



PUTTING AI TO WORK IN ENERGY RETAIL

VIDEO TRANSCRIPT

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Artificial intelligence is, I think, almost at the tipping point of breaking through and I believe this will be one of the big revolutions in customer service allowing, I would say, to create a much better customer experience but also a much lower cost by enabling those type of technologies.

We have seen the robotics process automation in the back office. I think that's quite mature already. But the next wave, clearly, is in the front offices and the customer interaction on the phone but also through all the digital channels.

You can also imagine all kind of new services around energy management providing more insights in your consumption, providing more advice. AI can play a critical role to provide a better service at a lower price point.

So, the whole question is, when do you step in? Every utility will have their own strategy in there but my advice would always be to stay in the front of the innovation. Do pilots, to do proof of concepts, to understand who are the providers out there, being in touch with them, doing some small little pilots in order to learn, build the skills, understand what works and what doesn't work and once you find the technology that is really able to scale, you can be the first one to bring it at the massive scale and to the market which is a competitive advantage.