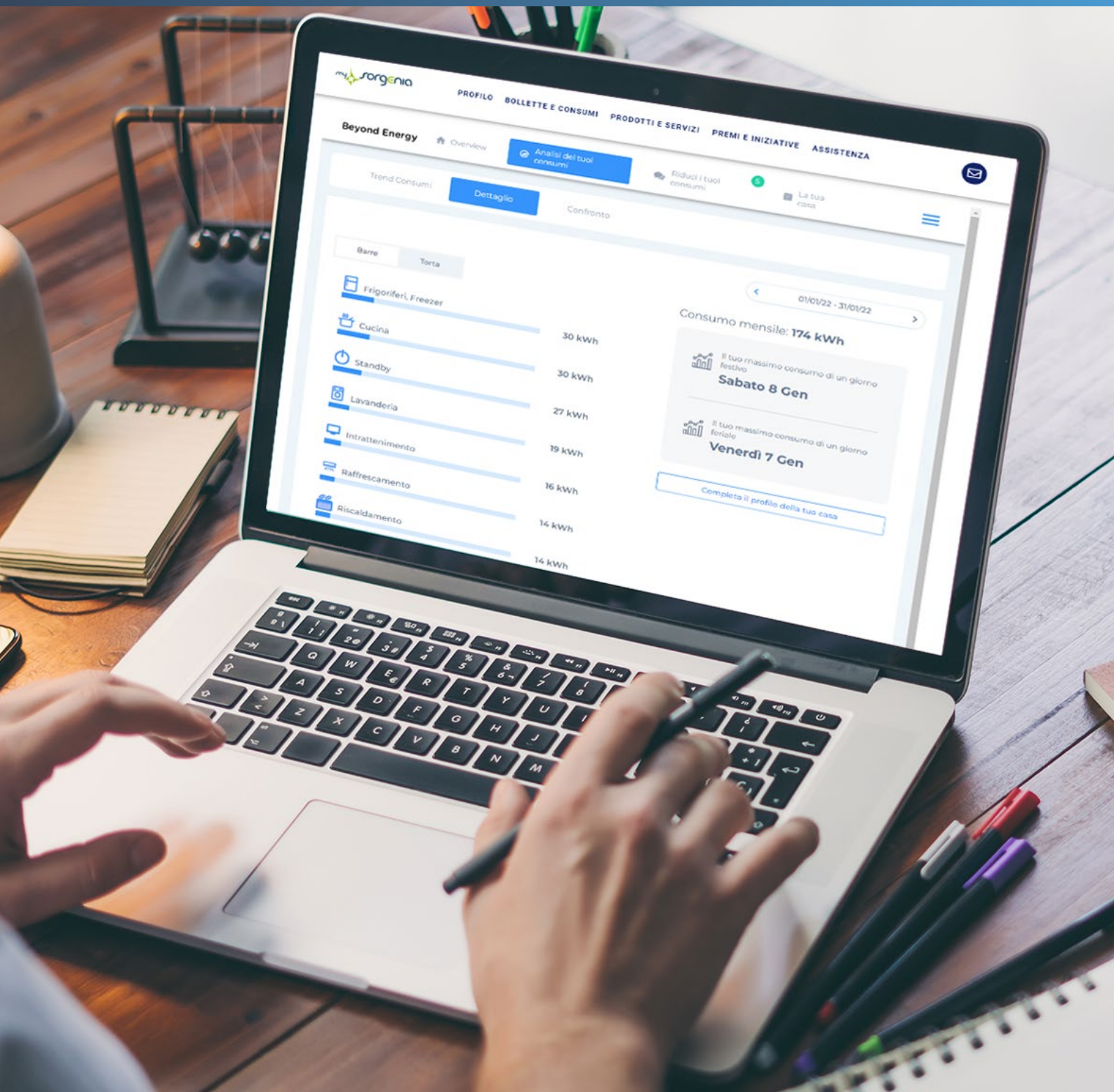


# SORGENIA USES AI BASED ITEMISED BILLING TO DRIVE UP CUSTOMER SATISFACTION AND RETENTION

A Case Study



Founded in 1999, Sorgenia, an electric and gas retailer based in Milan Italy, represents nearly 3% of Italian energy capacity and supplies 500,000 households and businesses in the highly competitive Italian energy market.

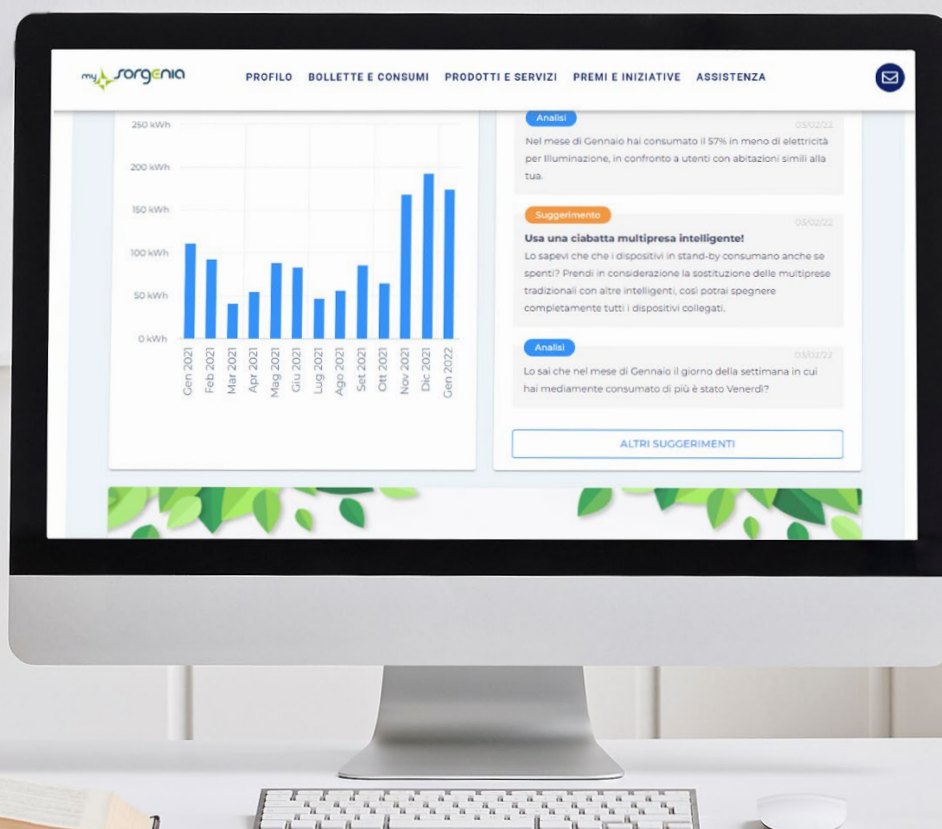
Sorgenia takes great pride in its data- and customer-centric culture, having carved out a position as an industry leader in digital innovation. They acquire, manage and engage more customers than any other retailer through digital channels. This approach both satisfies customer demand for a more direct relationship with energy suppliers, as well as ensures a superior customer experience, greater satisfaction, awareness and loyalty.

## THE CHALLENGE

Sorgenia continuously invests in optimising both its web portal and its MySorgenia mobile app to enhance its ability to communicate with its customers digitally and improve customer engagement and satisfaction.

They turned to Bidgely to enhance their customer-facing web portal and mobile app by developing new services to help residential customers better understand how they use energy, manage their consumption and live more sustainably.

Because Sorgenia serves a mix of both smart meter and legacy metered customers, it was essential that the new web and app services could be designed to serve the entire customer base, regardless of the meter type. With advanced AI algorithms that have been informed by data inputs and machine learning acquired over the course of nearly a decade from 24 million homes worldwide, Bidgely proved to be the ideal partner. Bidgely's superior data analytics foundation made it possible for Sorgenia to offer appliance-specific itemised energy bills and personalised energy savings and sustainability advice to every customer. In addition, services like consumption forecasts and daily consumption trend reports are routinely delivered to its smart meter customers.



# SOLUTION

Sorgenia and Bidgely collaborated to design Beyond Energy, a web- and app-based digital energy consulting service powered by Bidgely's energy analytics that:



Itemises the consumption of household appliances and identifies areas for efficiency gains



Provides customers with personalised suggestions as to how to reduce consumption, adopt more efficient behaviors and purchase beneficial new technologies



Encourages participation in other Sorgenia initiatives, such as its Loyalty programme or purchase of solar panels



Leverages peer home comparison by appliance to allow customers to better gauge their use of energy and adopt more efficient and sustainable behaviour when appropriate



Delivers mid- bill projections that enables customers to detect anomalies and adopt more efficient and sustainable behaviours in advance of receiving a high bill



# RESULTS

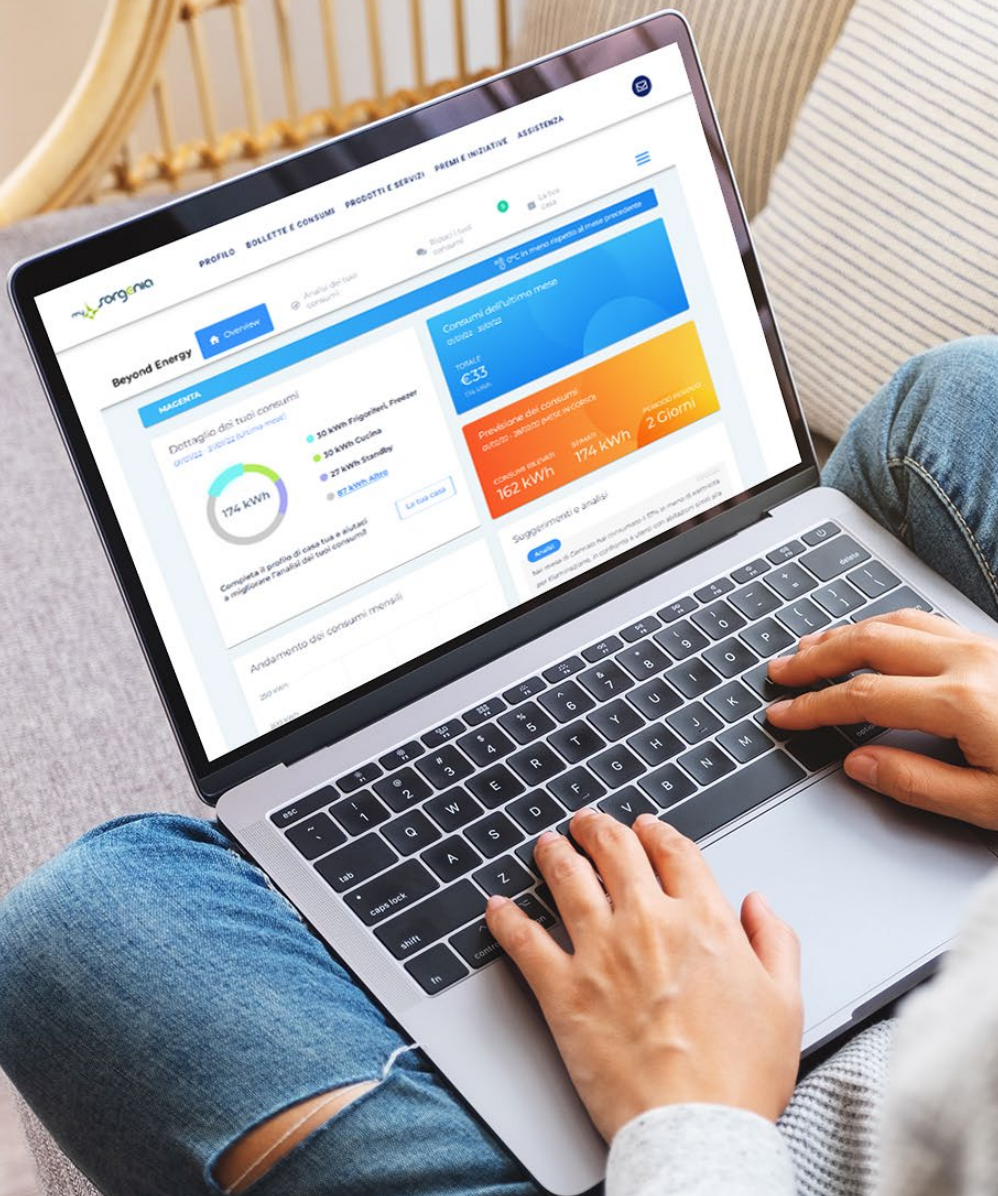
More than 45,000 customers have participated in the Beyond Energy programme so far and the number continues to grow. Participants demonstrate both high engagement and satisfaction. Beyond Energy communications realised an impressive **46 percent open rate** and **overall satisfaction ratings of 4 out of 5**. A vast majority of the customers want the service to continue, which has had a positive impact on customer retention and reduction of churn. The Bidgely-powered personalisation of Sorgenia's digital channels has also led to a reduction in high-bill calls, as well as more effective promotion of Sorgenia's full-range of programmes, products and services.



**4 OUT OF 5**  
LIKES



**46%**  
AVERAGE EMAIL  
OPEN RATES



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