



# Xellent Inspirationsdag

- Digitalisering med kunden i fokus

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Let's go further

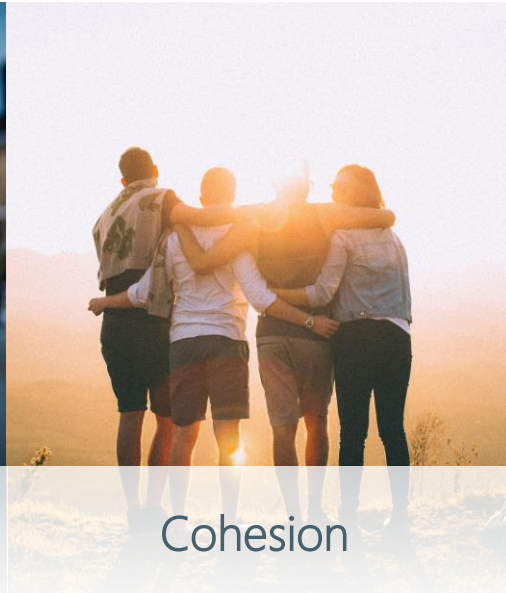
# Customers make new demands



Seamless



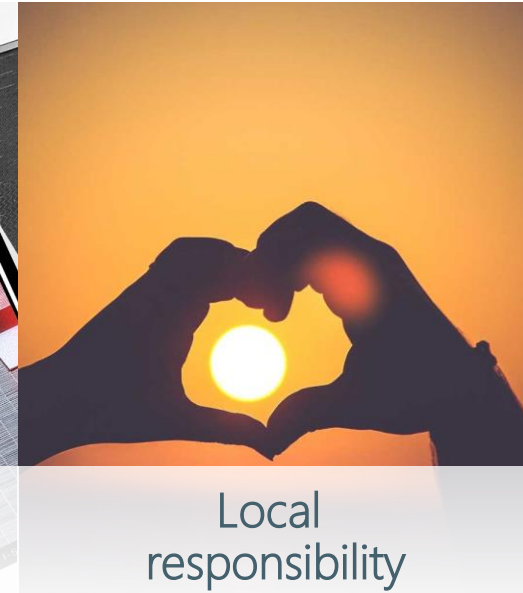
Interaction



Cohesion



Product customization



Local responsibility

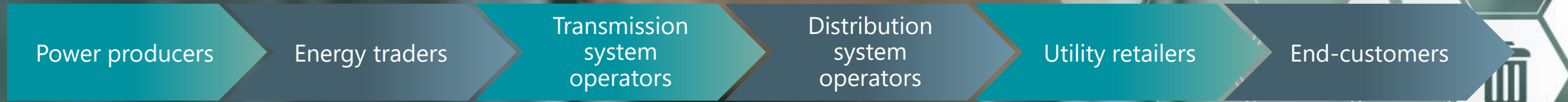
## Future solutions must be able to

Use **data** to put the customer at the center of a seamless experience

Utilize **technology** to be helpful, smart and fast for purchases and experiences

Offer integrated service to become omni channel driven and have "one customer view"

## Utility value chain



## Three trends typically on the strategic agenda in Utilities

### DIGITALIZATION

- Enabling IoT
- Smart grids/home & automation
- Transform data to value
- Engage your Customers
- Omni Channel and Customer Journey

### SIMPLICITY

- Cost effectiveness
- Optimize your operation
- Customer experience
- Self-service
- Empower your Employees

### DIFFERENTIATION

- Smart Grids/Homes
- Partnerships, TTPs
- Loyalty & individualization
- Transform your products to meet future attractiveness



# EG will assist Utility companies unleashing their digital potential in five areas

## DIGITAL OPPORTUNITIES

**ENABLE DATA-DRIVEN  
DECISION-MAKING**



**DIGITISE BUSINESS  
PROCESSES**



**ENGAGE  
CUSTOMERS**



**REDUCE IT  
COMPLEXITY**



**GAIN NEW COMPETITIVE  
ADVANTAGES**



## EXAMPLES OF EG COMPETENCES



**Digital Transformation Services**

Strategy and mgmt. consulting services



**IT Minds**

Apps for any purpose



**Business analytics**

BI, AI, machine learning, IoT, advanced Analytics



**CRM & customer facing platforms**

CRM for Utility, omnichannel and personalized content



**Operation / Industry Solutions**

D365 and Xellent



**Managed services**

Full life cycle support of your digital platform

Thank you for your attention

