

“DiG, your energy consultant”

Cultivating an analytics culture can bring utilities closer to their customers and create a competitive advantage. Moving from a data-rich to a more data-centered approach, the transition to intelligence of the digital age becomes smooth and unleashes the potentials of data to tell the truth about how people think and live.

Stepping on this philosophy, Intelen’s DiG can offer utilities exactly what they need to engage their customers and build relationships of trust and loyalty, ensuring the bilateral benefits for utilities and end users too.

DiG is a modular platform, highly customizable to fit utilities’ unique needs and flexible to cope with rigorous objectives. It also allows the integration with any infrastructure the utility already possesses (ex. billing system, portal, CRM etc.).

Among others, DiG is an engagement tool, a user-friendly portal solution and an advanced analytics platform ready to deliver insights and update knowledge through stochastically designed KPIs.

Personalization

It is impossible to engage, before realizing what the users’ behavior, preferences, interests and needs, are. Thus, DiG leverages multiple data sources (i.e. demographics, energy data, psychographics, behavioural and appliances data) to outline the user profile. It is only then, that rich in insights, DiG can offer personalization.

Because personalization can increase users’ satisfaction, if content, useful and welcomed by the user, is delivered.

DiG’s content, which includes tips, quizzes, invitations to challenges, important announcements and notifications about new functionalities and prizes, is then filtered through DiG’s personalization algorithms. These algorithms are responsible not only to forward content that meets users’ needs but also to distribute it at a user’s convenience.

Gamification

At its core, DiG utilizes the principles of gamification along with real gaming to turn the whole behavioral change process into a fun process with sustained results in the long-term.

Games are suitably designed to progressively

introduce users into more rational and undoubtedly desired, green behaviors.



And this is just one of the innovative elements that render DiG a unique platform for engagement without though missing the underlying objective that remains the energy consumption behavioral change.

Disaggregation

Operating with or without smart meters, DiG can effectively inform its customers about their appliances’ running costs both in energy and monetary terms, using algorithms that can break down energy usage and spot the major culprits of consumption.

Similarity algorithms are in charge to identify and match individuals that share common appliances and habits, compensating for hardware absence that either derives from consumers’ preference to avoid hardware, or due to hardware’s inefficiencies to deliver reliable data 365 days per year.

In any case, user-friendly charts facilitate consumers to walk through their disaggregated energy data in order to comprehend

how easy is to moderate their consumption.

Peer Comparison



The social effect of DiG is basically revealed through the peer comparison functionality that seeks to delineate target behavior by comparing similar consumers using relative rank measure and promoting the most efficient individuals.

DiG users can then take advantage of the social media provided and spread their efficiency level as well as their actions to friends and remote communities.

Demand Response & Peak Demand Management

DiG looks the energy peak demand management and the restriction of energy consumption in critical days and hours when the system reliability is jeopardized, through a behavioral perspective.

The framework deployed is full and follows a holistic approach. Awareness, training through tips and gaming, notifications, feedback and a well-established rewarding system are all components that cooperate to address

demand response and peak demand.

Admin Panel

DiG admin panel can be the best consultant for all leaders and organisational teams in a utility.

Providing a 24 hours support for decision-making, DiG admin panel can advise marketing department when and which target groups to approach to fulfil their goals. Moreover, DiG admin allows managers to track real-time benchmarking of their customers' engagement with the platform and efficiency performance, while enables DR team to easily redefine the strategy for effective DR events.

Cross-selling opportunities through retrofits

DiG can help utilities to expand their market by acknowledging the importance of cross selling opportunities and enhancing their services.

How? Benefiting from knowledge gained through DiG advanced analytics, utilities can take wiser decisions and be always a step forward to their customers' needs.

Because utilities can now be aware of what triggers could lead each of their customers to act in a desired way. Hence, they

don't only "lock-in" their current customers but also can attract more.

Scalability & Security of data

Since DiG is a SaaS, cloud-based platform that manages an abundance of sensitive data, the security of this data is a priority.

DiG is hosted on Microsoft Azure that comes to ensure the safe storing of data and the reliability of its transmission.

To achieve scalability, DiG uses database sharding and clustering. Moreover, multiple web servers on fail-over mode and daily security checks run to make DiG a very reliable and robust product.

Benefits for the utility

- Engaged customers
- Loyal & satisfied customers
- Lower churn rate
- Energy savings & efficiency
- Targeted marketing campaigns
- Costs reduction
- Better communication with their customers

Benefits for end-users

- Home energy monitoring toolkit
- Energy savings
- Knowledge & awareness
- Trust to the utility
- Personalized recommendations
- Prizes & Surprises