



waterwise

## UK Water Efficiency Product Awards

### Runner Up

### Category: IT and Communications

### Advizzo Behavioural Customer Engagement Software Platform

Key Features: Encourages end users to be more water efficient, helps utilities to improve the efficiency of their processes

The Advizzo software platform enables and guides end users towards more efficient water usage while at the same time helping utilities to become more efficient in their own processes. The core Advizzo platform combines Machine Learning and Behavioural Science to have a positive impact on the end consumers and utilities.

Using the Advizzo solution, an average of 4 to 7% saving per household. Raising people's attention to consume less water is not easy. Studies show that end consumers spend on average 9 minutes a year thinking about their water and energy usage.

Thus, the Advizzo software platform enables the water companies to use wisely this time. Indeed, the software combines big data and behavioural sciences to not only segment end consumers but also reach them with multichannel communications (email, mail, web, app, sms) contents. Such content is highly personalised with specific insights for every single consumer. The best example is the neighbor comparison that gives the end consumers a heads up on how

she/he compares against similar home around her/his place. It's then the beginning of the new customer journey with some specific water saving tips and "what uses" most water at home.

We then see several movements onto the end consumers habits with a water decrease (from 2 to 7%) and an increase of speed in digitalisation (up to 300%). We also see a benefit for the vulnerable consumers as not only they can slightly decrease their consumption by tweaking their habits but the Advizzo platform also enables the Utilities to better address such a population. One of our UK water utility client uses the platform to make sure that everybody whom may be eligible to the vulnerable specific tariff is indeed having it.

Advizzo platform is based on three pillars:

- 1) Application of Behavioural Science: It has been proven that neighbourhood level comparisons of consumption has an impact on water use. With this in mind, Advizzo have a partnership with the London School of Economics to apply the best practices
- 2) Consumption Pattern Analysis: Advizzo software gets data from its Utility clients and then analyses these with external data such as weather forecasts, demographics etc. As a result, the end consumer receives personalised insights and tips to save water. This encourages end users to be more engaged in their water usage behaviours.
- 3) Agility of implementation: The Advizzo software can be rapidly implemented, using data transfers and will provide individual usage insights to the Utilities via rapid widgets integration on their existing applications.

Using the advizzo system, water companies can also solve many Human, Operational and Regulatory issues, such as increasing customer engagement, program participation and educational support for vulnerable customers.

Advizzo software shows that IT can be used to deliver cost effective water efficiency solutions, especially when combined with behavioural insights



The Waterwise UK Water Efficiency Product Awards celebrate products and technology that contribute to water efficiency, which benefits the economy, society and environment.