

Digital @E.on





DIGITAL CREATES GREAT  
USER EXPERIENCES AND  
LOJALISATION WHEN IT IS

- **SIMPLE**
- **RELEVANT**
- **AVAILABLE**

# Customer

**S** contact e.on  
when they

- Have an **outage**
- Are **moving**
- Do not understand the **invoice**  
or what to **pay**
- Need to cancel or sign a new  
**agreement**

services that are **simple** to use  
and **available** when the  
customer needs them



A woman with short, vibrant blue hair and dark sunglasses is looking down at her smartphone. She is wearing a white collared shirt with blue floral patterns and a dark grey blazer. She is in a crowded outdoor setting, possibly a festival or market, with other people blurred in the background.

# 400 000 DIGITAL CUSTOMER VISITS EVERY MONTH

- Tracking gives us **large-scale insights** about customer behaviors and needs
- We use this data to improve our digital services where it creates highest value

# Search is where it all begins.

For 88% of our 240,000 monthly digital customers,

**Google** is the eon.se start page.

## It's an opportunity

This means that we can serve them better. This since they let us know what they are looking for, before we actually meet them.



District heating

DISA  
- Digital System  
Analys

Making use of our  
connected meters  
in a smarter way



# The starting point

## **Work with poor coolers**

- Time consuming
- Occasional

## **Manual work**

- Exports
- Excel

## **No overview**

- Only part of the picture

## **No consensus**

- All work differently

## **Can we do this in a better way?**

## **More data available**

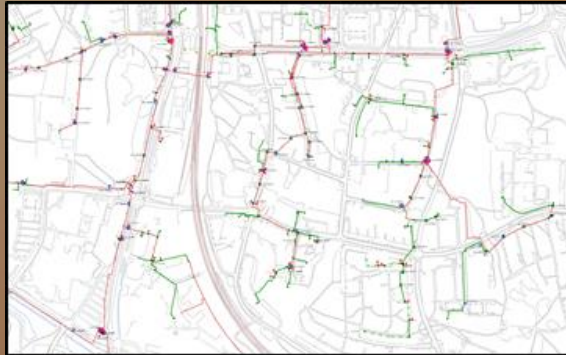
- Hourly data from all inst.

## **Updates / automation**

## **Collect data from many systems**

## **All see the same picture**

# TEST & LEARN – TAKE RISK



**There is no guarantee of value from digital tools**

The capacity to realize potential depends on the ability to identify specific, valuable use cases and actionable insights revealed by analytics, in a business-oriented manner.

Iterations and tests are important in the quest for digital value

Start with a PoC



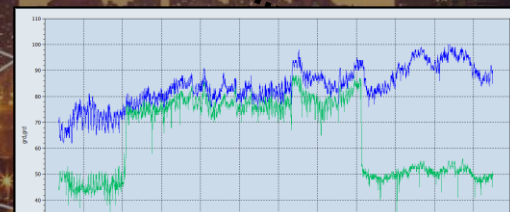
# Combining data sources

- All networks – heat & cool
- Hourly values, master data and calculations
- Daily updates
- 2,5 million meter values / day

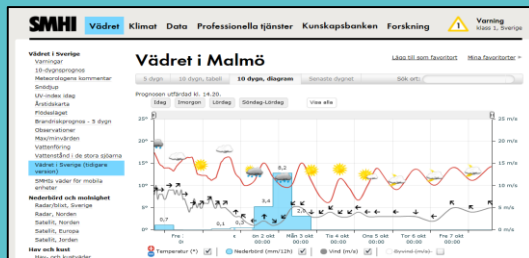
dpHeating



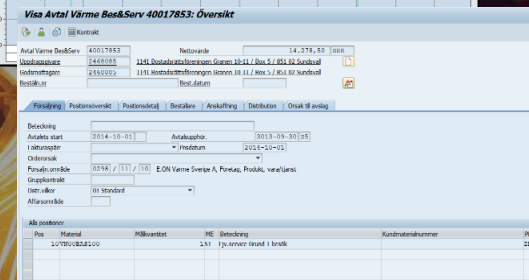
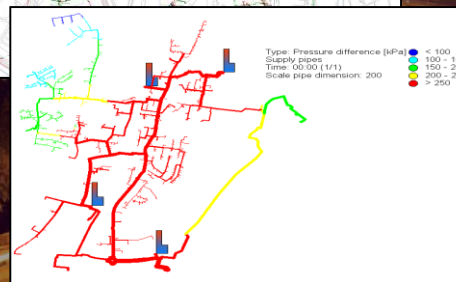
SAP



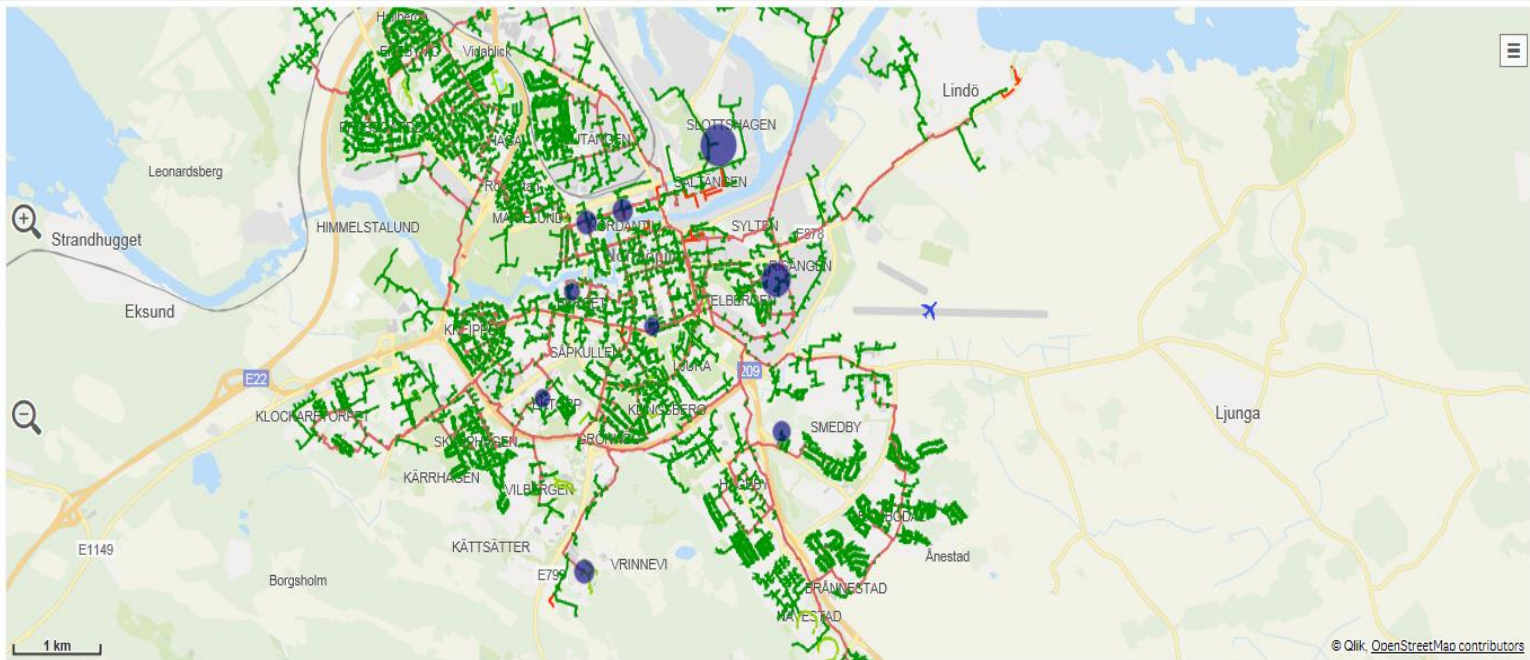
SMHI



Netsim



# Överflöde och temperaturer - karta



Uppdaterad: 2018-11-09 14:18:00  
 Senaste mätvärde: 2018-11-06  
 Urval: 2382

2018-10-31 - 2018-11-06

Överflöde
  DeltaT
  FramT
  ReturT

**Antal anläggningar**  
 10
  50
  100
  1000
  15000

Tariffkategori

Kundnummer

Näto...	Anläggni...	F/P	Anläggningsadress	Postort	Kund...	Överflöde (m³)	DeltaT (°C)	Framtemp (°C)	Retur... (°C)	Prio	Förbrukning Energi (kWh)	Förbrukning Volym (m³)	Anläggningskat...	Har veckoan	Har servicea
Nordköping	11537701	F	Öljelagsgatan	Nordköping	Tekniska	127.5	12.6	73.7	69.8	0.05	84.169	5.745.0	Industri	Nej	Nej

# Learnings

A glowing lightbulb hanging from a cord, symbolizing an idea or insight. The background is dark and out of focus, with some blurred lights.

- Less is more
- More/other insights and benefits than expected
- Data quality
- Loading of data can go wrong in soo many ways
- Let the users in on the journey!
- Enabeling new price models