

BEN Energy

Utilities reach out to their customers with a web platform for saving energy

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Dr. Tobias Graml
BEN Energy AG
Weinbergstrasse 56/58
CH-8092 Zurich

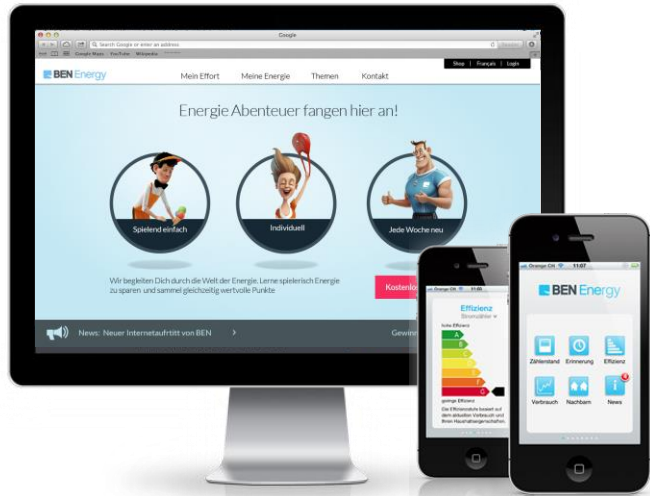
www.ben-energy.com
tobias.graml@ben-energy.com
Fon: +41 44 632 83 45



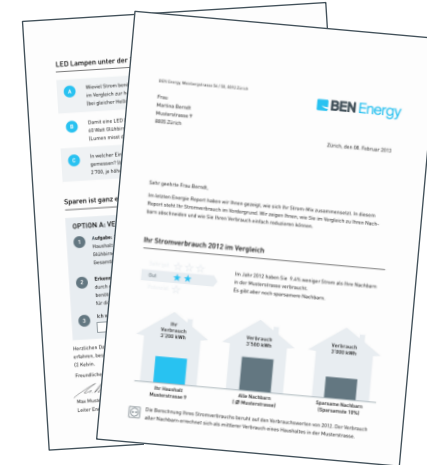


Our products – Service plus for customers

Web Portal + Mobile App



Mailing



- ✓ Increase of customer interaction and relevant customer insights
- ✓ Increase of customer satisfaction and customer retention
- ✓ Create individual and direct sales channel to your customers
- ✓ Achieve measurable energy savings

- ✓ Direct approach of all or certain customer groups
- ✓ Increase of customer satisfaction and customer retention
- ✓ Create individual and direct sales channel to your customers
- ✓ Achieve measurable energy savings

Rationality and technology is not enough

- We are «satisficers» not «optimizers»
- We are guided by routines
- We have limited resources
- Technology is an enabler



Our approach



Psychology

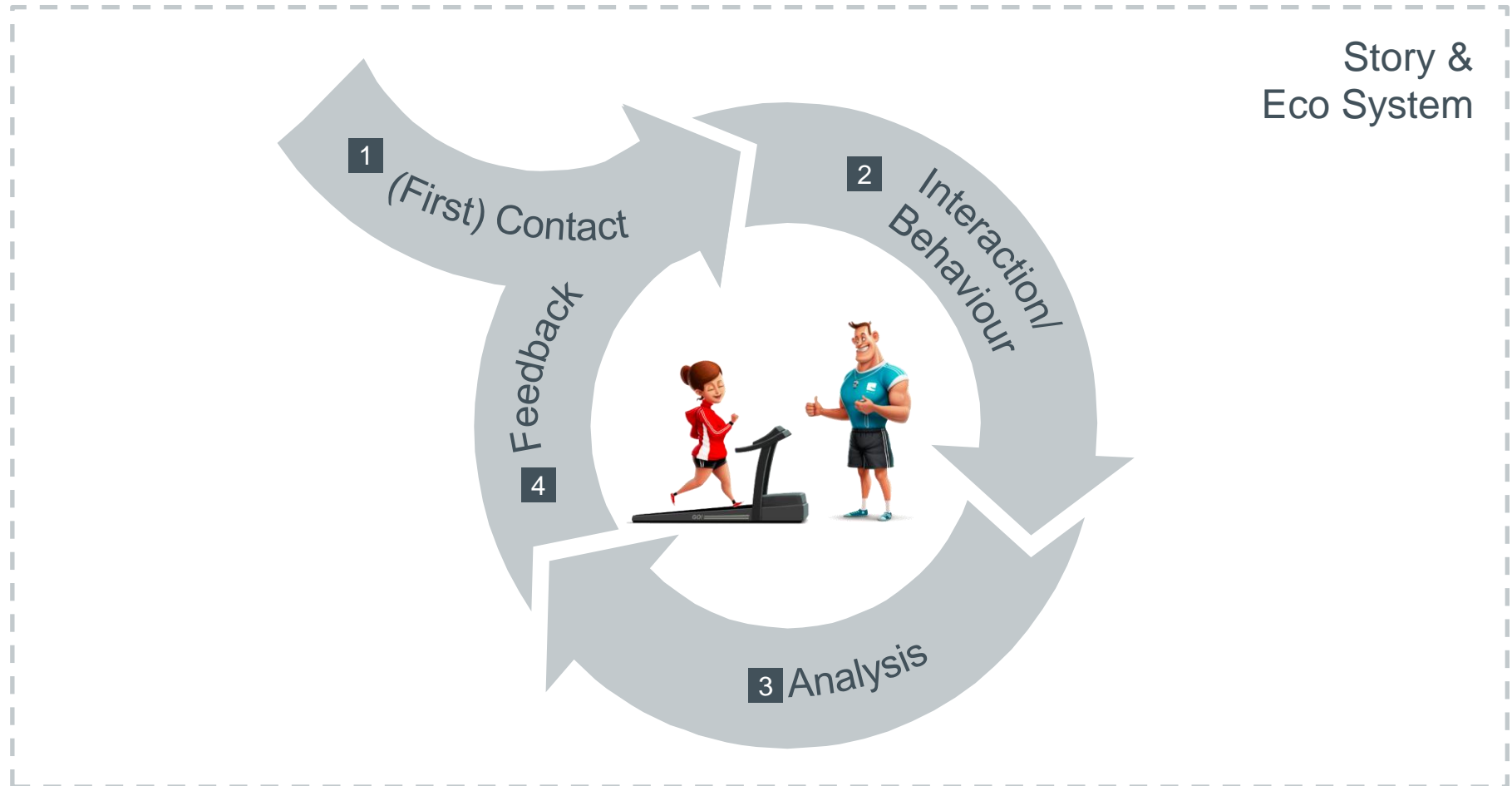
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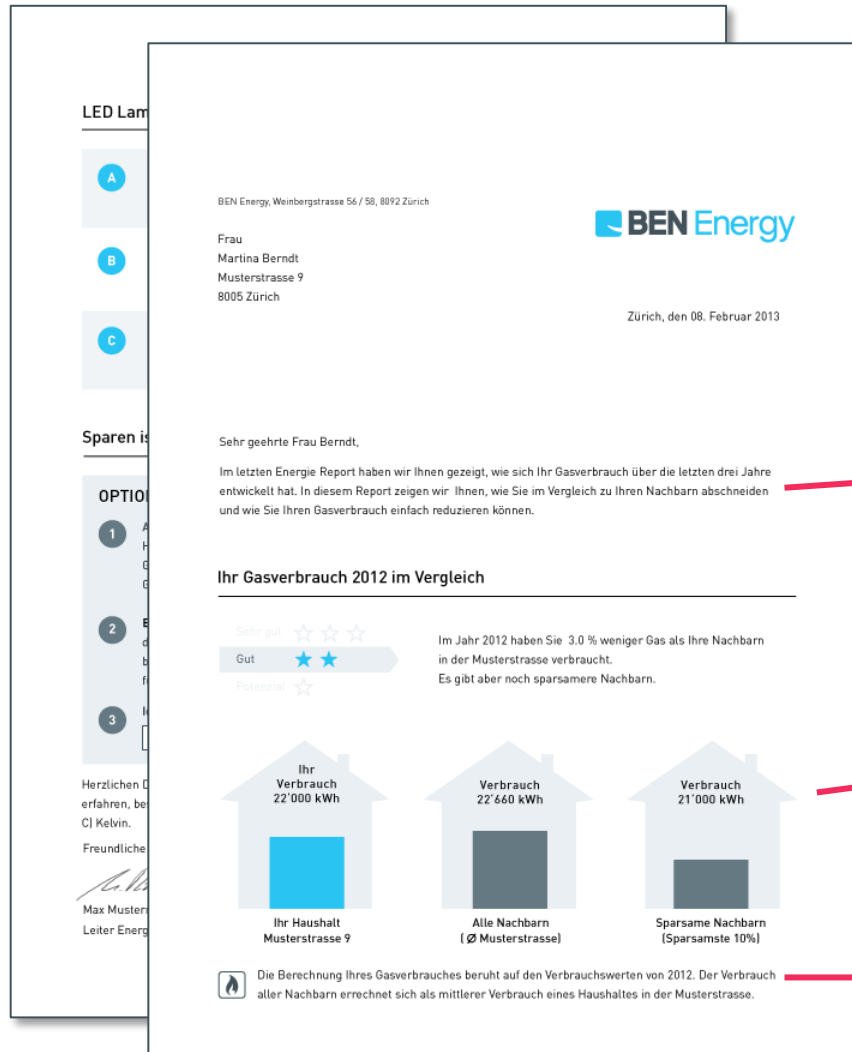
Data Analytics

Change the way
household customers use energy

Look at the whole process



Get attention



Energy report

Preceived
as service

Social
comparison

Lead to
online

Turn it into an experience

The screenshot shows the BEN Energy website with a navigation bar at the top containing the logo and links for 'Mein Effort', 'Meine Energie', 'Themen', and 'Kontakt'. A secondary bar on the right has links for 'Shop', 'Français', and 'Login'. The main heading reads 'Energie Abenteuer fangen hier an!'. Below this are three circular icons: a woman with a bow tie labeled 'Spielend einfach', a woman with a red balloon labeled 'Individuell', and a muscular man labeled 'Jede Woche neu'. A pink button says 'Kostenlos registrieren'. Text below the icons says 'Lass dich durch die Welt der Energie. Lerne spielerisch Energie und sammel gleichzeitig wertvolle Punkte'. At the bottom, there are links for 'Internetauftritt von BEN', 'Gewinnspiel Jetzt teilnehmen', 'FAQShop', 'Impressum', 'Nutzungsbedingungen', and 'Powered by BEN-Energy'. Two smartphones in the foreground display the app's interface, including an energy efficiency scale and a dashboard with icons for 'Zustand', 'Erinnerung', 'Effizienz', 'Verbrauch', 'Nachbarn', and 'News'.

BEN Energy

Mein Effort Meine Energie Themen Kontakt

Shop | Français | Login

Energie Abenteuer fangen hier an!

Spielend einfach

Individuell

Jede Woche neu

Kostenlos registrieren

Lass dich durch die Welt der Energie. Lerne spielerisch Energie und sammel gleichzeitig wertvolle Punkte

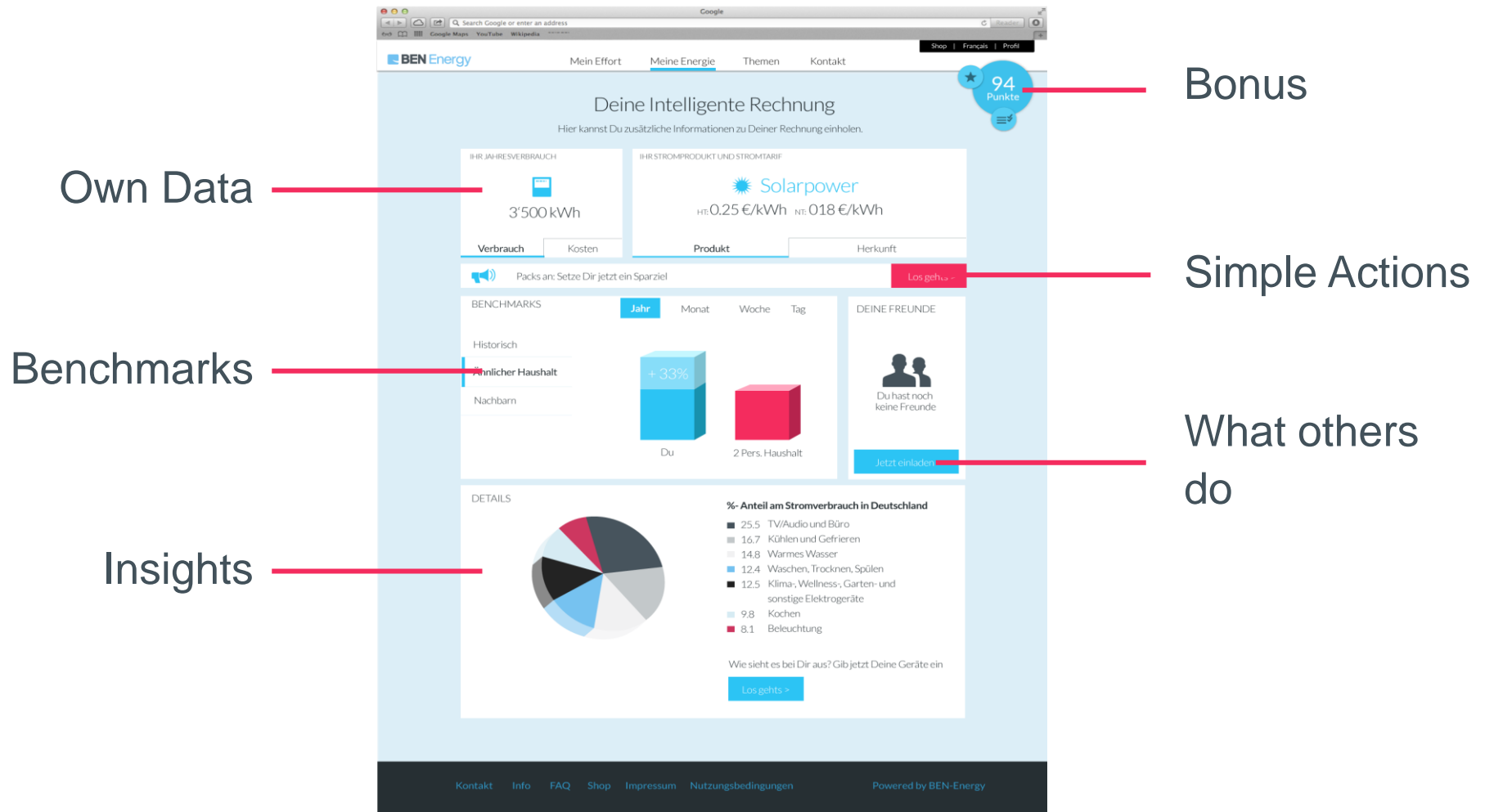
Internetauftritt von BEN >

Gewinnspiel Jetzt teilnehmen >

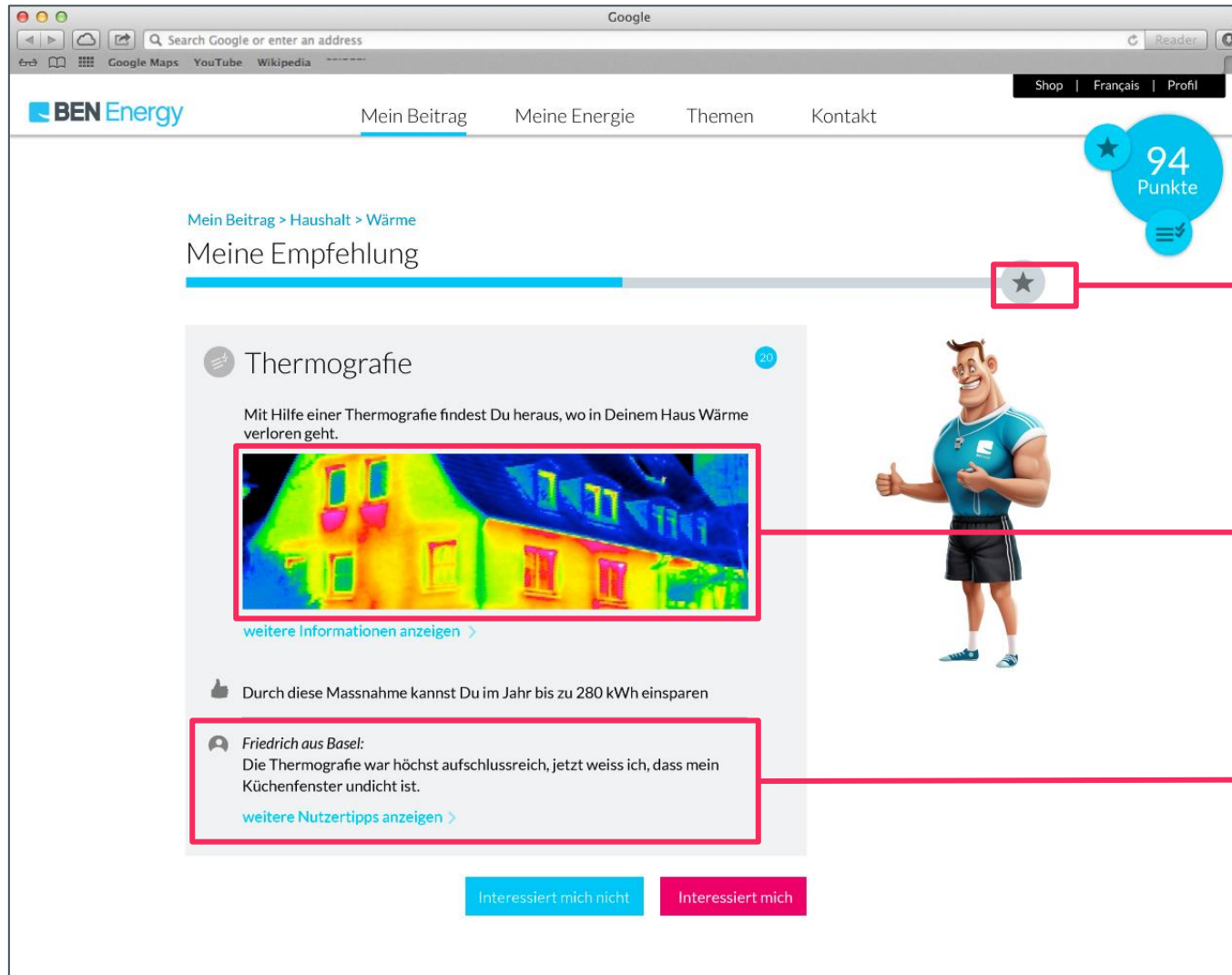
FAQShop Impressum Nutzungsbedingungen

Powered by BEN-Energy

Make it relevant



Establish continuous interaction



Weekly
interaction

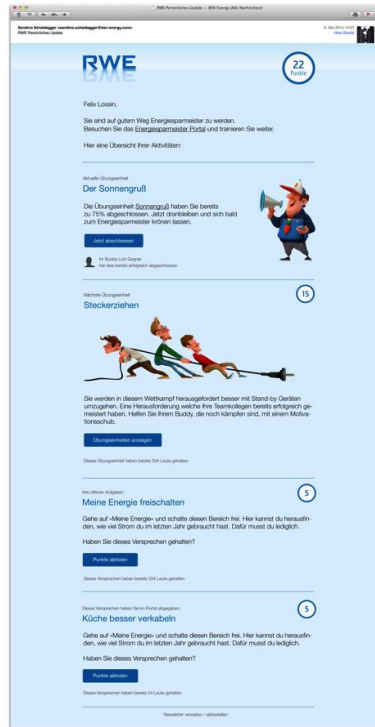
Recommendations
based on previous
behaviour and
interests

Community

Use repeating touch points



Bills



Newsletter



Energy Reports



Meter reading & Smart Meter rollout

Harvest the benefits



Energy efficiency



Customer retention



Customer Insights



 **BEN** Energy



BEN Energy