

## Team 16 – Energy consumption



For electricity companies, who have to have a customer relation program, E-life is a service that creates customer knowledge and awareness and promote positive brand image. Unlike competitors this service provides real-time statistics.

### Who is E-Life for?

1. The widget/ app is a B2B service.
2. For electricity companies: a service they can provide for their customers.
3. Their clients will have access to the app through their smartphone or/and tablet.
4. A way to create added value for the companies' customers.
5. E-life target electricity companies in the U.S market, starting with the state of Atlanta.

**66%\***

\* Of the respondents have the desire to use less power

### Benefits for the companies

1. Makes it easier to keep a customer relationship.
2. Create customer knowledge.
3. Provide service.
4. Competitive advantage.
5. Improved image.
6. Facilitate customer interaction.
7. Increase customer lifespan by targeting families with kids. "Kids-club".

### Benefits for the users

1. Cost saving.
2. Easy to monitor your consumption- convert real-time power consumption directly to the energy bill.
3. Facilitate customer interaction.
4. For families with kids, the widget will provide entertaining and educational environment facts through the "Kids-club".

### What does it compete with?

1. The Internet services provided by electricity companies.
2. Energy-saving apps.

**80%\***

\*80% always rely on a smartphone.

## How does it work, concretely ?

1. The solution for the companies: customized software they can provide for their clients.
2. A widget for the end-user.
3. Provides area statistics and ranking.
4. 3D- map over customers home.
5. Real- time view of the electricity use.
6. Provides statistics for the company.
7. "Kids-club" – educational program, a program to raise children awareness through active learning. Such as short- films, games.
8. Compatible with Smart plugs (using the app as a remote control of the electronic devices).
9. Pay the electricity bill with the widget.
10. Compatible with smart plugs.



**\*93,3%**

\*93,3 % believe they would change their consumption by using the app.

## How does it look like?

1. A widget; Customized to fit the companies' logos/ design.



## Can it fail?

1. If end-users find it difficult to use (interface: being too complex).
2. If end-users don't use widgets/ have smartphones/ tablets.
3. Lack of uniqueness. The service can look similar to other services.
4. It can be difficult for the companies to observe the value of the service.

## How does E-Life make money?

1. Leasing; Annual fee.
2. Additional fees for the companies to provide them with their clients' statistics.
3. The end-users *may* pay the cost of installing and service of "smart plugs". 50% of our respondents want to use money on energy saving products, so we can sell additional services like the smart plug.
4. Customer service included in the annual price.

5. If companies already have expensive customer relations program – the adaption of our service would be both time consuming and costly.

## Sources

<http://www.greenenergyoptions.co.uk/what-we-do/smart-plugs/> (uploaded 13/11 2013).

## What do they think about it?

- 66% of the respondents have the desire to use less power.
- 100% want to save money using less power.
- 93,3 % believe they would change their consumption by using the app.
- 80% always rely on a smartphone.