electricity north west

Bringing energy to your door

Project Avatar

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Avatar

Funded by Network Innovation Allowance

October 2016 – December 2019

Impact Research

DXC.technology

Schneider Electric

Avatar – the problem

The customer service landscape is changing

DNOs need to understand the change to improve the customer experience

Technology is advancing at a tremendous pace facilitating potential new services

Political, economic and social factors are increasing customers' expectations

Avatar explores

- What different customer segments want
- What technology can provide
- Where technology overlaps with needs
- Attitudes to data sharing

Avatar – project objectives

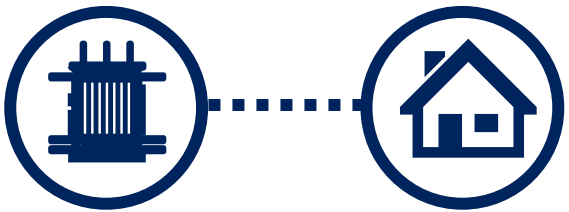
Understand customers future needs?

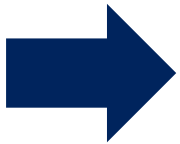
How will these vary by segment?

How technology could meet the needs of these segments?

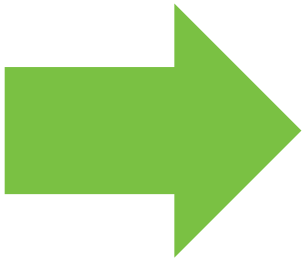
Output: a blueprint for implementing bespoke customer service solutions

Current services our customers receive





Transformation in existing services



Potential new opportunities

Home energy optimisation and savings for customers

Network optimisation and commercial services providing new revenue streams

Real time network data visualisation will facilitate improved services and customer experience and enhance network capabilities

Customer research will answer

Customer service in the future

- **Current and future** customer service needs?
- Are customers willing to share consumption data for a better service, efficiency savings and environmental benefits?
- What **innovative solutions** will best meet customers increased servicing expectations?
- The **optimal strategy** for customer communication that will leverage higher levels for customer satisfaction?
- How these solutions should be **tailored** for use by DNOs?