



GLEETECH.

CASE STUDY

10% increase in customer retention rate for a utility company using **ARTIFICIAL INTELLIGENCE** solution.

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OVERVIEW

The client wanted to segment customers based on their energy consumption in order to retain them by offering them better power plan.

GleeTech provided AI solution which resulted in discovering 4 distinct energy consumption profiles for the customers. The client developed the targeted pricing plan for these customer segments which increased their customer **retention rate to 10%**.

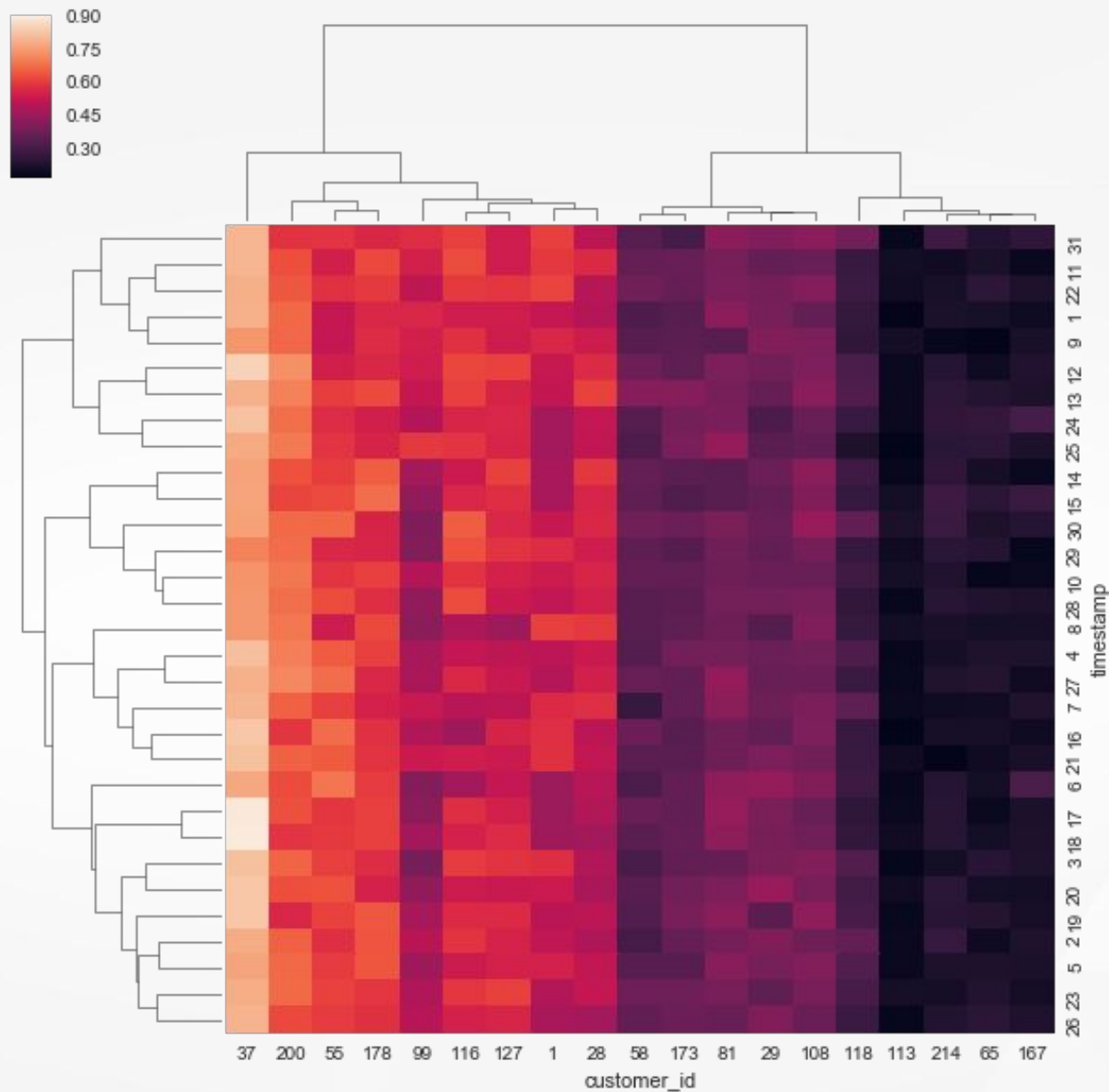
SOLUTION

Smart meter data can provide vital information about the customer energy consumption. However, extracting that information at individual level requires a sophisticated algorithms.

GleeTech performed an exploratory data analysis (autocorrelation and basic statistical modelling) to provide initial insights to the client. Then an AI solution based on hierarchical clustering technique was developed in order to perform customer segmentation.

The solution used the customer half hourly energy consumption data and grouped the customers which had similar energy consumption patterns. The results were provided in tabular and visual format.

The solutions also provided the customers list that have unusual energy consumption at specific hours. This helped the utility company to offer a free power plan for a specific duration to the customer while still make reasonable profit margin.



The above figure provides a visual representation of the customers energy consumption pattern. The dark color shows that the customer had used less electricity in a specific timestamp (mentioned on the right).

RESULTS

1. The customer retention was **increased to 10%.**
2. The company offered a free power plan to their existing customers while retaining almost similar profit margin.





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