THE DOT FACTOR

PROMOTING EFFICIENCY THROUGH HOUSEHOLD PREDICTIVE ENERGY SCORING

SHAPING SUCESS STORIES BY

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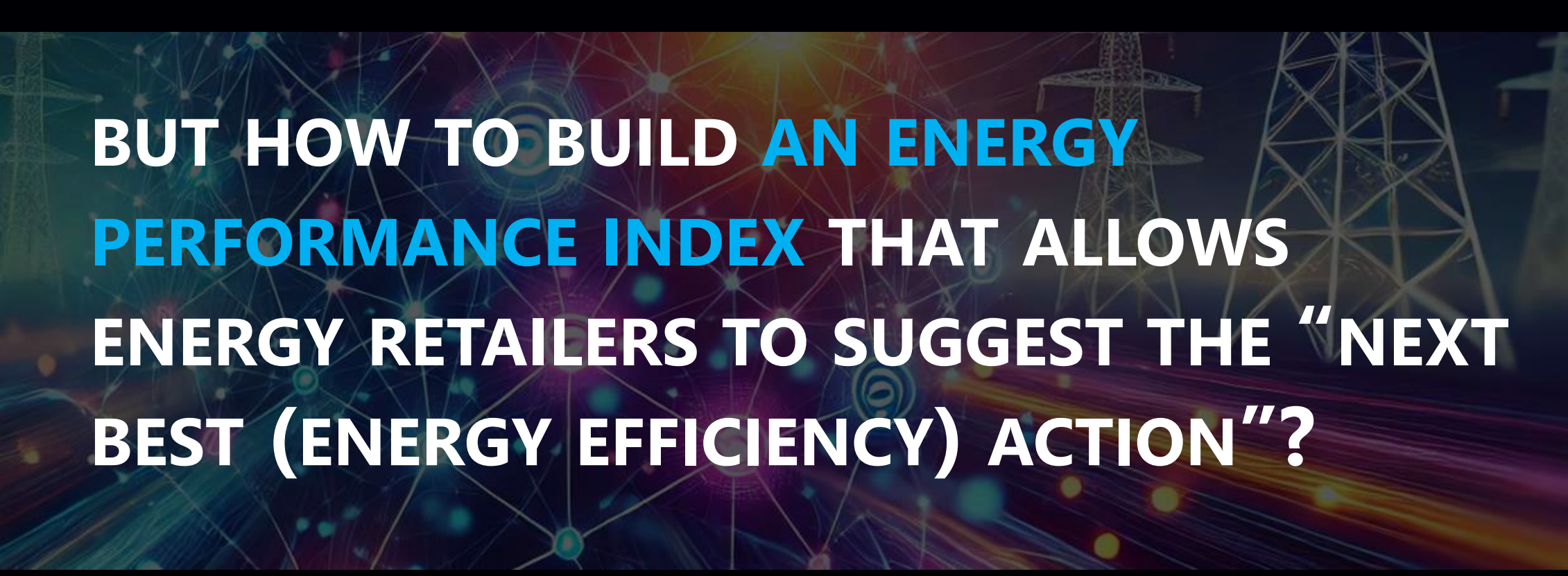
THE CHALLENGE

With increasingly demanding consumers, energy retailers want to be able to offer their customers tailor-made strategies for improving household energy performance and save on energy bills.



BUT HOW TO BUILD AN ENERGY PERFORMANCE INDEX THAT ALLOWS ENERGY RETAILERS TO SUGGEST THE "NEXT BEST (ENERGY EFFICIENCY) ACTION"?

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THE CHALLENGE

Key priorities include:

Maping the variables (internal and public data sources) that can support the prediction of energy performance per customer/household

Clustering & Profiling: What is the optimal number of customer clusters? How can we characterize the "personas" according to socio-economic, geographical and energy attributes?

Index calculation: how can we predict the energy performance to each customer/household?

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THE ANSWER

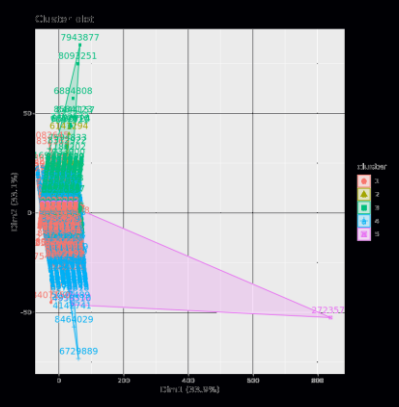
Developing a customer energy performance index in three steps:

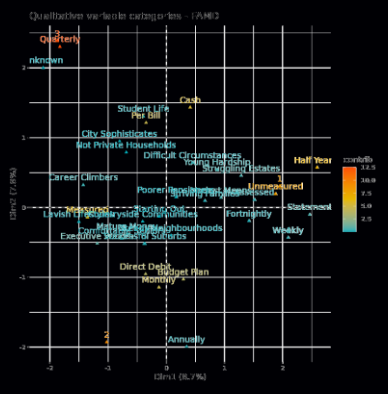
1 Data Extraction and Engineering

Collection and processing of internal data and public data

- housing location
- energy consumption
- income
- energy matrix
- thermal needs
- property size

[...]



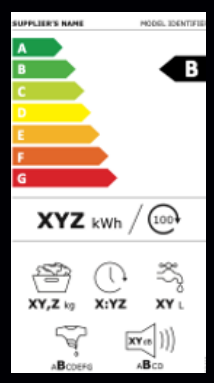


2 AIML Clustering & Profiling

Development of ML algorithms for customer segmentation

3 Predictive Energy Scoring

Calculation of the energy performance index and benchmarking for customer communication purposes



25 percent	median	mean	75 percent
10.75	20.5	20.50	30.25
2.00	4.0	3.85	5.25
3.00	4.0	4.10	5.00
2.00	4.0	3.95	6.00
3.00	4.0	4.10	5.25
2.00	3.5	3.45	4.25
3.00	4.0	4.35	5.25

THE IMPACT

1 Customer retention

By providing personalized energy performance insights and proactive recommendations, utilities can enhance customer satisfaction, fostering loyalty and reducing churn.

2 Cross-selling of services

Targeted marketing of complementary services, such as multi-utility contracts, energy efficiency upgrades, electric mobility, smart home solutions, or demand-response programs.

3 New products and services

Insights from the energy performance index helps utilities understand evolving customer needs, guiding the development of innovative products, such as pricing plans, or energy-as-a-service offerings.

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