

# ELECTRIC IRELAND AND BIDGELY

## Maximise the Value of Customer Data

### A Case Study



Ireland's National Smart Metering Programme has committed to replacing all 2.4 million electricity meters at homes and businesses countrywide with next-generation Smart Meters by 2024. As part of this programme, Electric Ireland is in the midst of a multi-year initiative to roll out smart meters to 1.3 million of its customers.

Though all energy providers in Ireland are part of the National programme, what sets Electric Ireland apart is that they consider the technology upgrade to be far greater than just an infrastructure investment: They also see it as an essential technology foundation from which to deliver a superior energy customer experience and help customers "see their electricity in a whole new light" by more effectively managing their energy usage and carbon footprints. For no additional cost to its customers, the energy retailer set out to make far-reaching use of its smart meter investment by creating a meaningful customer experience with the data smart meters provide.

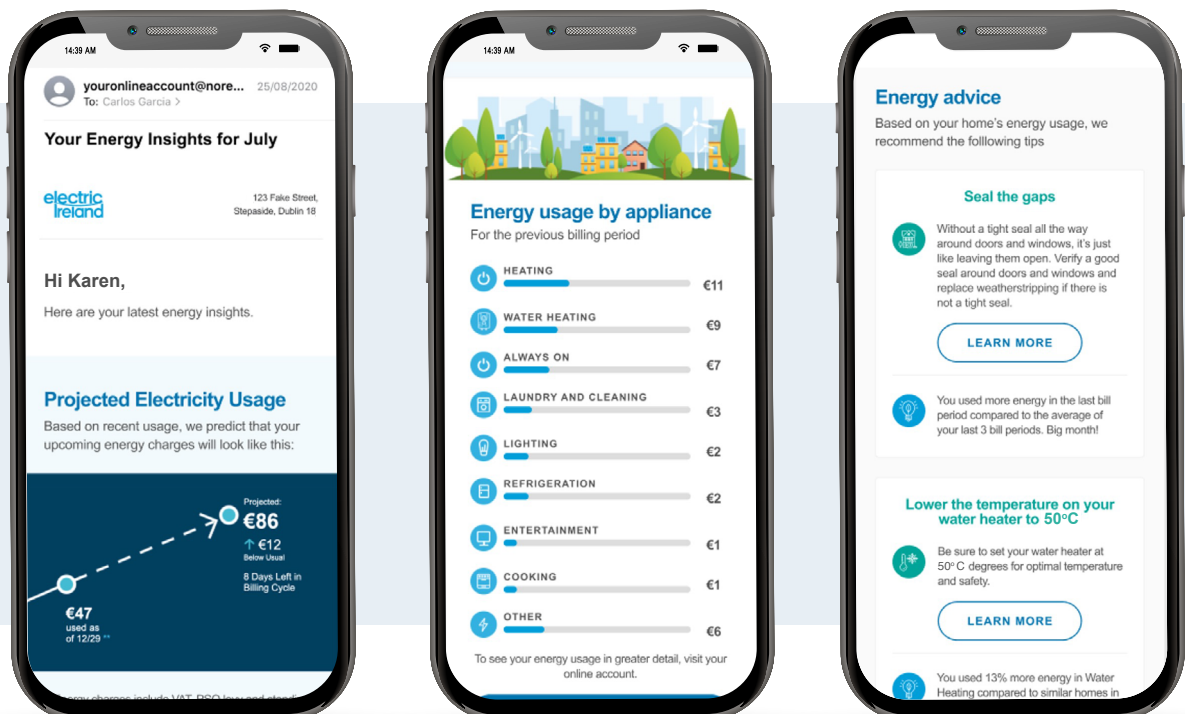
# THE CHALLENGE

In Q4 2019, Electric Ireland issued a tender seeking a SAAS solution for the supply and implementation of a residential customer data analytics solution. Specifically, Electric Ireland was seeking a partner able to harness insights from residential customer data that it could leverage to improve engagement across its digital channels. The program would initially serve 135,000 customers, and grow to include 230,000 customers.

Electric Ireland also desired a partner that could help it be responsive to research results from its Brighter Energy Research Tracker, which highlighted a recent significant increase in customers' desire to make positive energy usage changes, and an expectation that their energy company should play a key role in supporting them on the move towards a low carbon future. Eighty-two percent of consumers reported that they want to reduce the amount of energy they use and 87 percent indicated they would look to their energy provider to offer real-time, digestible information on their energy usage and efficiency.

The electricity retailer selected Bidgely to realize the rich customer engagement value of its AMI data and inform customer-centric programs with appliance-level home energy consumption insights.

"Our pioneering use of established tools for maximising the value of customer data in Ireland is backed by Bidgely's global track record of delivering increased customer engagement and satisfaction." - Jackie Garvey, Customer Manager at Electric Ireland.



## THE SOLUTION

Bidgely worked with Electric Ireland to derive new customer value from its smart meter data and create AI-powered customer engagement delivered through email and web portal enhancements. The solution personalised energy insights, educated customers on their individual usage and recommended the best price plans for each consumer.

To provide maximum flexibility, Bidgely's insight tools were delivered as widgets that could be seamlessly integrated to provide tailored content in email notifications and add value to the energy retailer's existing residential web portal.

The solution also prioritized driving customer participation in Electric Ireland's Home Survey.

**Electric Ireland branded its Bidgely-enriched plans Home Electric+. Key benefits included:**



**An end to bill surprises and estimated bills**



**Bill prediction alerts to let customers know if they're on track**



**Insights into which appliances are using the most electricity**



**Personalised usage insights delivered via each customer's online account portal**



**Regular reviews so customers know if they're on the right plan**

The energy retailer promoted Home Electric+ as a valuable way for smart meter customers to better understand what's driving their electricity consumption in order to lower their overall energy use (particularly at peak times) and in turn reduce the costs of their electricity bills and carbon footprint.

"By making small changes to your usage habits, you can start to use less and save more," they said. "That's better for your pocket and better for the environment."

From an operational perspective, personalised insights and proactive communication have also allowed Electric Ireland to reduce the number of incoming high-bill calls and help eliminate bill shock effects to reduce both churn and cost to serve.

The energy retailer also points to the value of their data-driven customer plans to better align customers with the most beneficial time-of-use pricing.

# RESULTS

The program went live in June 2021, and in its first six months demonstrated impressive engagement metrics.



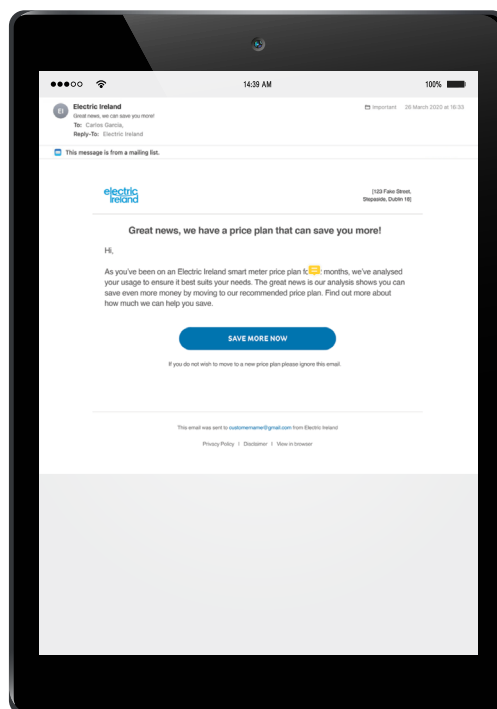
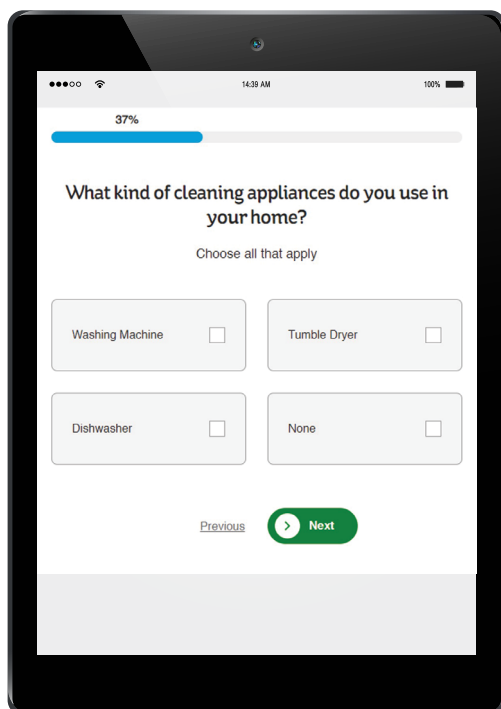
**94.62% CTR**  
ON EMAIL COMMUNICATIONS  
TO SMART METER CUSTOMERS



NEARLY **50%** OF ALL  
HOME SURVEY RESPONDENTS WERE  
INITIALLY ENGAGED BY INSIGHTS  
EMAIL COMMUNICATIONS



**32,721 users**  
(NEW AND RETURNING) ACCESSED  
BIDGELY WIDGETS ON THE ELECTRIC  
IRELAND RESIDENTIAL PORTAL IN THEIR  
FIRST THREE MONTHS OF AVAILABILITY



For more information about Bidgely's customer engagement solution,  
[visit our website](#) or [contact us](#).

