

Energy organisations are an ideal candidate for adopting Data Cloud in their tech landscapes. With consumers looking for more than an energy provider but an energy provider with suggestions and insights to lower consumption and maximise customer investment, it's critical that energy leaders adopt a data management platform that compiles and organises consumer information to be reused as a business value-add.

**Create UNIFIED
Customer Profile**



**Calculate & Stream
INSIGHTS**



**Orchestrate
ACTION**



For example, an energy organisation can use Data Cloud firstly as a CDP, a way to create a unified customer profile for each client. But then Data Cloud can be further extended with AI to calculate new insights (such as identifying high or low energy usage and in what channels) and put them right in front of the front-office agents and sales reps. This empowers employees to better serve customers. After identifying a high energy user looking to decrease bills, the user could be added to an Energy Conservation journey for further engagement and the call list for energy consumption tips.

DATA CLOUD BENEFITS BY PERSONA



Customers

receive personalised and proactive offers through predictive analytics. As a result, customers can receive energy conservation insights, CSAT increases, and customers receive personally tailored experiences throughout their journeys.



Sales Reps

can leverage Salesforce Data Cloud to better understand their customer base through demographic, behavioural, and psychographic data. This enables them to segment customers more effectively for targeted marketing campaigns, personalised communication, and tailored product offerings.



Service Agents

can gain a comprehensive view of customer interactions across multiple channels, including call centers, online portals, and mobile apps. This enables them to deliver more personalised and responsive customer service, resolve issues more efficiently, and identify opportunities for cross-selling or upselling.



Asset Managers

can provide valuable insights into the performance and condition of energy assets, such as power plants, substations, and transmission lines. By analysing data on equipment usage, maintenance history, and environmental conditions, companies can optimise asset management strategies, prioritise maintenance activities, and minimise downtime.



HOW TO GET STARTED

Simplus can perform a strategic assessment within two weeks to craft a tailored pathway toward Data Cloud for your organisation. This encompasses identifying use cases and architectural design as well as preparing a pragmatic project plan to lay the foundation for a data-driven revolution.

DELIVERABLES

- **Use Cases and Business Value:** A curated list of practical use cases paired with an analysis of potential value and benefits
- **System and Data Architecture:** A detailed depiction of the proposed system and data architecture for a clear vision of how Data Cloud will integrate with and enhance your existing ecosystem.
- **Initial Project Plan and Budget Proposal:** Outline of initial steps, milestones, timelines, and a comprehensive estimation of the resources and investment required for successful Data Cloud implementation.

Informed Decision-Making

Risk Mitigation

Value Optimisation

ARE YOU DATA CLOUD READY? OFFERINGS TO SUPPORT DATA READINESS

