

Energy distributor

Customer loyalty and churn reduction by providing consumption forecasts for a discount check



Energy suppliers face the challenge of retaining the loyalty of their customers for as long as possible, because acquiring new customers is an expensive task. An important customer contact point is the annual financial statement. In case of a subsequent payment, customers may quickly look for a new provider instead of analyzing the additional payment and the possible additional consumption. YELLO counteracts the lack of transparency with an app, the kWhapp, which enables simple and digital meter reading, thus providing continuous transparency on energy consumption while increasing customer loyalty. An important function of the app is the so called advance prepayment check: on the basis of the recorded meter readings, household-specific energy requirements for electricity, gas and heat flow are forecast up to the annual financial statement. Based on these forecasts, a comparison is made with the current monthly prepayment, which can be adjusted if necessary. In this way additional payments can be avoided, the churn rate is demonstrably reduced and customer satisfaction is increased.

SANDY AI SOLUTION

- > Provision of forecasting models for electricity, heat flow and gas consumption via REST API
- > Integrated meter reading validation
- > Consideration of postal code specific weather data
- > Anonymization of data according to GDPR
- > Highly scalable cloud infrastructure to account for load fluctuations and to optimize costs
- > Response time for validation and forecast after calling the functionality on the REST API <50ms
- > Specification of the forecast quality as an error distribution, which serves as the basis for a recommendation for the discount adjustment

 **Provision of household-specific energy demand forecasts as foundation for the prepayment check to increase customer satisfaction and reduce the churn rate.**

