



Advanced and Predictive Customer Analytics for Utility Companies

Turn customer knowledge into profitable business strategy

The analytics landscape is rapidly changing for utility companies, with new data sources, new programs and increasing competition from providers of alternative energy. The smart grid gives utilities access to data that can be used to secure market competitiveness, increase efficiency and lower costs, but only to the extent that companies are able to turn it into customer insight that drives business decisions.

Utility companies need data solutions that help them lower costs, improve services, uncover risk, effectively cross-sell and support customer engagement.

BIRT Analytics is a powerful and intuitive analytics tool that helps utilities to:

- Integrate and easily analyze massive volumes of usage and customer data
- Optimize operations from billing to call center processes to outreach
- Predict and prevent fraud and better manage credit and collections
- Improve customer engagement with advanced segmentation and cross-selling

The Challenge: Gain business insight that improves customer service and minimizes costs

- **Deliver better services.** Utilities must be able to use comprehensive data – from smart meters, credit and collections, call centers, social media and ERP to create targeted campaigns based on customer knowledge and advanced segmentation.
- **Build customer relationships and minimize churn.** To effectively engage customers and build successful programs, utilities need to use data on customer behavior, usage patterns, billing, and campaign response history to create relevant cross-sell offers.
- **Prevent fraud, predict demand and set pricing.** In order to minimize costs, utilities need to immediately identify business risks – like fraud, line loss, non-payment risk and inefficiencies – while balancing supply and demand needs and optimizing prices.



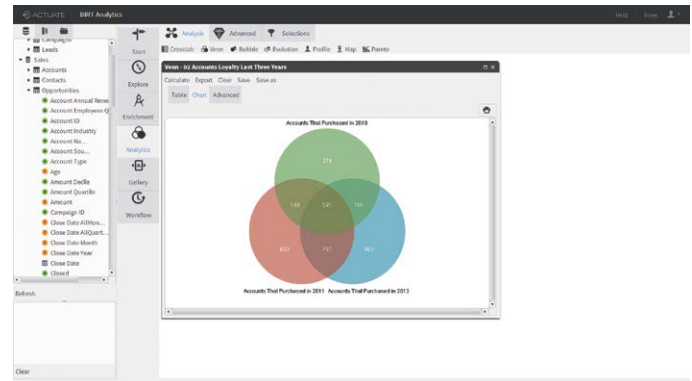
The Solution: BIRT Analytics

- **Fast loading and seamless integration** of usage data, billing information, customer profiles, weather forecasts, asset utilization and other internal and external data– in an easy-to-use analytics tool.
- **Precise segmentation and campaign management** help create better-targeted demand response programs, adjust billing strategies, uncover optimal consumption by contract and improve customer communication during outages.
- **Agile analytics tools** allow non-statisticians to easily drill down into meter data to determine usage by customer segment and predict customers most likely to increase/decrease demand during peak load hours.
- **Advanced predictive analytics** allows utilities to determine customer value, cross-sell the right products to the right customers and forecast the viability of potential business directions.

Benefits of Using BIRT Analytics

- **Improve customer experience:** integrate usage, billing, customer and demographic data to create engaging demand response programs.
- **Streamline call center operations:** adjust schedules to fit forecasted workloads and increase call center efficiency.
- **Reduce costs:** extract maximum value from data while lowering IT infrastructure, marketing and BI spend.
- **Increase customer lifetime value:** use voice of customer data from social media, call center logs and ERP to detect churn and effectively cross-sell services.
- **Prevent fraud and lower risk:** detect service theft, forecast non-payment and respond to cashflow issues sooner.
- **Optimize pricing and predict demand:** identify changes in energy usage and use deep customer knowledge to consistently offer the best prices to your customers.

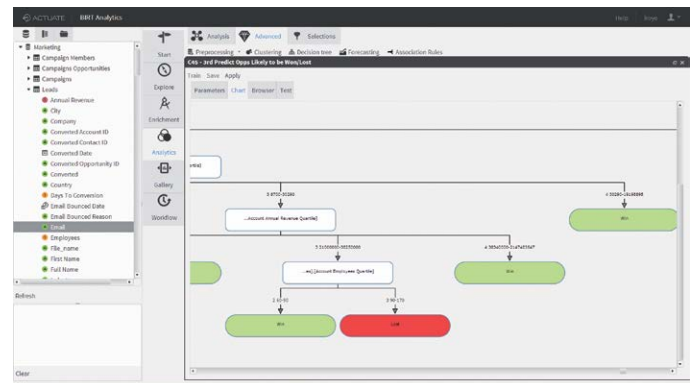
BIRT Analytics combines speed, ease-of-use and powerful predictive tools in a single, affordable end-to-end solution. It integrates, cleans and analyzes multi-source data quickly and easily so your organization improves results while saving time and money.



Venn Diagram: Merge customer, demographic, usage and billing data to create engaging demand response programs or identify cross-sell services.

Value	Column	In group	Nonmember	Index	Std.	Group
Yes	[Date].[Opportunity].[Contract].[ContractType]	1,810	22	444.73	58.14	
No	[Date].[Opportunity].[Contract].[ContractType]	1,422	31	212.29	9.33	
Payer	[Date].[Opportunity].[Contract].[ContractType]	498	5	41.27	7.72	
Competitor	[Date].[Opportunity].[Contract].[ContractType]	16	5	8.89	4.82	
1-800-225-9229	[Date].[Opportunity].[Contract].[ContractType]	147	10	20.62	2.82	
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Canada	[Date].[Opportunity].[Contract].[ContractType]	438	29	116.58	1.28	
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4-2020-176	[Date].[Opportunity].[Contract].[ContractType]	146	11	66.26	1.46	
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1-800-225-9229	[Date].[Opportunity].[Contract].[ContractType]	132	22	58.26	1.92	
Other	[Date].[Opportunity].[Contract].[ContractType]	20	14	11.11	14.42	
Marketing	[Date].[Opportunity].[Contract].[ContractType]	188	49	37.58	4.57	
Customer	[Date].[Opportunity].[Contract].[ContractType]	1,215	93	79.99	4.88	
No	[Date].[Opportunity].[Contract].[ContractType]	72	49	5.29	18.14	

Profile: Build accurate customer profiles based on specific variables.



Decision Tree: Prevent fraud or non-payment in customers before it happens.

Find out more about BIRT Analytics and how predictive analytics will help your company stay in front of the market. Contact a BIRT Analytics expert at 1-800-914-2259 (US & Canada), send us an email or visit our contact page.



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