

A woman with long brown hair is sitting in a wooden chair with a white cushion, wearing large white headphones. She is looking out a window to the left. The background is a bright, slightly blurred indoor setting with a plant visible on the right. The overall image has a semi-transparent dark overlay on the left side where the text is placed.

Scaling Personalized Experiences in a Complex Energy Market

Florine Klop – Vattenfall | Diederik Kielbaey – Merkle

[S709]

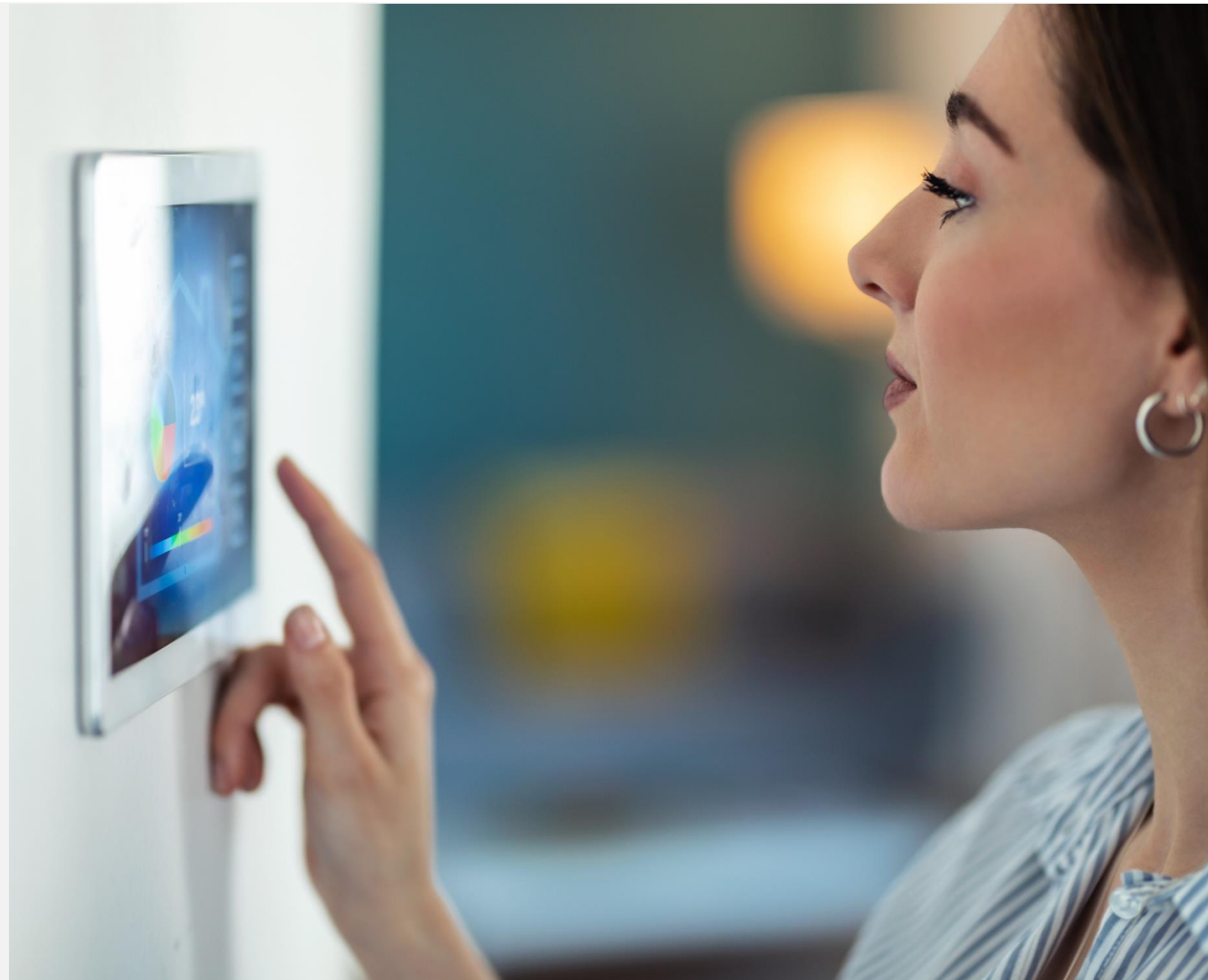
Adobe Summit



**Let's talk
about the
energy
market**



**Energy used to
be a commodity**



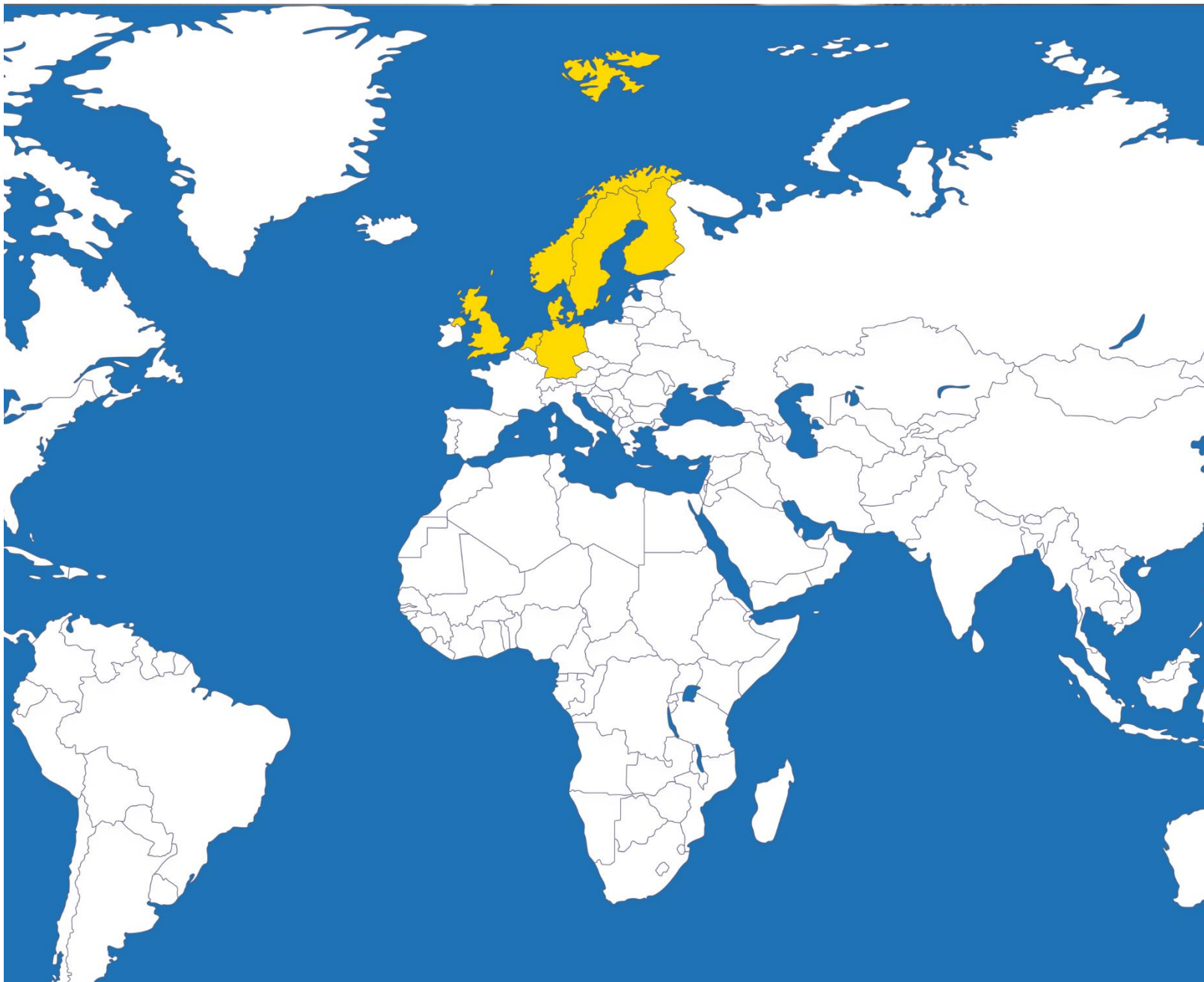
**From invisible
commodity to
personal reality**



Florine Klop
Vattenfall



Diederik Kielbaey
Merkle



Vattenfall Netherlands

Generates, Distributes and
Delivers energy.

Operates in:

- Nordics,
- United Kingdom,
- Germany and
- Netherlands.

Owned by Sweden



There's a way

Our Dutch electricity market...

60
local
competitors

8.4m
households

2.5m
businesses

60%
market
share big' 3'

10-15%
change
yearly

The retention challenge



**Customer base under
pressure**



High acquisition costs



**Unpredictable market
dynamics**

Which energy contract fits my personal situation best?



Why help people reduce energy usage if we make money from selling energy?

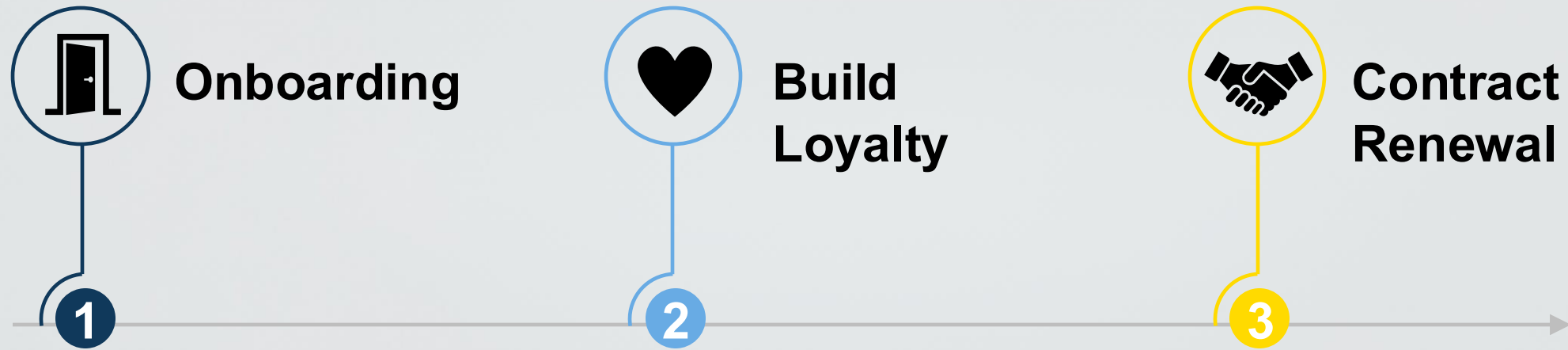
earn trust

retention

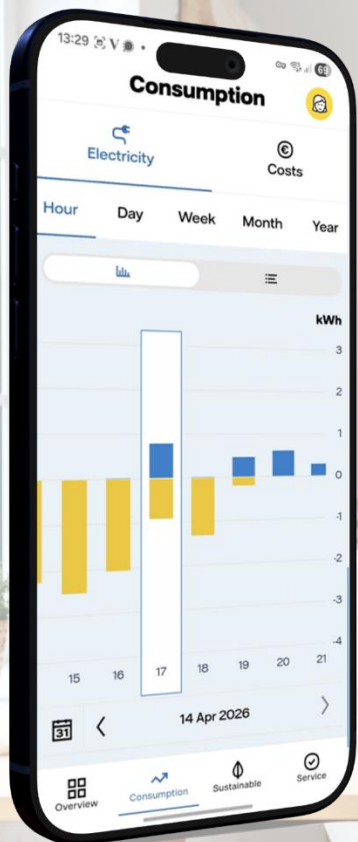
cross sell

long time value

Supporting customers through energy uncertainty across the life cycle. Enabled by Adobe technology.



Onboarding: clear, relevant, personal to build trust from day one



The smartphone screen displays the 'Residential profile' app interface. At the top, it shows the time 13:17 and battery level. The main title is 'Residential profile' with a yellow notification icon. Below the title, there is a section titled 'Check your profile' with the text: 'Indicate exactly how you live. This will help you find saving tips that match your situation.' A green progress bar indicates '79% completed'. Below this, there are two sections: 'not yet finished' and 'finished'. The 'not yet finished' section includes 'General information' with a sub-heading 'Such as the year of construction, type of home and surface area.' and a right-pointing arrow. The 'finished' section includes 'Insulation and ventilation' with a sub-heading 'How well your home retains' and a right-pointing arrow. At the bottom, there is a navigation bar with icons for 'Overview', 'Consumption', 'Sustainable', and 'Service'.

The smartphone screen displays the 'Saving tip' app interface. At the top, it shows the time 13:19 and battery level. The main title is 'Saving tip' with a yellow notification icon. Below the title, there is a section titled 'Lower the temperature of your boiler' with a photo of a person in a kitchen. Below the photo, there is a section titled 'Potential savings' with a right-pointing arrow. A dropdown menu shows 'per month'. Below this, there are two boxes: 'Euro 11,-' and 'Emissions 16 kg CO₂'. At the bottom, there is a blue button labeled 'Add tip' and a navigation bar with icons for 'Overview', 'Consumption', 'Sustainable', and 'Service'.

Building loyalty through meaningful, personalized energy support

VATTENFALL

Kies uw eigen voordelen met uw Vooruit punten



Voor vaste klanten


Sample value,
Wij waarderen klanten die bij ons blijven. Daarom verzamelt u met Vooruit punten die u kunt inwisselen voor korting op energiebespaarders, mooie spellen voor in huis en meer. Hoe langer u klant bent, hoe meer punten u elke maand spaart.

Verzamel punten

Recognition-seekers

VATTENFALL

Krijg grip op uw energieverbruik met onze extra's



Voor vaste klanten

Aanhef,
Met de handige tools van Vattenfall heeft u altijd inzicht in uw verbruik. Zo ziet u waar uw energie naartoe gaat, waar u kunt besparen en voorkomt u verrassingen op uw jaarafrekening. Gebruikt u de tools al?

Ontdek de tools

Peace-of-mind seekers

VATTENFALL

Ontvang een EnergieScan op maat en verlaag uw kosten



Voor vaste klanten


Beste meneer de Voet (wel MyVF en geen EnergieScan),
We bieden u graag iets extra's: een gratis EnergieScan. Tijdens een videogesprek kijkt onze energiadvisor met u mee in huis en geeft meteen tips om uw energiekosten te verlagen.

Zie de EnergieScan

Bargain hunters

VATTENFALL

Speciaal voor u: korting op energieoplossingen



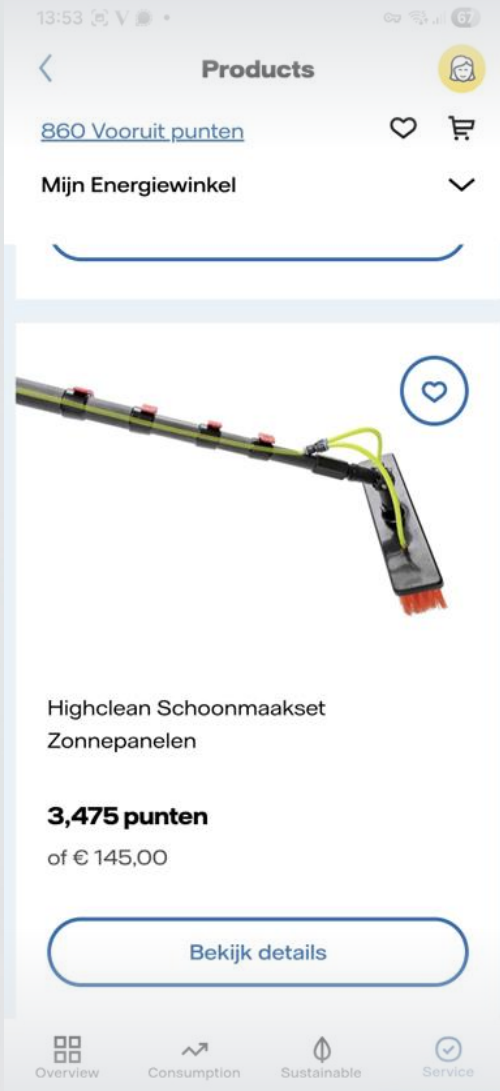
Voor vaste klanten

Beste meneer de Voet (wel MyVF en geen EnergieScan),
Bent u van plan om uw huis energiezuiniger te maken? Aik klant bij Vattenfall ontvangt u altijd iets extra's, zoals korting op een warmtepomp, zonnepanelen of op een eigen bodemp.

Kort op energie

Environmentally aware

Sustainable home solutions that fit customer homes and needs



dit jaar nog meer voordeel halen uit uw energie?

U ontvangt extra voordeel met Vooruit



Afgelopen jaar bent u overgestapt op Vattenfall Vooruit, de opvolger van Exclusief. Vooruit is onze manier om trouwe klanten zoals u iets terug te geven. Hoe langer u klant blijft, hoe sneller u punten spaart. **Op dit moment heeft u [x] punten en uw status is [xxxxxx].** In de Energiewinkel kiest u zelf waar u de punten voor gebruikt: van gratis energiebespaarders tot mooie spullen voor uw huis, tuin en badkamer.

Button

Is één van onze favorieten ook iets voor u?

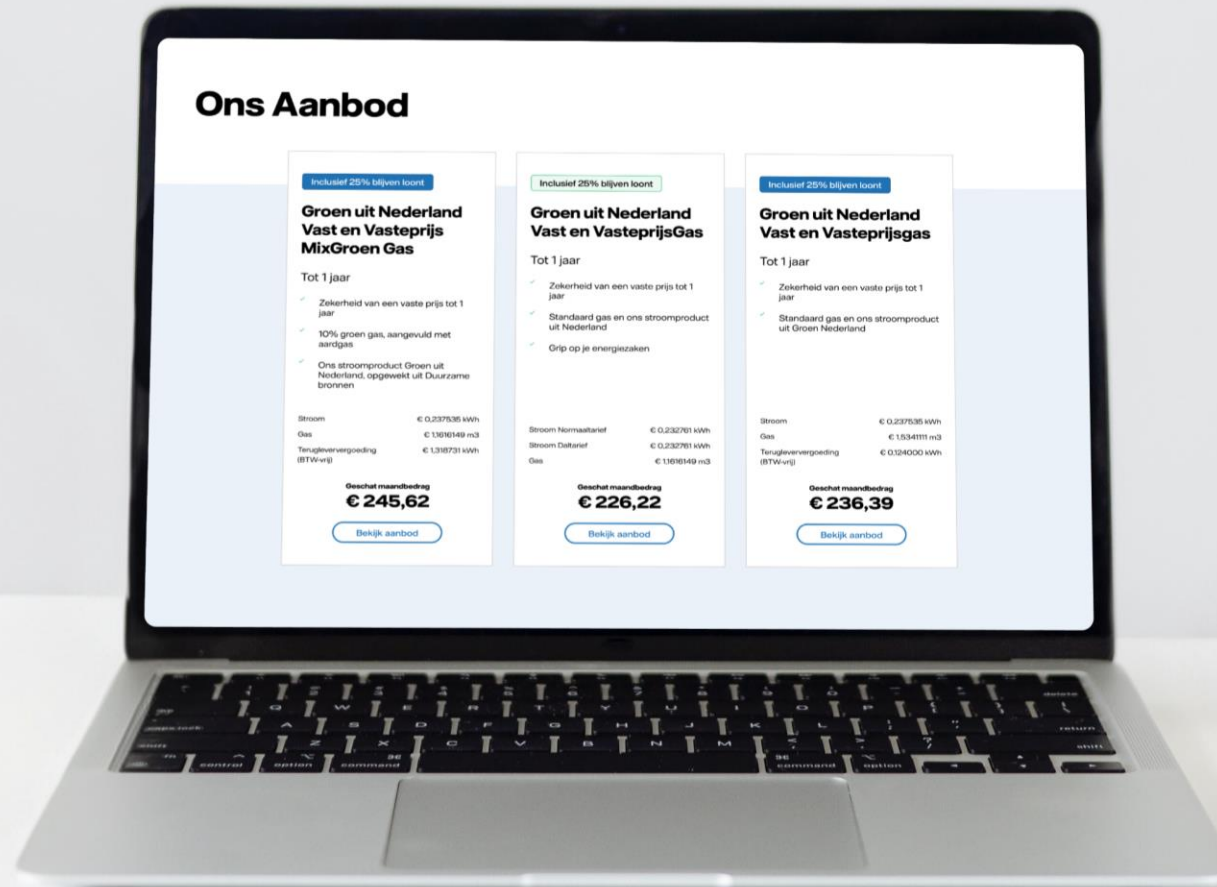
THUIS



De Huis en Tuin-cadeaubon, filmvoucher en WIFI P1 meter waren dit jaar favoriet bij onze klanten. Welke belandt in uw mandje? Of spaart u liever nog even door met Vooruit? De keuze is aan u.

Button

Contract renewal: helping customers make the right energy choice



What we've accomplished so far

7x

faster time
to market

+16

increase
NPS points

-5%

call centre
relief

50%

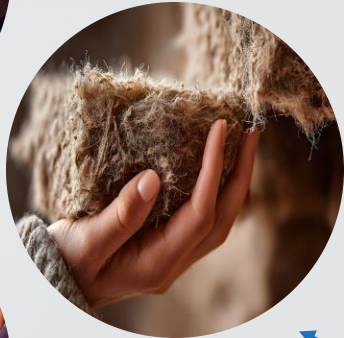
click to
open

With over 450 propositions, how do we offer the right products and services to the right customer?

Subscriptions



Different usage patterns

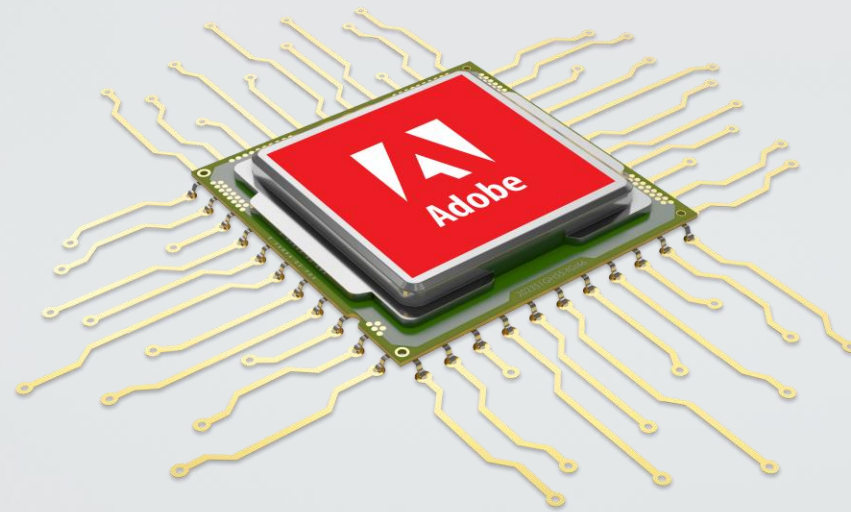


Retail products

Our approach to scale personalization in this complex energy market



The team



New technology



Our transformation

A personalisation engine delivered by and for the people

Project team



Merkle



Vattenfall



Adobe

Delivered with the end in mind

Key-Users



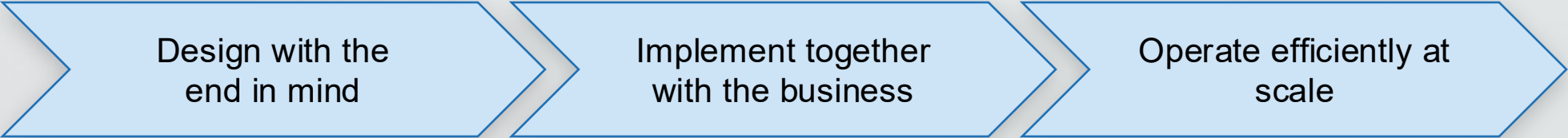
Retention

Loyalty

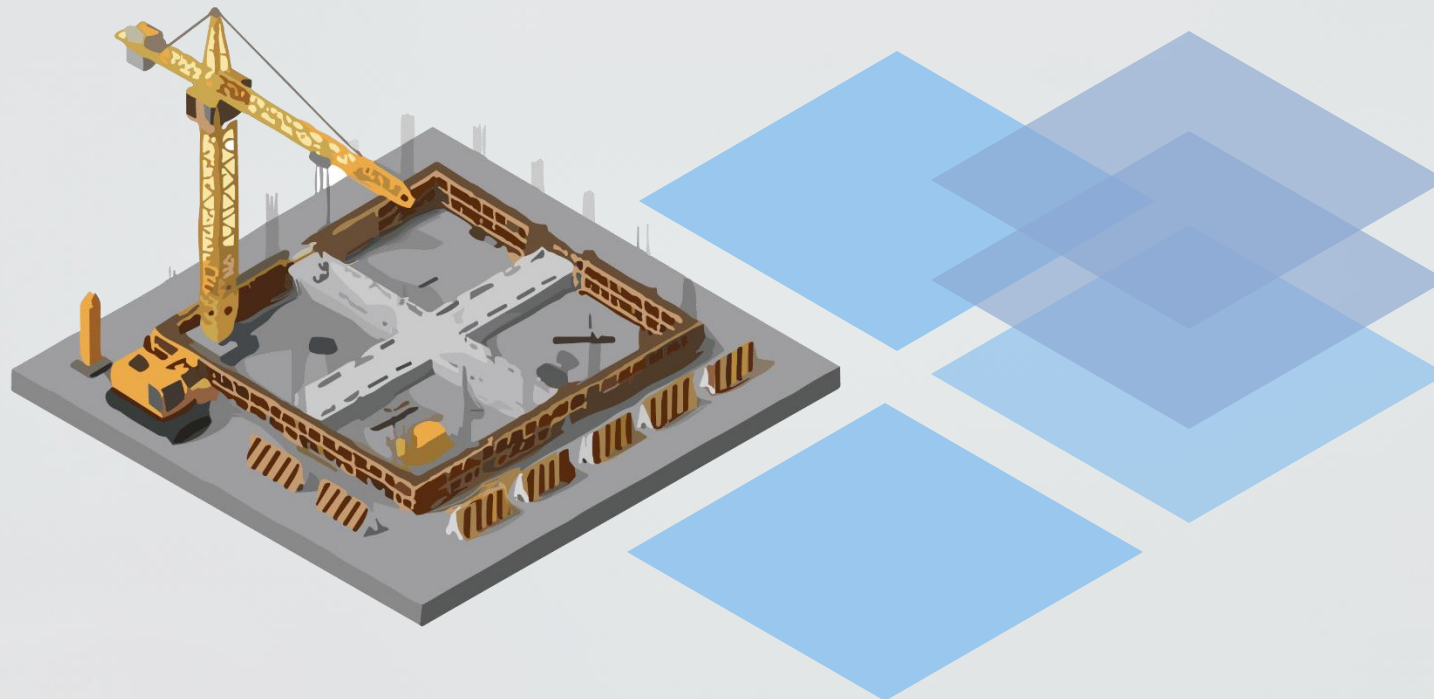
Acquisition



Use-Case enablement



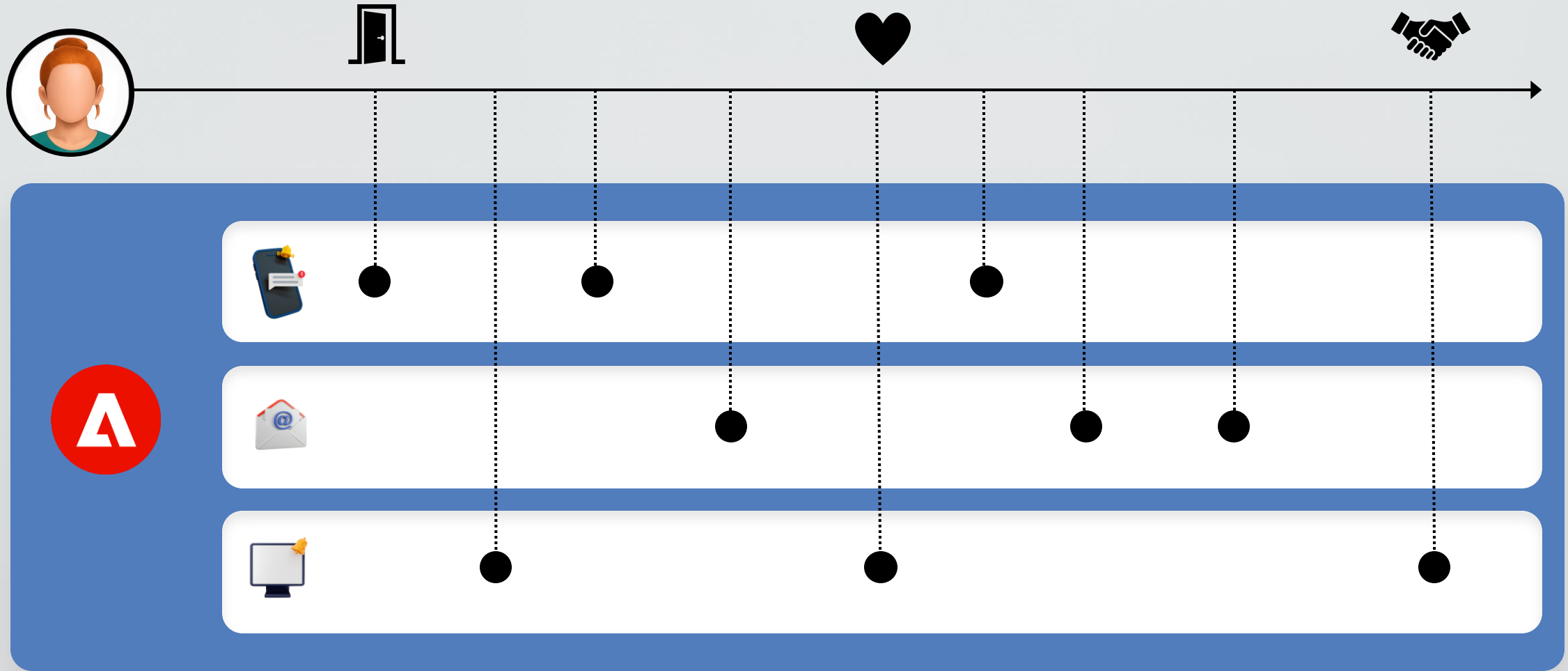
Laying the data foundation in Adobe RT-CDP



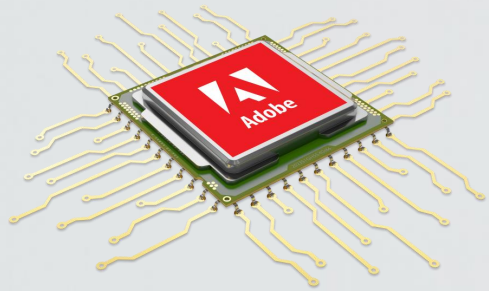
Assuring each connection can be activated upon



Orchestration with Adobe Journey Optimiser at its core



Biggest shift with scaling AJO Decisioning




People in transformation



Supporting smarter energy choices:
today and tomorrow.





Any questions
you have
at this time
?

Visit the Merkle/dentsu Booth #1207

Request a Meeting



Diederik Kielbaey
Merkle



Adobe

Take the survey in the Summit app for a chance to win!

Session prize (one per session)

\$20 Starbucks gift card



Grand prize (one per day)

Marshall Portable Bluetooth Speaker



Scan to take the survey

