



SIEMENS

Ingenuity for life

Case study



Boost's smart pay-as-you-go revolutionises customer experience

OVO Energy selects Siemens once again as its partner in energy retail innovation

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OVO Energy is a leader in the energy supply market as an innovative energy retailer that uses differentiation to promote growth. The company partnered with Siemens to deploy a customer-centric, smart pay-as-you-go (PAYG) system to enhance customer experience and improve control.

The challenge

Back in 2014, as part of the government's smart metering mandate, energy suppliers were given the chance to test new engagement models with their customers before the mass smart meter roll-out began. With its lead-from-the-front, pioneering approach OVO Energy chose to break with tradition and take a highly digital approach to this area of energy retail. Rather than simply meeting industry requirements the company grabbed the opportunity to shake-up the outdated model of prepayment – a physical journey to a shop to top-up – and develop a solution that would allow customers to top-up remotely.

After conducting a thorough review of the current market, OVO Energy chose Siemens as its trusted partner to support them in their revolution.

The company wanted a service that offered an improved customer experience. It wanted a system that provided flexibility and convenience for consumers and one that protected vulnerable customers from the risk of disconnection. It also wanted to improve cash flow by receiving payments in advance of consumption to efficiently manage customer debt.

The key innovation to this new service was delivering all the requirements in a user-friendly, flexible manner using technology most people already own: a mobile phone.

The question was: how was all this going to be achieved?

The solution

Siemens Managed Applications and Services decided to leverage its established technology already deployed in the mobile telecommunications industry to design an innovative smart PAYG system that utilised a 'thin' smart meter-based approach. Thin smart metering uses centralised, back-office systems to manage prepayment rather than 'thick' smart-metering where the meter is responsible for calculations.

Kevin Tutton MD, Siemens, says: "We worked closely with OVO Energy to build a strong working relationship to truly understand their requirements to provide a cost effective solution that gave their Customers a positive and effective user interaction experience. The best way to achieve this was to use our proven technology."

Siemens built on its Energy IP prepay solution which had been developed in compliance with UK market requirements and then created the enhanced functionality required by OVO Energy to ensure it could offer a fully digital service to its customers. The smart PAYG system was hosted by Siemens Polarion SaaS solution – a resilient cloud-based solution – that had the support of an onshore team and delivered on security, availability and recoverability.

The result was a true PAYG experience, where consumers – using a single central wallet - could monitor their balances, receive valuable predictions on available days of credit and top up whenever they needed to, wherever they were.