

Behavioural Customer engagement.

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



#### About Advizzo.

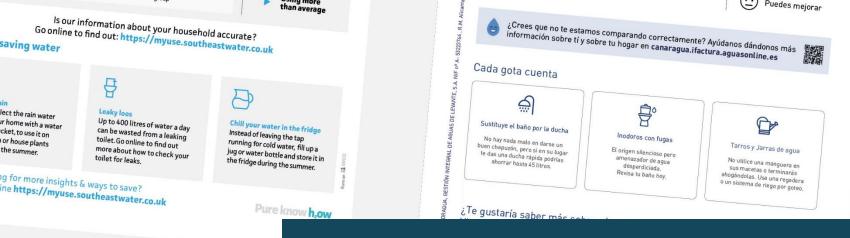
Helping Utilities and third parties to engage consumers to better understand their usage and motivate them to save energy and water

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

Founded in 2015 and headquartered in London







Energy

efficient neighbours

How you're doing

Great

You used 12 % more energy than your

2908 kW

more than

## We turn Data into Personalized Insights for the end consumers

ancomerghbour comparison

1055.9 TG

Great

How you're doing

Efficient neighbours Average

Water (

average neighbours

You used 5 % less water than your



The most efficient 20 per cent of the similar homes in your area that have X occupants

Are we comparing you correctly? We've estimated your occupancy

Go online to update your details: myuse.anglianwater.co.uk

Average

Average homes

The average usage of similar homes in your local area that

PERSONALISED TIPS CHOSEN FOR YOU

now you're

# Your personal water use rer

Report period The consumption data displayed b

report period and may differ from your

to inform you of your water consumption, and help you to save water and money. neighbour comparison er than your average neighbours. How you're doing Great Good O occupied al area that are The most efficient 20% household size Using more

Is our information about your household accurate? o online to find out: https://myuse.southwestwater.co.uk

#### Advizzo across the world.

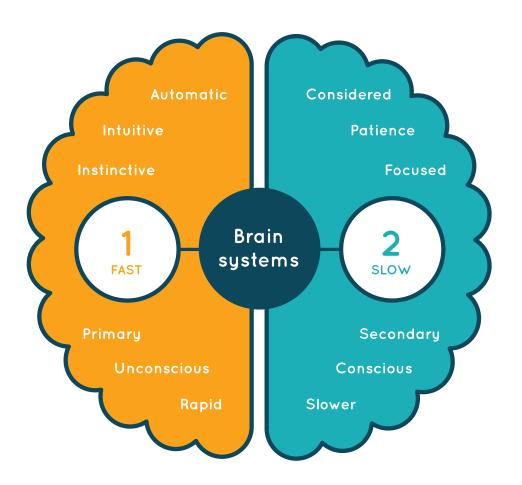
Advizzo is currently working with more than 12 water and energy companies and public authorities





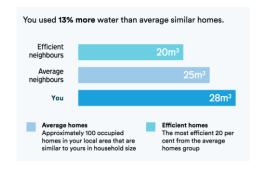
## **Our DNA:**

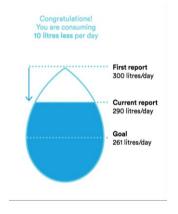
Behavioral science & Design Thinking Approach.



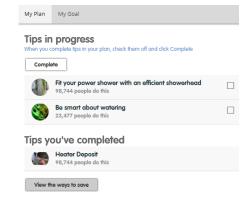


## **Behavioural Concepts.** (Examples)









Social normative messaging

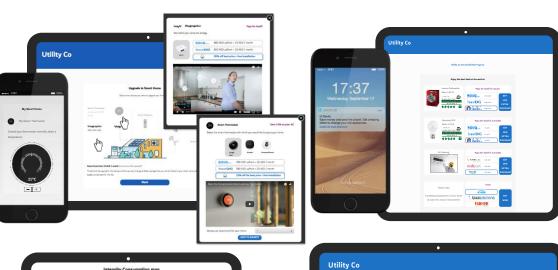
**Goal Pursuit** 

**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



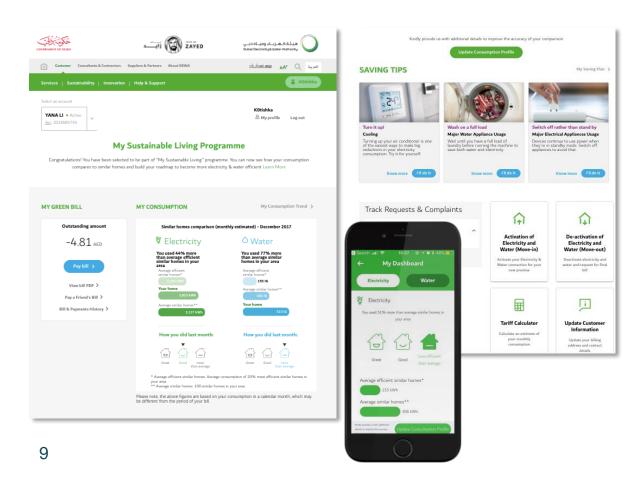


 $Source: \underline{https://www.ofwat.gov.uk/wp-content/uploads/2017/06/Unlocking-the-value-incustomer-data-5.pdf}$ 



#### 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.



Patrice
Guillouzic
CEO



Julien Lancha CCO



Kash
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Head of
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Sciences



Paul Dolan Advisor











