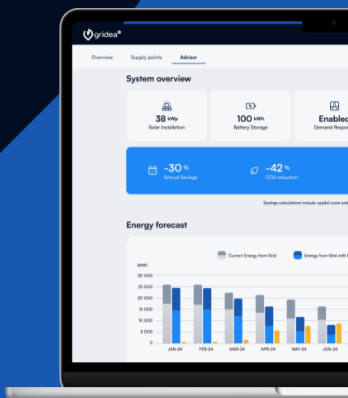




Bridging the Customer Engagement Gap in B2B Energy Management.

A case study



The Myth of Large Customer Independence.

A common misconception in the energy industry is that large corporate customers—those with hundreds to several thousand measuring points—do not require customer engagement tools. Many assume that these enterprises, equipped with their own analytics preferences and internal energy management teams, have little interest in external dashboards, let alone predictive algorithms. However, reality tells a different story. A significant gap in customer engagement exists for large B2B energy consumers, particularly those managing thousands of measuring points. Addressing this gap presents both an operational challenge and an enormous opportunity for innovation.

The Challenge: Managing a Single 10,000-Measuring Point Customer in the Energy Sector

Managing the energy portfolio of a single large customer with 10,000 measuring points or more is a complex, resource-intensive process. In Poland, the closing of such a customer deal—exemplified by a telecom company—typically takes around six months. The process begins with an in-depth analysis of a vast dataset—historical 15-minute interval data spanning three to five years across 10,000 measuring points. That amounts to at least 1 billion data points. However, to derive meaningful results, additional data sources such as weather data, building registry data, and metaheuristic datasets must be integrated. This dataset is scrutinized not only by the procuring company but also by participating energy providers competing for the contract. Once negotiations conclude, a single provider is chosen, and the agreement is signed.

However, the operational challenges do not end there. The transition process involves switching all 10,000 measuring points under the new supplier's name, a semi-manual operation that can take a full-time team an additional month to complete. The estimated customer acquisition cost (CAC) for such a client is at least €100,000. Furthermore, servicing the agreement presents a continuous cost burden. Generating monthly reports alone requires a full-time analyst, adding another €50,000 per year. Additional operational costs arise in billing, customer support, compliance, and technical maintenance.

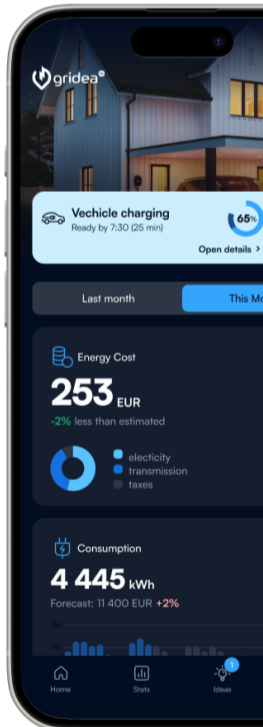
As a result, despite an average profit margin of €300,000 to €400,000 per year, up to 40-50% of this revenue can be consumed by operational expenses. This challenge is compounded by the difficulty of upselling additional services or energy assets, given the manual and time-consuming nature of analyzing thousands of measuring points for new opportunities.

The Solution: Gridea's White-Label Platform

This inefficiency highlights the need for a customer engagement tool that goes beyond basic monitoring—one that leverages machine learning (ML) to analyze and forecast energy consumption across thousands of measuring points in real-time. This is where Gridea steps in, and when we say ML/AI, we mean it.

Gridea transforms the traditional energy sales model by providing a white-label customer engagement platform designed specifically for large energy consumers. Unlike conventional energy analytics tools built solely for internal portfolio managers, Gridea puts these capabilities directly in the hands of the end customers, making energy management smarter and more autonomous.

With Gridea's ML-powered platform, customers gain actionable insights at scale, allowing them to proactively participate in managing their energy measurement points without requiring deep technical expertise. The platform not only enables forecasting, anomaly detection, and energy asset feasibility analysis but also incorporates gamification elements, fostering an interactive and engaging experience. This first-of-its-kind white-label tool is backed by academic research and developed in collaboration with industry experts. This shift from a purely transactional relationship to a transformational one creates new opportunities for both customers and energy providers.



Impact on Energy Companies: Unlocking Upsell Potential and Reducing Churn

By empowering customers with data-driven insights and interactive engagement, energy providers using Gridea benefit from:

Increased upsell opportunities: Customers can easily identify inefficiencies and demand patterns, creating a natural pathway for additional energy-related services such as demand-side management solutions, on-site renewable energy generation, and battery storage systems.

Lower churn rates: Engagement tools enhance customer satisfaction and loyalty, making it less likely for them to switch providers.

Operational efficiency: Automating analytics, reporting, and contract management significantly reduces the manual workload, cutting service costs by up to 40%.

Gridea redefines the status quo by ensuring that energy analytics are not just for energy companies but also for the customers themselves. This approach not only enhances engagement but also drives revenue growth while reducing service costs, ultimately delivering value to both energy providers and large-scale energy consumers.

In an industry where margins are under constant pressure, solutions like Gridea are paving the way for a more dynamic, data-driven, and customer-centric energy management ecosystem.

