

DISTRIBUTION SYSTEM OPERATORS TRANSFORMING THE CUSTOMER EXPERIENCE



GEODE Working Group
Customer Dialogue

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From *passive* to *proactive* communication



Passive

Proactive

endesa luz

DATOS DE LA FACTURA

Nº de factura: XXXXXXXXXX
 Referencia: XXXXXXXXXX
 Fecha emisión factura: XX/XX/XXXX
 Período de facturación: del XXXXXXXXXX al XXXXXXXXXX (XX días)

RESUMEN DE LA FACTURA Y DATOS DE PAGO

Forma de pago: Donación en libranza
 Fecha de cargo: XXXXXXXXXX
 Cuenta corriente: XXXXXXXXXX

INFORMACIÓN DEL CONSUMO ELÉCTRICO

Consumo en el periodo: XXX kWh

infoEnergia

MI CONSUMO LOS DOS ÚLTIMOS AÑOS

MI CONSUMO ANUAL Y MI MUNICIPIO

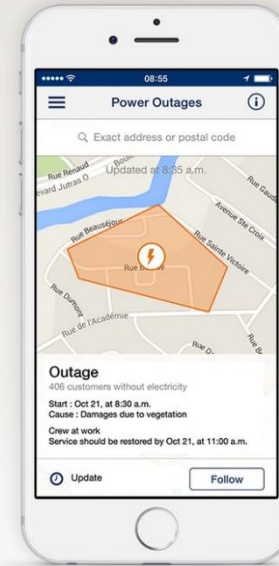
EVOLUCIÓN DE MI CONSUMO

LA CALIDAD ENERGÉTICA DE MI FACTURAS

¿SABES QUÉ?

kW or kWh ?

Sign up to get notifications



Customer

DSO

DSO

Customer



DSOs and customers becoming partners

DECENTRALISATION

Storage

Prosumers

DISTRIBUTOR

Micro-grids

Citizen Energy
Communities

Electric Vehicles

DSO has the expertise!



The DSO often remains the unseen actor ...



The DSOs needs to improve its visibility

24 / 7 / 365

Customers need to know who their DSO is

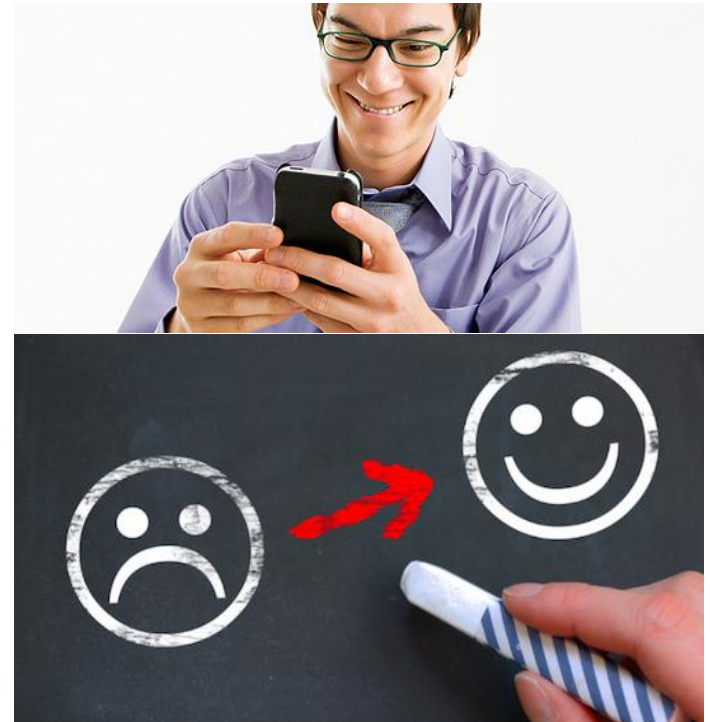


Customers

unsure who to contact
when they lose power



**POWER CUT?
CALL 105**



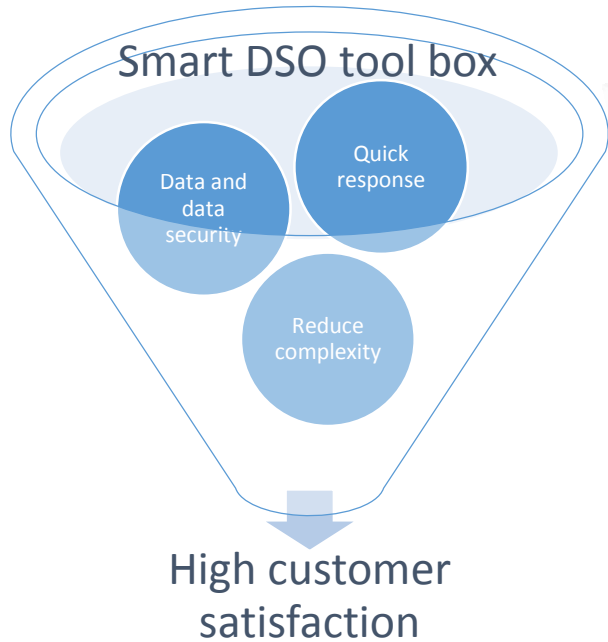
The DSO has to communicate efficiently with customers

The DSO proactive communication (I)



Let's communicate in the same language!

The Smart DSO builds trust



TRUSTED PARTNER



How to build trust:

- Visibility
- Language
- Neutrality
- Anticipation
- Reducing
- Accessibility
- Quick
- Data security



Key Recommendations

- DSOs need to be visible and use a clear language in communicating with the customer
- DSOs want to be a trustworthy and reliable partner for technical aspects and grid related issues – they know what happens in the grid
- DSOs need to provide customers with appropriate technical information
- DSOs should facilitate customers to be more flexible to make the energy system work at optimum efficiency
- NRAs need to make sure that market price signals reach the customers and are well understood





The Voice of local Energy
Distributors across Europe

Thank you!

www.geode-eu.org