

Creating a sustainable future for a leading energy company



Client description

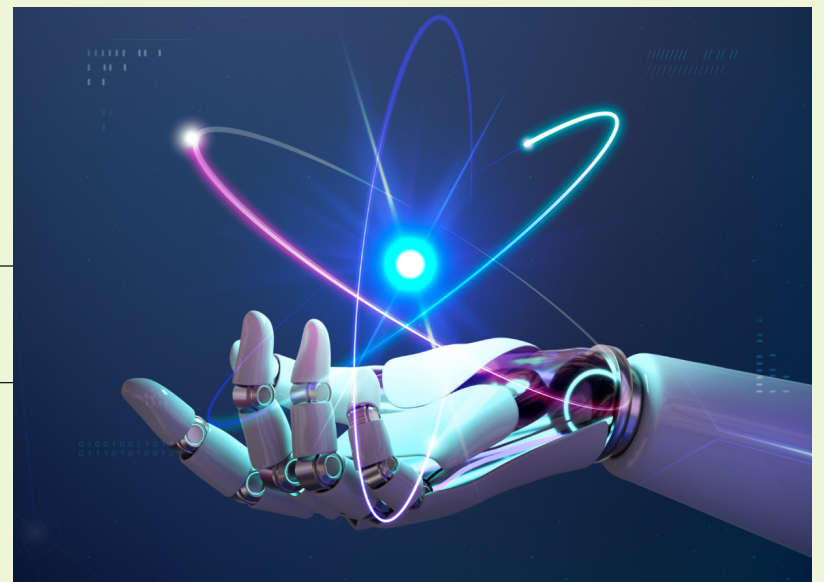
Client is on a transformation journey to a net-zero carbon footprint with sustainability embedded as part of its corporate strategy. To enable its vision for sustainability, it is working on SmartGrid and SmartMeter solutions by leveraging digital technologies to enable energy networks to perform efficiently, reliably, and cost-effectively.



HCL's role in the transformation journey

Smart energy program for future energy home business

- ▶ Worked on the Smart Energy program for installing solar panel-based heating solutions for homes across multiple regions like UK, Italy, Poland.
- ▶ Built an AI-based recommendation engine of various plans to consumers based on their needs.
- ▶ Ran targeted campaigns throughout the year on competitive pricing to drive new customer acquisition.



Remote assessment solution for carbon footprint reduction

- ▶ Built a real-time booking platform which allows customers to book video assessment for installing Smart Energy solutions.
- ▶ Leveraged MS Azure AI custom vision service to perform remote assessment under eMobility.
- ▶ 10% increase in conversion with 40% cost reduction by reducing physical visits.

Product reviews and discounts

- ▶ Developed widgets to show customer views and ratings for products and integrated them in web application journeys.
- ▶ Incorporated discount vouchers and social platforms referral solutions into web journeys.
- ▶ 2X increase in response through social referrals & campaign.



Business Benefits



25-30% increase in solar panel leads and subsequent increase in revenue



Avoided **150+ tonnes** of Co2 emission



7% Increase in sales for client's preferred boilers with highest ratings

