beedata

Turning data into actionable insights

We make big data relevant, massive, friendly, and accessible for who want to take profit from the hidden information

EMPOWERGY

Empowering tool for Energy Customers

www.beedataanalytics.com

Challenge Needs

liberalized market

low loyalty to a specific energy company

high competition and many actors offering energy services

poor data management for better understand of customers

need of personalization to prevent churn

beedata

User engagement technologies, joining the digital world of data with the real word of users

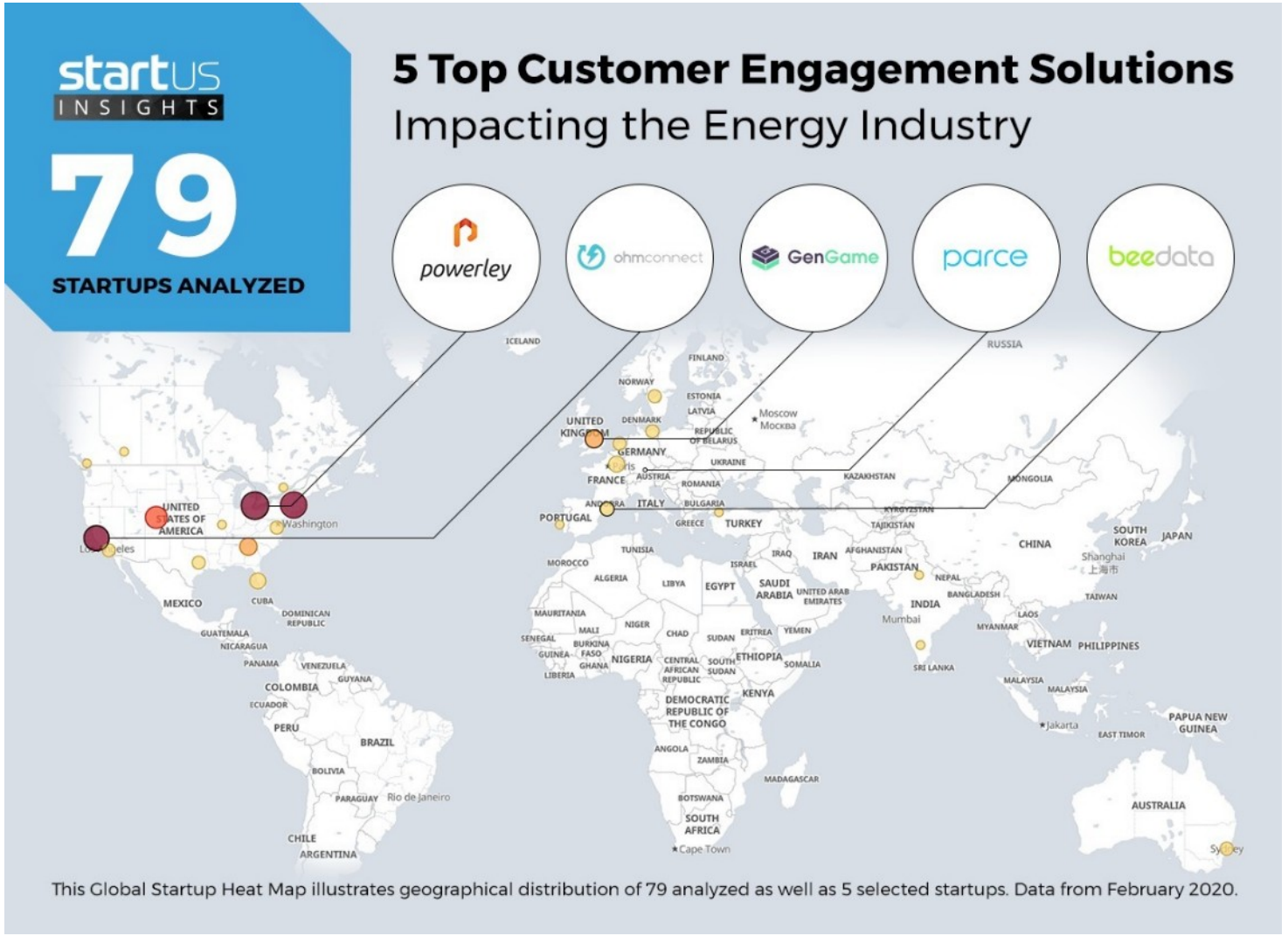
Reduce customer costs attention <25%

Boost customer rettention >90%

4X cross-selling new products

Increase 4X engagement in new campaigns

Awards



https://www.startus-insights.com/innovators-guide/5-top-customer-engagement-solutions-impacting-the-energy-industry/

How do we do it?

Unique business engagement platform

METER/BILLING DATA

TARIFFS AND SERVICES

MARKET PRICES

CUSTOMER DATA

CLIENT ATTENTION DATA

WEATHER DATA

INCREASE CUSTOMER LOYALTY AND ACQUISITION

PROVIDE CUSTOMER CHOICE:CUSTOMIZED MIX OF PRODUCTS & SERVICES

CREATE CONNECTION WITH CUSTOMER

How it works?

Business developers

https://marvelapp.com/prototype/6h94h37/screen/86734281/

Parameters are relevant variables for model prediction and for detect change on diverse areas:
- Services
- bills
- client behaviour

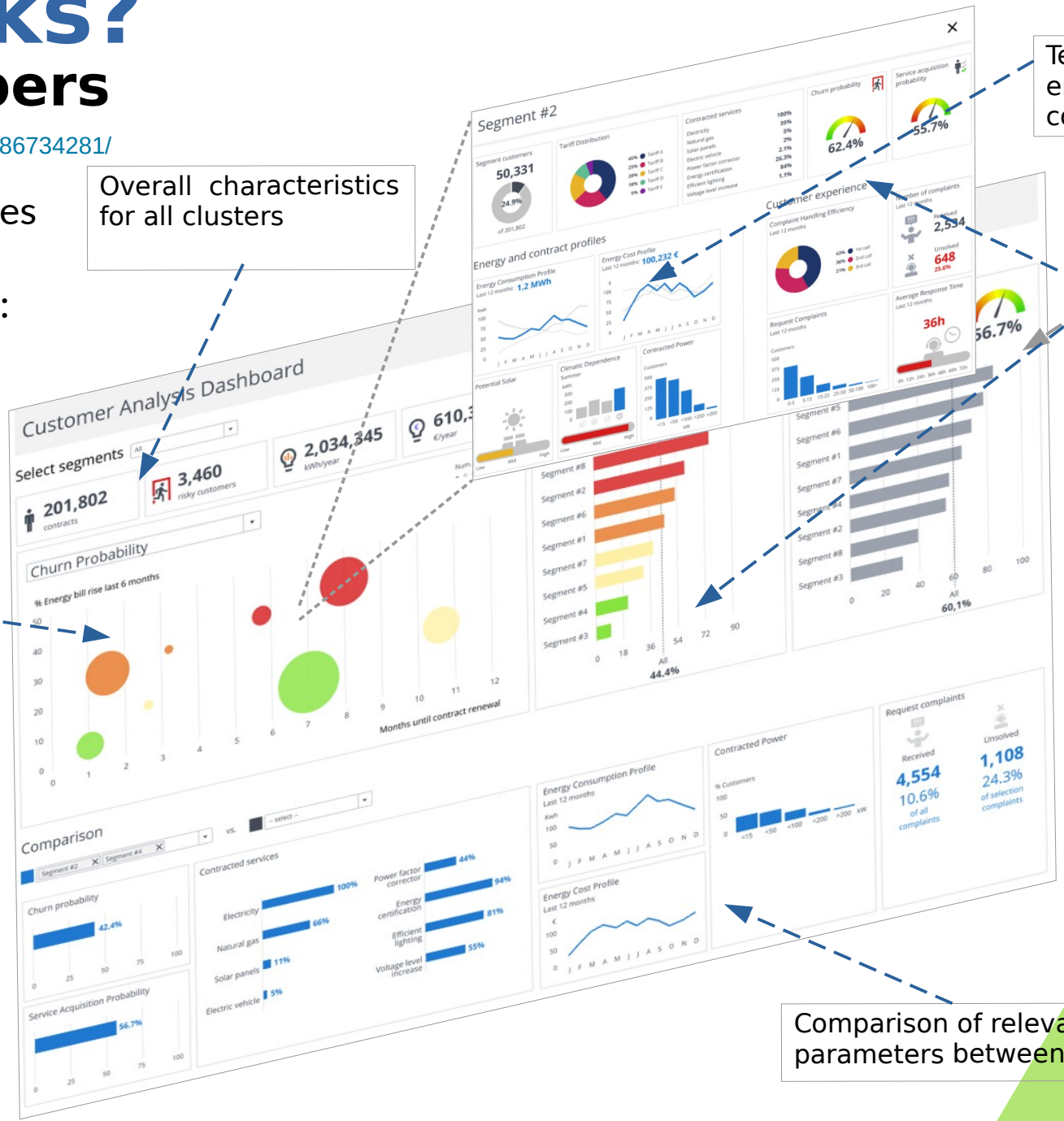
Overall characteristics for all clusters

Tendencies and changes in energy costs/bills, energy consumption

Range/average and ranking of churn & service acquisition probability

Classification and ranking of clusters

Comparison of relevant parameters between clusters

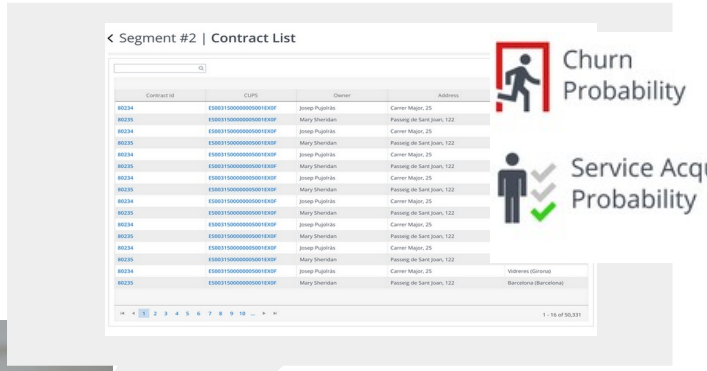


How does it work?

Call center teams & Sales teams

Results of probability will be displayed on the existing CRM platforms (Salesforce and SAPcrm), together with relevant parameters of each client.

Data is updated every 15 days



Bussinel model

Product service & go to market

SaaS offered by Beedata

Implementation and IT integration costs: (20000-40000€)
Subscription: 0.7-2€/year per final costumer injected in the system, according to number of costumers
Sell it as a white label embedded into the company's BI and CRM platforms.

POC (4 months)	Automation (12 months)	EDP scalability (12 months)	3rd Parties commercialization
MVP validatedm, business model and commercial strategy defined with EDP	Automated IT integration (all B2B) clients and new use cases (B2C). Staff training, Commercial version ready to scalability. New services, like new tariffs/prizes impact simulation	Implementation of the service in other regions of EDP: Spain, Brazil, France, Latam	Beedata's commercialization to other domains, or to Europe and Latam energy retailers, except Portugal and Spain for energy retailers

Potential market

Energy retails, ESCOs, Water utilities, energy aggregators: Europe, Latam

Beedata's market is currently formed by 13 energy retailers (400.00 consumers).
Potentially 275 energy utilities in Europe, excluding Portugal and Spain (EDP Exclusivity).
150 potential water utilities, and
25 potential ESCOs clients of the service

Brazil, Argentina, Uruguay and Chile will be the selected countries to expand the service.
Around 150 potential utilities

Team involved in the proposal

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Product Owner
Business developer

Machine learning + business intelligence

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THANKS!

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