



Meter reads by drone?

Applying technology innovation to provide excellent customer experiences

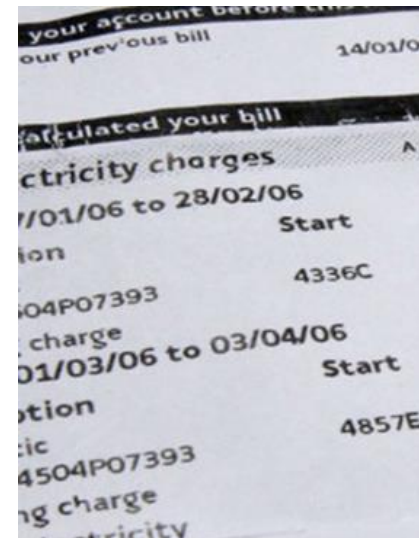
How the energy sector measures service



OMBUDSMAN'S FINDINGS 2013-14

- 84,758** cases
- 82,164** complaints
- 58,714** electricity complaints
- 20,881** gas complaints
- 51%** of all cases related to billing issues
- 21%** of all cases related to credit issues

MOST GAS AND ELECTRICITY COMPANY COMPLAINTS



**“MAKING A
POSITIVE IMPACT
WITH A NEGATIVE
FORCE IS
IMPOSSIBLE.” Anon.**



Technology firm | Retailer | Customer service pioneer



Convenience

Personalisation

Proactivity & Fairness

Transparency

Technology & Innovation



THINK
POSITIVE

A seismic shift

From this...

The industry view today



...to this

The customer expectation today

Low

Customer expectations / demands

High

Reactive

Engagement with customers

Proactive

Supplier

Who has the power?

Customer

In the dark

Customer understanding

In the know

The digital imperative

70% of customers want online help over phone or email. (Forrester)

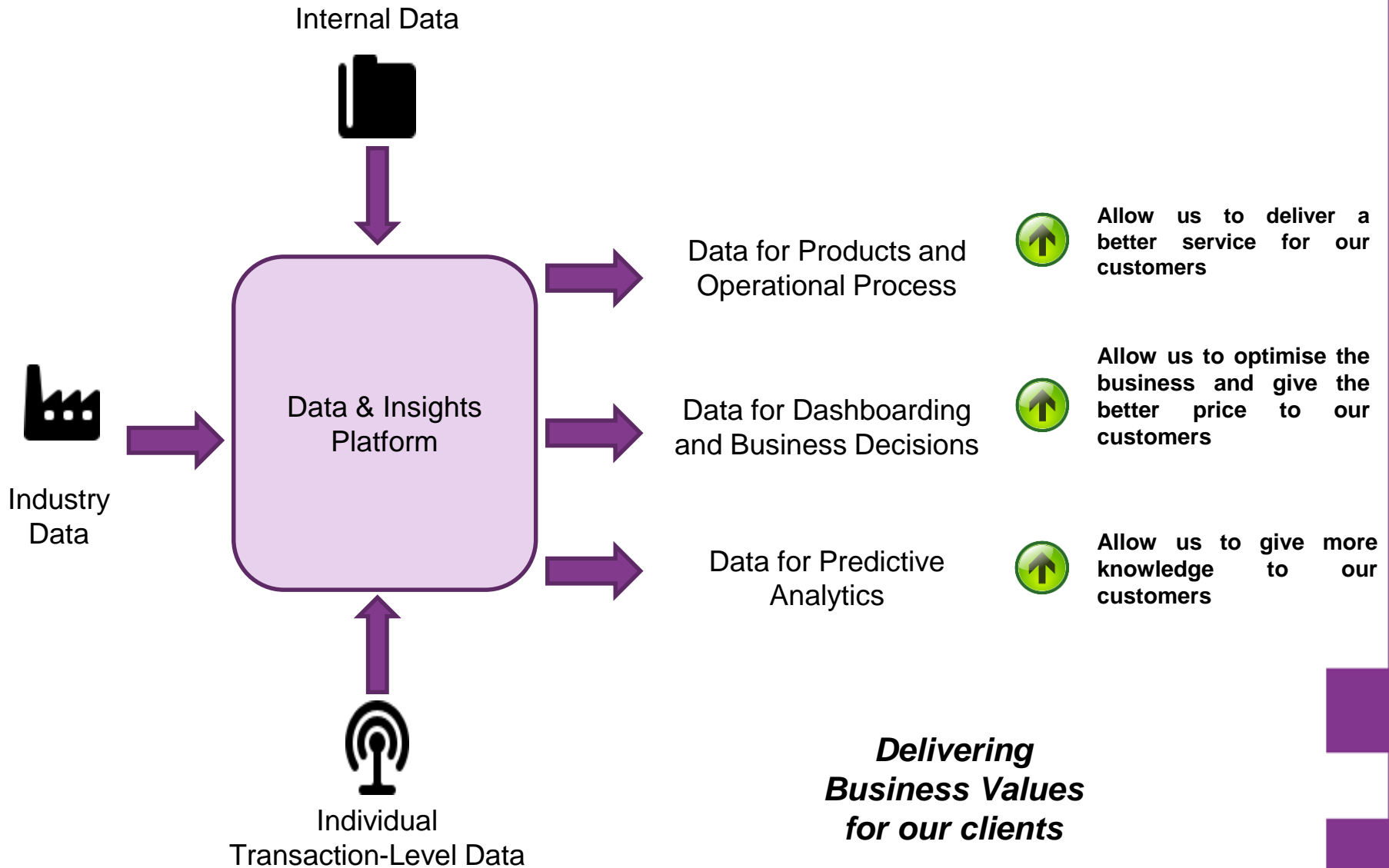
By 2020, the customer will manage **85%** of their relationships with companies without interacting with a human. (Gartner)

50% of online customer self-service tasks will be performed by virtual agents in 2016. ([Gartner](#))

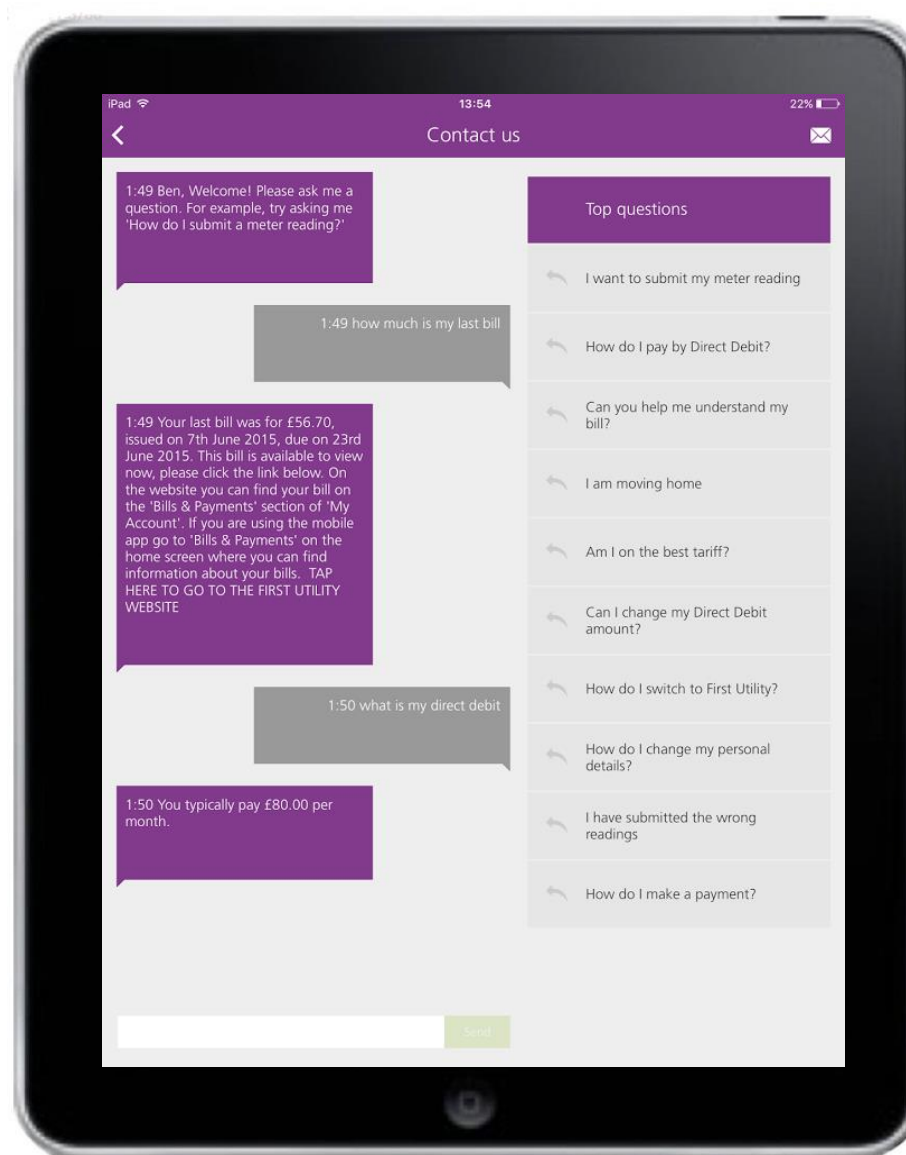
75% of consumers think companies should make answers to all their common questions available via Smartphones. ([Synthetix](#))

Reliable
Engaging
Pioneering
Straightforward

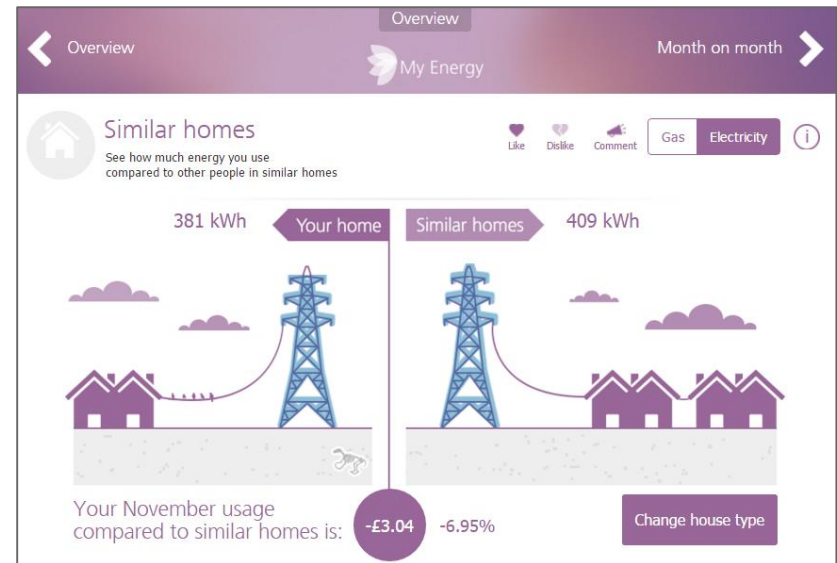
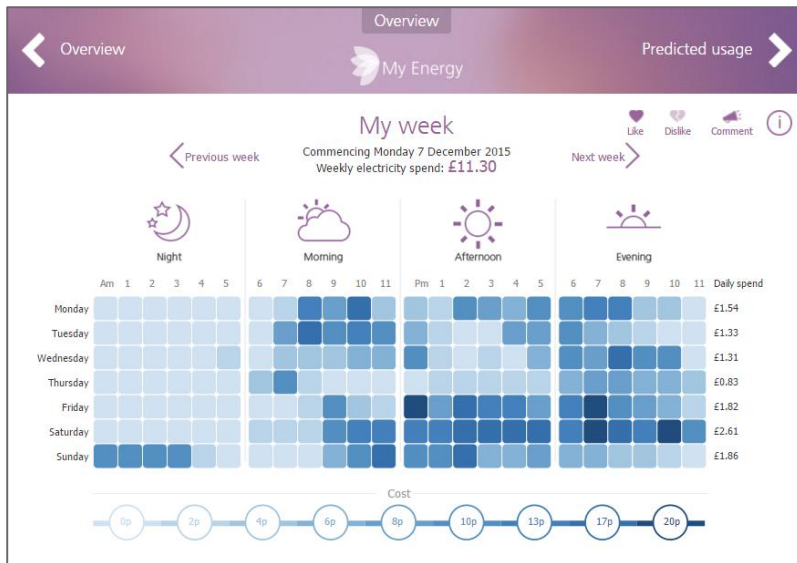
Data - the new power



A First Utility case study: Artificial Intelligence



A First Utility case study: My Energy



A First Utility case study: App innovation



Encouraging the industry to break through its own glass ceiling..

