



# ***Digital Trasformation @Edison Energia***

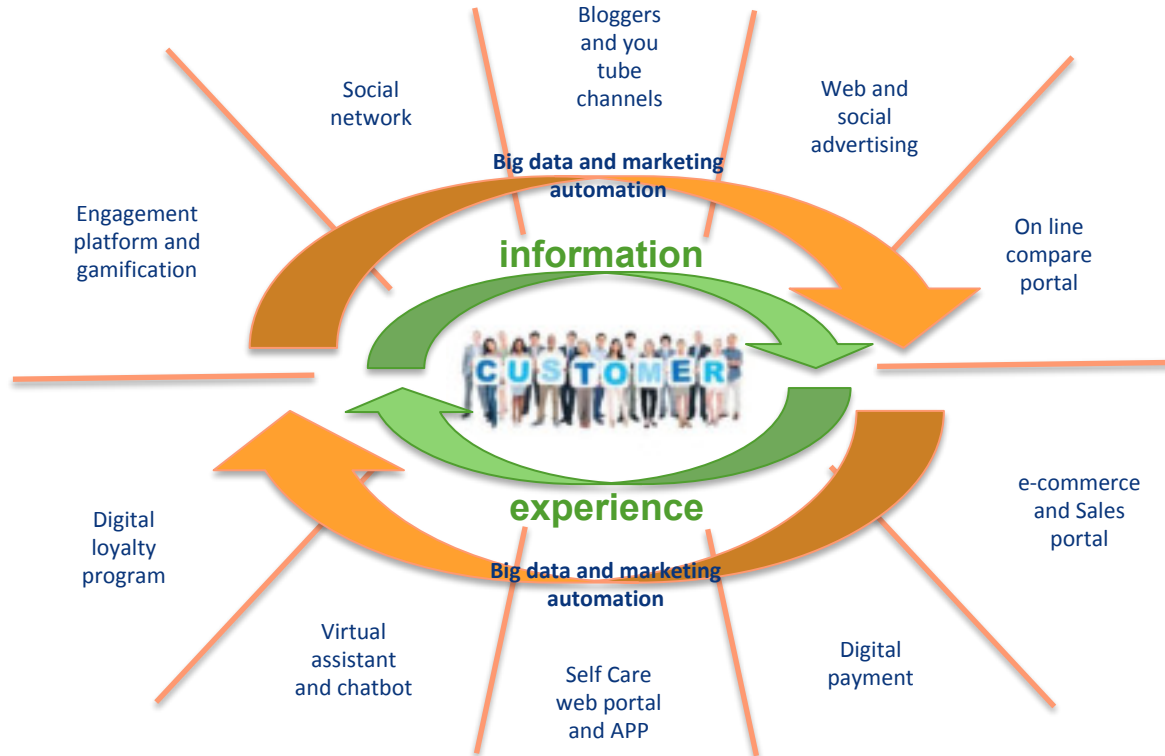
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Direzione Mercato Residenziale – Soluzioni Prosumer

Vendita di soluzioni per il Mercato Fotovoltaico e Sistemi di Accumulo

# DIGITAL CUSTOMER JOURNEY

Digital means doing the same things as before but with faster and more effective tools for the customer and at lower cost for the company



# Digitalization of customer journey @EdisonEnergia



# INFORMATION - Social Advertising My SUN

## Facebook



## KEY FIGURES

900k

Impressions

300k

Unique users

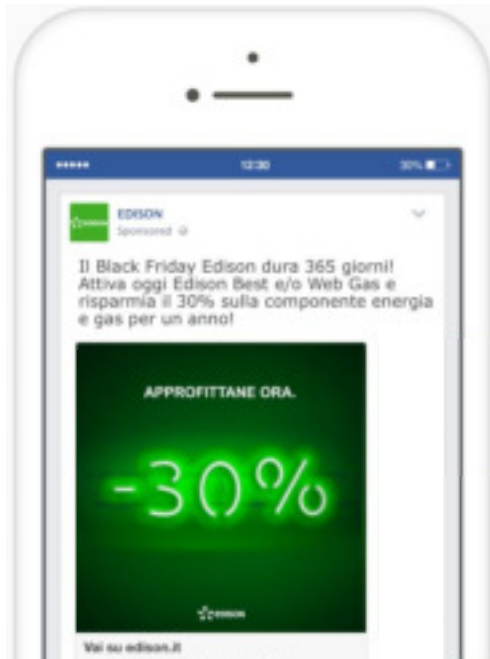
800

Leads



# INFORMATION – Edison BLACK FRIDAY

- Although WITHOUT using PHYSICAL STORES, thanks to online sales, EDISON managed to exploit the potential of a real «commercial event»
- The same LEVERs of communication, for example «BEST OFFER TODAY», «SPECIAL OFFER», «LIMITED TIME ONLY» gets more effective when used during a «commercial event» universally known and accredited, compared to when used during a stand alone campaign.



BEST  
OFFER  
TODAY

SPECIAL  
OFFER

LIMITED  
TIME  
ONLY

20.000  
sessions  
on the web  
site

60%  
from the  
web site

+20%

+100%

+35%  
NEW  
CUSTOMERS  
IN 24 HOURS

# INFORMATION – Smart LIVING



## KEY FIGURES

35M

Reach online

4M

Impressions on corporate social channel

180

Online press articles

6

Web blogger and influencer



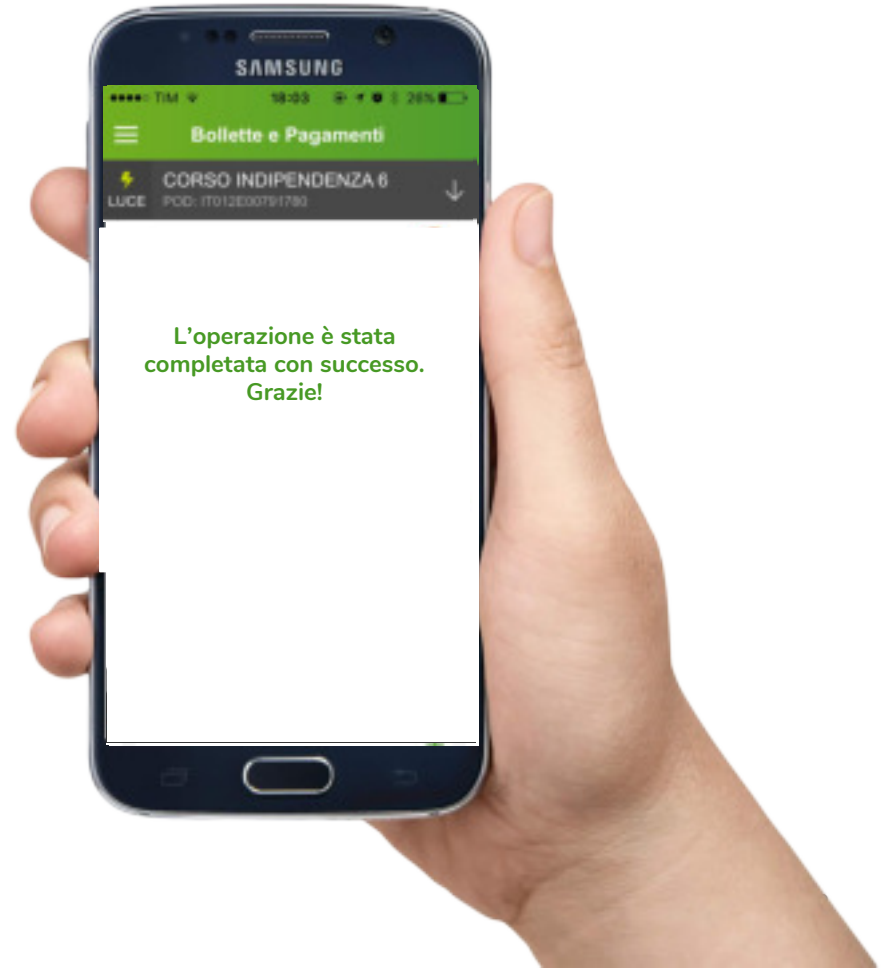
Vi presento il mio "quaderno" all'italiana - Edison Smart Living

INCAUTO UNBOXING EDISON SMART LIVING

# EXPERIENCE – Autolettura SMART



# EXPERIENCE – Pay NOW





# EXPERIENCE – Sales Portal

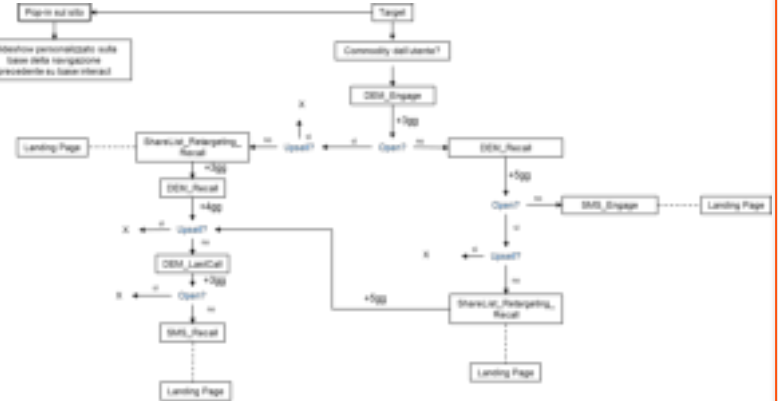


# Data PLATFORM & Marketing Automation

Data Platform



Mktg automation



# TIMELINE Digital Transformation @Edison Energia

Information

Experience

2016

2017

2018 .... To be  
*continued*

SOS tariffe  
Segugio  
SuperMoney



Social adv  
Smart living



Smart  
Living



Social adv My  
Sun



Edison  
Black Friday



Mktg  
automation




EC  
2.0



Data  
Platform



New  
Loyalty



E-shop




New  
Sales  
portal



Credit  
Check res



ChatBot




Loyalty



Smart  
Payment



New App  
& post-sales  
portal



Autolettura  
smart



Smart  
Selfcare



NPS  
da 10 a **28,5**

CHURN  
Free Market  
da 26% a **16%**

CLAIMS  
**-45%**

DIGITAL  
BILLING  
**+22%**

DIGITAL  
PAYMENT  
**+13%**

Cost To  
Serve  
**-7 €/site**

Thanks!