

Digital Readiness in the Energy Sector

ACCELERATE YOUR INTERACTIONS AND INCREASE CUSTOMER SATISFACTION

Digitalisation is a game-changing topic across all industries. Many companies have already started ambitious initiatives to improve their digital business. Is your company 'digital ready'?

Disruptive changes to the Energy industry require companies to take a closer look at how digitalisation is handled within and outside the organisation.

CLIENT ISSUES

- How can my company unlock the benefits of digitalisation with innovative ideas and accelerate day-to-day interactions?
- How do we increase customer satisfaction and gain competitive advantage through digitalisation?

TRUSTED PARTNER

Clients trust Pöyry to help solve these issues. Pöyry is supporting businesses to overcome these issues by taking a structured 5 Step 'Digital Readiness' blueprint, as follows:

5 STEPS TO MAKE YOUR COMPANY 'DIGITAL READY':

1. **Be aware:** realise the need to improve, raise awareness and identify focus areas
2. **Assess:** gather information and create a picture of the specific 'as-is' situation in your company
3. **Specify:** identify the most promising areas for improvement including 'quick wins' and specify corresponding measures to tackle them
4. **Implement:** transform the plan into action and realise the improvement potential along an ambitious road map
5. **Follow up and continue:** maintain the spirit and continuously keep looking for digitalisation potential. Challenge the status quo!

PÖYRY 'DIGITAL READINESS' SERVICE

Pöyry has significant experience in guiding utilities through these crucial phases of digital transformation. Our approach aims to achieve quick and effective progress with your day-to-day interactions and unlock innovative ideas.

1. INNOVATION STRATEGY

Develop the most suitable strategy for how to promote new ideas throughout the entire enterprise, improve efficiency and the pace of innovation. This includes both process and business model innovation.

2. DIGITALISATION OF CUSTOMER PROCESSES

Utilities often lack the coordinated drive to effectively initiate, prioritise and schedule digitalisation measures. The development of a clear road map will support the progress.

3. STRATEGIC DATA MANAGEMENT

Considering information as a strategic asset enables companies to unlock commercial opportunities. Pöyry supports clients in the identification and evaluation process, comparing data management alternatives and assessing their feasibility.

4. CUSTOMER ANALYTICS

Customer data has huge potential, but apart from basic data, often there is very little information available. However, data collection and management can be improved significantly. Modern analytics tools can help utilities reveal this potential and better understand the needs of their customers.

5. DIGITAL MARKETING & SALES

Pöyry offers a broad spectrum of services targeted to improve your marketing and sales performance, including launch strategies for websites and mobile apps.

KEY BENEFITS

1. Structured and transparent innovation management
2. Improved sales success, due to better understanding of customer requirements, and dynamic segmented sales and marketing activities
3. Cost savings through the optimisation of processes
4. Improved customer satisfaction

Innovation & Strategy Services

Digitalisation of Customer Processes

Strategic Data Management

Customer Analytics

Digital Marketing & Sales