

# TURNING POWER STRUGGLES INTO POSITIVE ENERGY

Thunderhead's ONE Engagement Hub is designed to create more meaningful experiences for Energy customers. People want to be recognized as individuals – and don't want their precious time wasted. Satisfying these expectations at scale requires a cross-channel understanding of every customer, from their motivations to their behavior.

ONE visualizes, optimizes and advances each and every customer's journey in real-time. Powered by AI, the platform then delivers personalized and consistent conversations across every touchpoint, from web and mobile to call centers and retail environments.

## HOW CAN ONE HELP YOU?

### INJECTING CAFFEINE INTO YOUR CROSS-SELL

With margins under threat from aggregators and competitors with nimble business models, many providers have diversified their product portfolio. Enter the likes of IoT, home services and storage – all contributing to the shift from commodity provider to lifestyle enabler and resulting in an increased focus on cross-sell opportunities.

With this in mind, Energy companies must understand - and swiftly respond to - customer signals. Based on insight gleaned across every single touchpoint, ONE is focussed on removing barriers in the way of successful cross-selling. The platform delivers appropriate (personalized, timely and customer-focussed) content and informs all channels on the best course of action.

### CUT ATTRITION OFF AT THE PASS

If you're hearing "it's not you; it's me", you've probably missed that chance to make amends.

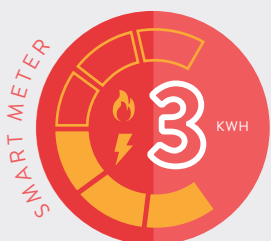
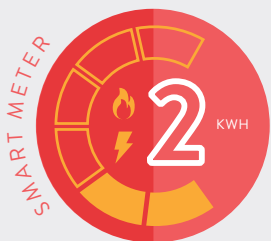
Wherever they are searching for information, customers will be giving off signals. And, powered by AI, ONE listens to these, across every conceivable touchpoint (and insight tools such as Power BI) in building up a picture of their attrition journeys. Integrating with your DSP or DMP, the platform can then target these customers with an appropriate interception, such as messaging (e.g. value reinforcement) on external channels.

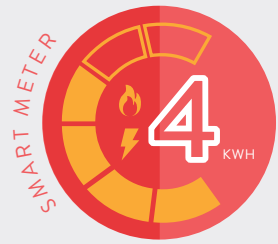
So, whether it's an obvious event (such as reading the early exit fees section of your FAQs) or something far subtler, you'll be forewarned. Luckily, ONE ensures you're also forearmed, orchestrating the most appropriate conversation - and providing the most compelling, personalized reasons to stay.

### INCREASING ENGAGEMENT WHILE REDUCING CTS: DIGITAL TRANSFORMATION

As margins drop and often battling with legacy infrastructure, Energy businesses have been under pressure to reduce the cost of acquisition and service. Today, these are at record lows, while customers are at their most fickle. Meanwhile, traditional approaches to shore the gap (such as brand investment or cost reduction) clearly have knock-on effects on the business.

Digital servicing holds the key to getting many businesses' KPIs back on track – in particular around engagement and cost to serve. Whether it's analyzing live journeys to identify new, profitable segments or orchestrating content based on an ongoing conversation, ONE helps Energy providers genuinely put customers at the heart of their operations.





## TAKING THE PRESSURE OFF YOUR CALL CENTER

Stemming from frustration in failing to 'self-help', call centers are often regarded as a customer's last resort. This adds unnecessary cost to Energy companies – and results in a poor overall experience for customers.

By connecting and visualizing journeys, ONE learns to identify the key events that lead to critical bottlenecks. And, based on each unique circumstance, the platform determines and implements the 'best next conversation' – from a proactive email, personalized website content or app notification, to an outbound call from specialized advisors.

*The upshot? Reduced call volumes, reduced call times, reduced servicing costs and crucially, happier customers.*



## PUTTING THE SMART INTO SMART METER ROLLOUT

Regulator pressures to transition customers onto smart meters can have negative consequences, from perceptions of being inundated in smart meter communications to the increased attrition of 'unsuitable' (e.g. PAYG) customers.

Listening for when (and how) customers are engaging with smart meter content, ONE's contextual decisioning selects most appropriate conversation, whether that be an incentivised email or trigger to your call center. This means Energy companies can focus efforts on their best smart meter prospects while avoiding unnecessarily retargeting adopters. And of course, a more effective rollout reduces resource requirements – and alleviates those pesky regulator pressures.



## CREATING AN ARMY OF BRAND ADVOCATES

New, nimble providers are often built with customer experience at their epicenter, while technology and product innovations have contributed to Energy customers' expectations. And it's tough to satisfy these at scale...according to USwitch, customer satisfaction dropped by 2.5% in 2018 – the first slide in seven years.

ONE helps Energy brands shift from being product (or tariff) focussed to operating in a genuinely 'customer-centric' way. Connecting data, visualizing journeys (and understanding them across all touchpoints), ONE then orchestrates contextual, personalized conversations. Whether inbound or outbound, digital or in-store, experiences become consistent, compelling and positive. Which is good news for business KPIs, from NPS and CSAT to engagement and LTV.

**Interested in finding out more about how  
ONE works with Energy clients? Please get in touch:**

✉ [conversations@thunderhead.com](mailto:conversations@thunderhead.com)



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