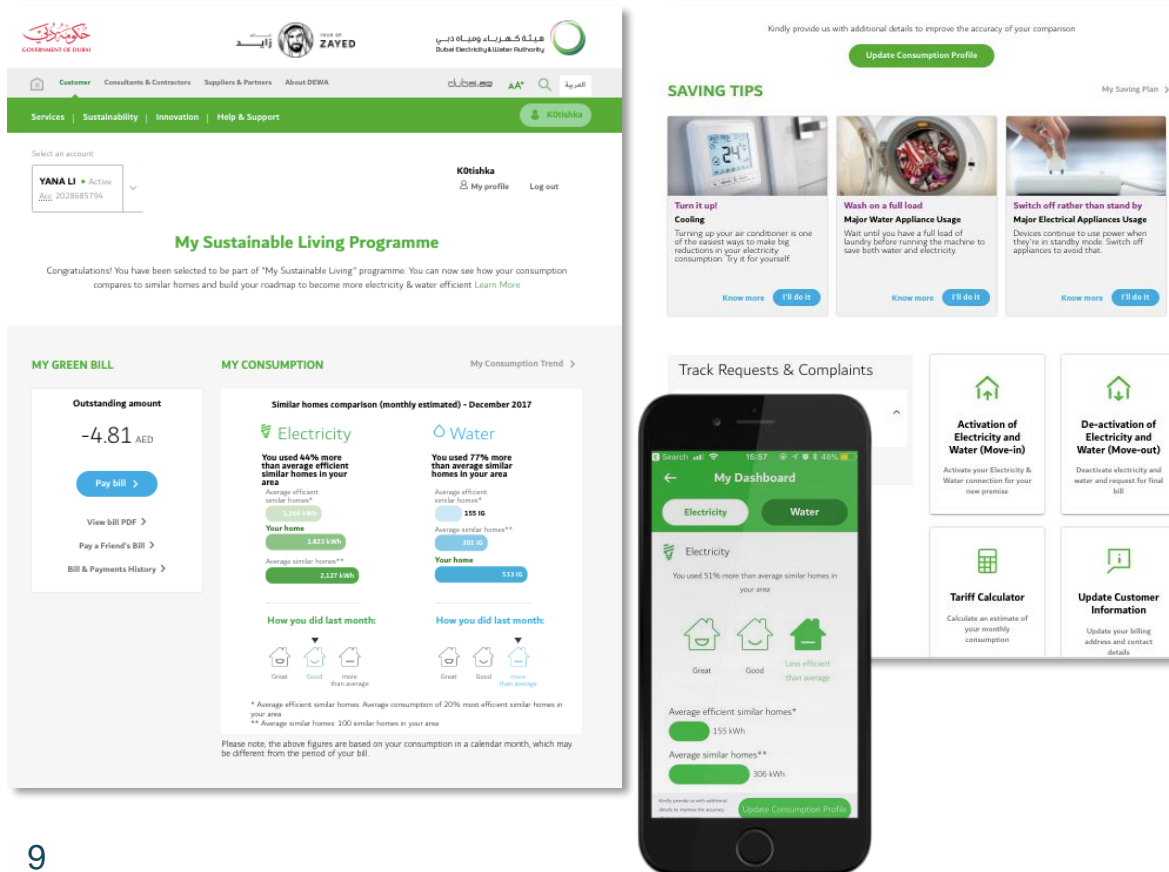


Source : <https://www.ofwat.gov.uk/wp-content/uploads/2017/06/Unlocking-the-value-in-customer-data-5.pdf>



How regulation support digitalisation.

My Sustainability Living Program at DEWA, Dubai



Key Facts

- First behavioural engagement program for a GCC utility
- Engaging residential customers
- savings tips according to their situation, pattern and behaviour, using Machine Learning

Key metrics

- Up to 700,000 households
- Between 2% and 3% in electricity and water consumption reduction by changing people's habits





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Core Team.



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