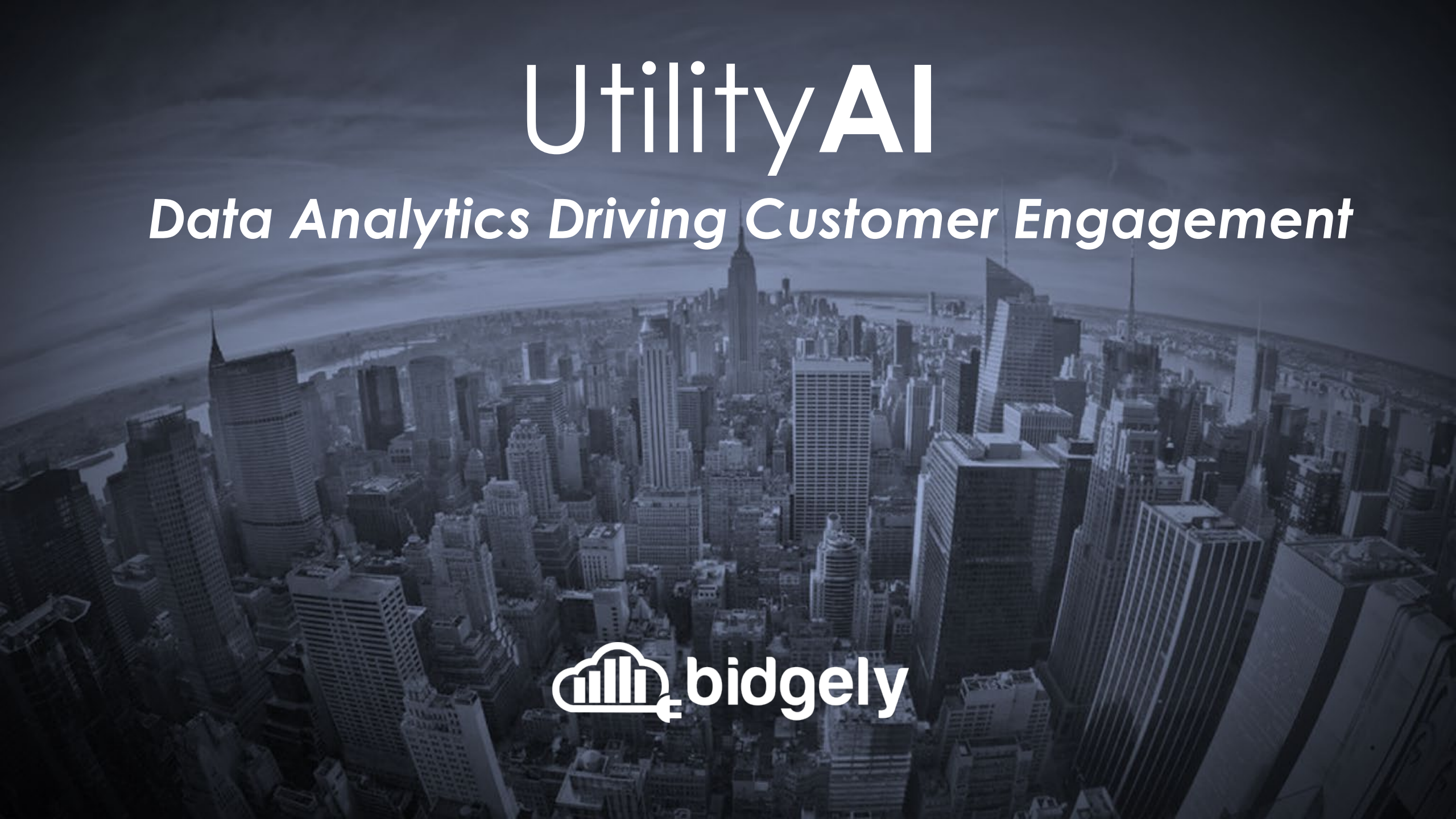

Utility AI
Data Analytics Driving Customer Engagement
bidgely

# Data Analytics - Customer Facing

# Data Analytics - Customer Facing

In no other industry do vendors have
so much customer data…
yet do so little with it

# Consumption Data is Gold

HOW

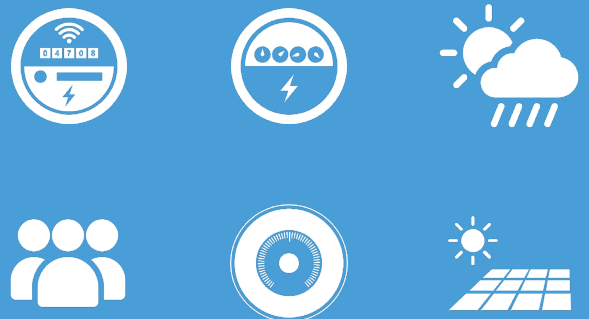
WHAT

WHERE

WHEN

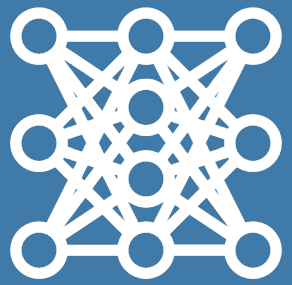
## INGEST MASSIVE AMOUNTS OF DATA

from numerous sources



## UNLOCK THE POWER OF DATA

with advanced analytics and machine learning



## DELIVER AI-POWERED SOLUTIONS

- The key is to understand energy consumption behavior - **what, when, why, how people use energy**.
- The **more specific & personalized** the insights on consumption behavior, the **more relevant value** is created.
- Deliver the **right message at the right time** to customers given Grid and Customer objectives taken together

# Where are we leveraging these solutions?