

*Energy insights apps are vital
for energy suppliers of the future*

What makes a great energy insights app?

Contents

Foreword	3
<hr/>	
Why are energy insights apps so important?	4
<hr/>	
What makes a great energy insights app?	5
<ul style="list-style-type: none"> • Establishing connection • Personalisation • Action-led orientation • Shaping the future 	7 8 9 10
<hr/>	
Methodology	11
<hr/>	
About LCP Delta	12
<hr/>	



Foreword

Compelling customer apps, incorporating the four themes identified, will be essential for successful energy suppliers of the future.

This summary report explores the components of a compelling energy insights app. It draws from a rich mixture of research with market players, behavioural principles and customer research.

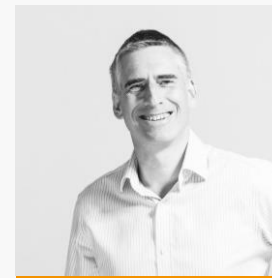
Underpinning this, is evidence from proprietary data from the LCP Delta energy insights apps from European energy retailers dashboard. This allows a points-based scoring system of 250+ retailers' energy insights apps on the themes identified.

This is a high-level summary report. The full 30-page report which is available to subscribers:

- Uncovers the themes of a successful energy insights app, and how they link to customer usage and satisfaction.
- Explores the use and variability of key functionality within these themes across Europe.
- Benchmarks individual energy insights apps across Europe on these themes.

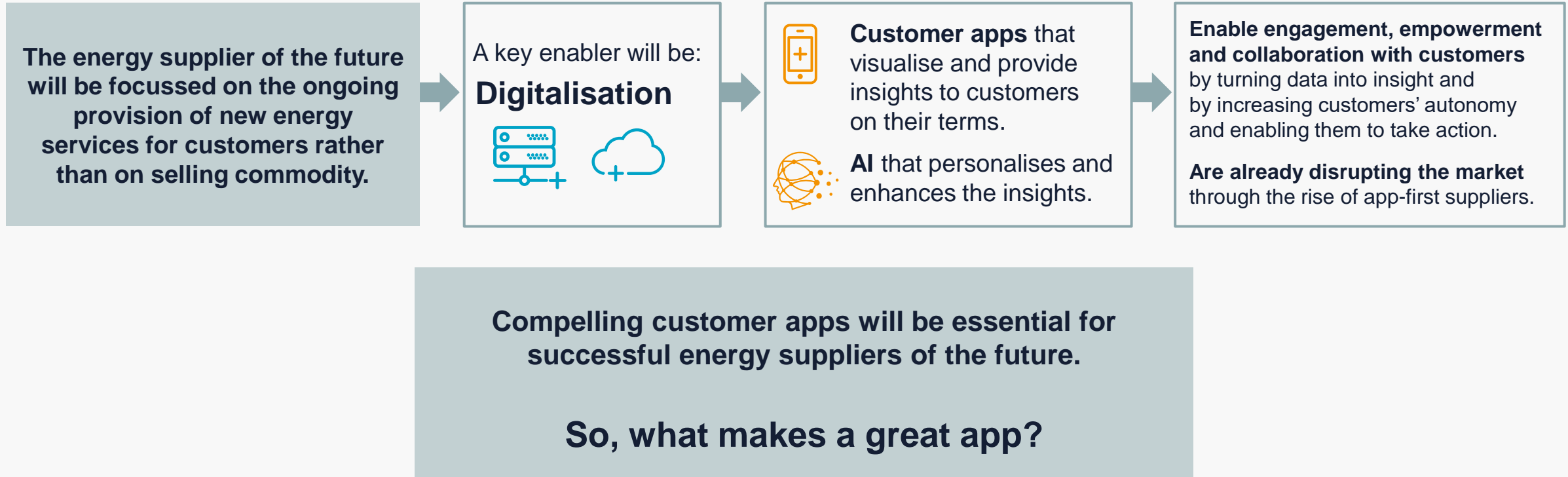
“Our market assessment of 250+ retailers’ energy insights apps reveals four themes to create a great app.

Focus on these four core themes to improve customer experience, drive stronger customer usage and increase economic value.”



David Trevithick
Head of Digital Energy

Why are energy insights apps so important?



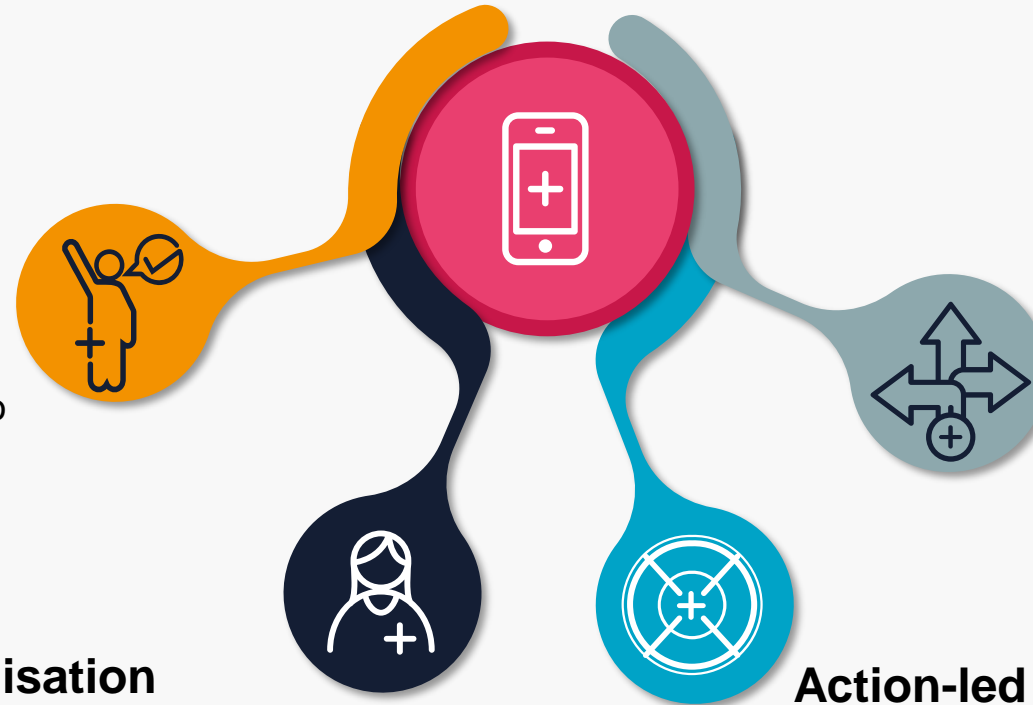
This paper is a high-level summary of our latest 30-page subscriber report alongside a ranked dataset of 250 apps.

See [slide 11](#) for details of the ranking and [slide 13](#) for who to contact for more information.

Key findings: what makes a great energy insights app?

Four themes determine the success of apps: focus on these four core themes to improve customer experience, drive stronger customer usage and increase economic value

Components of a compelling energy insights app and insights from our research



Establishing connection

Currently the majority of energy insights apps lack a strong feature to easily connect with customers

Shaping the future

Energy insights for customers play a pivotal role in scaling demand for green energy technology and services

Personalisation

Developing data sources and data science capability enables a more tailored customer experience

Action-led orientation

Supporting customers to take positive action is fundamental for retailers pivoting from commodity to service

Overview

What is an energy insights app?

For energy retailers, we define energy insight apps as mobile apps that provide tools and visualisation to help customers understand and manage their energy consumption using smart meter data. It's a fast-growing market with 30M registered users of energy retail energy insights apps across Europe.

What makes a great app?

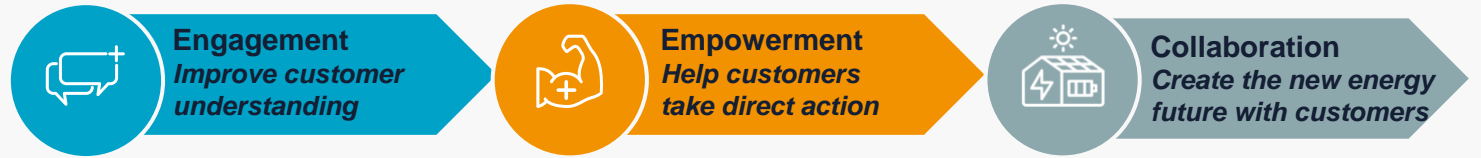
An energy insights app has bespoke objectives on which it should be measured, but at the heart of this lies the customer need the product serves.

Most energy insights apps have a purpose of supporting energy retail customers with their personal energy transitions. So, apps must address the multiple needs that differ between customers and evolve over time for any one customer*.

Assessment criteria

LCP Delta has made a quantitative assessment of >250 energy insights apps by energy retailers in Europe to draw out key themes. It focusses on energy insights functionality around the energy transition, using a basket of 15 metrics.

Customer needs from energy insights



Energy transparency

Often the first step on customers' personal energy transitions



Bill reduction

A key need, particularly in current conditions with high energy costs



Self-sufficiency

A primary need for prosumers, but generally under-served



CO₂ reduction

Money in the pocket trumps environmental concerns for most



Bill shock avoidance

A major customer pain point, with implications for cost to serve



Smart home automation

Convenience and control are key, but can also support other needs

Establishing connection

The majority of energy insights apps lack a strong feature to easily connect with customers

Energy retailers need a tool to connect with customers emotionally

Why? To reward customers' time and curiosity and draw them into the service.

Expectations: Instant clarity, usefulness, fun or other connection to the customer's world.

Typically, customers have access to data heavy, kWh-based consumption charts. kWh is poorly understood and data-heavy charts takes mental processing to interpret. Most customers have better things to do with their time, and don't have the patience to engage, so switch-off.

Short cuts to personalised energy efficiency are under-valued tools

Energy retailers can create connection that avoids the need to understand energy or be data-literate:



Energy efficiency metric. A star rating like a Trustpilot or Amazon review instantly resonates with no required prior knowledge. This concept is under-used in energy retail yet holds great potential to encourage sustained energy behaviour change and unlock green energy asset up-sell journeys.



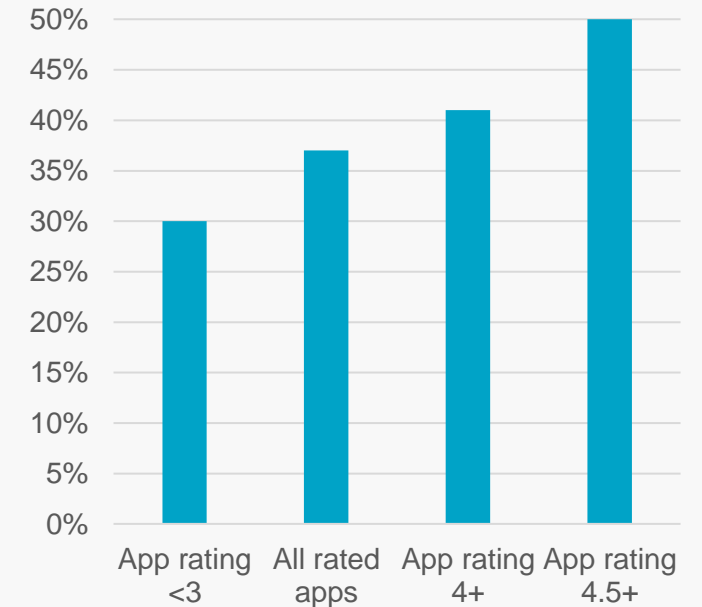
Social comparisons*. An energy performance assessment relative to a peer group motivates us to improve our relative position. 50% of highly-rated energy insights apps incorporate a social comparisons feature vs 30% of lower-rated apps. Apps with this feature can usually improve by making full use of the behavioural principles they are based on.



Relationship between social comparisons and app rating

% retailer energy insights apps with social comparisons feature

% of rated apps (n=192)



Personalisation

Developing data sources and data science capability enables a more tailored customer experience






Personalisation matters

Why? Customers will only engage with tools and advice that are relevant, align with their needs and provide value.

Expectations: Customers expect personalised experiences, influenced by other sectors. They want energy insights services to reflect their home, routines, behaviour, and preferences.

The opportunity for energy retailers

Energy retailers often emphasise personalised consumption and currency options. However, energy insights services fall short due to:

-  Standardised, data-heavy charts.
-  Generic energy advice
-  Estimations based on average load profiles
-  Lack of customisation
-  No mechanism for customer feedback

Apps with disaggregation* excel

- 45% of highly-rated energy insights apps use disaggregation (double the figure of lower-rated apps).
- Personalisation can be improved further by shifting from estimations to load signature recognition.

Data sources for tailoring insights

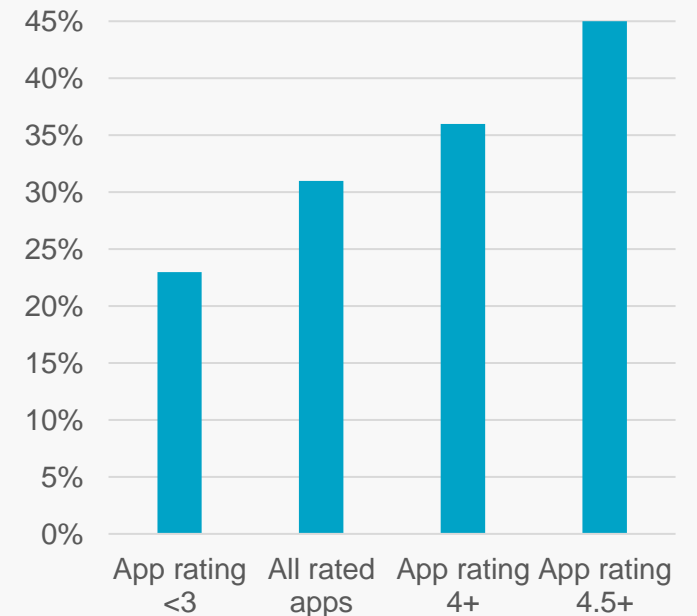
- **Home profile data:** Includes home size and type (useful for social comparisons).
- **Consumption data:** Enables personalised time-of-use insights and disaggregated views (e.g., heating, EV charging, self-consumption).
- **Local weather:** Enhances energy understanding and projections.
- **Tariff data:** Customises currency-based insights for dynamic or capacity tariffs.
- **Energy technology:** Identification and use from smart meter data or direct source information.



Relationship between disaggregation and app rating

% retailer energy insights apps with disaggregation feature

% of rated apps (n=192)



Action-led orientation

Supporting customers to take positive action is fundamental for retailers pivoting from commodity to service

It's all about behaviour change

Why? A central purpose of energy insights tools is to positively influence good energy behaviour.

Expectations: Customers expect their energy retailer to use the vast amounts of data it holds to help them make good energy decisions.

Customer barriers to taking greener action

Energy retailers can help overcome key customer challenges preventing better action:



Direction. Customers are concerned about climate change and want to do the right thing. But they often don't know what they should do and seek direction.



Benefit. Often the link between the effort customers put into behaviour change and the value they derive is unclear.



Intention. Life's daily routines and stresses get in the way of customers' good intentions. We need to close this 'intention-action' gap.

Energy advice* provides direction

- Energy advice is commonly used to provide direction. But advice is often generic which dilutes its impact.
- Done well, advice can convert information-led tools like comparisons and notifications into action.

Reducing the 'intention-action' gap

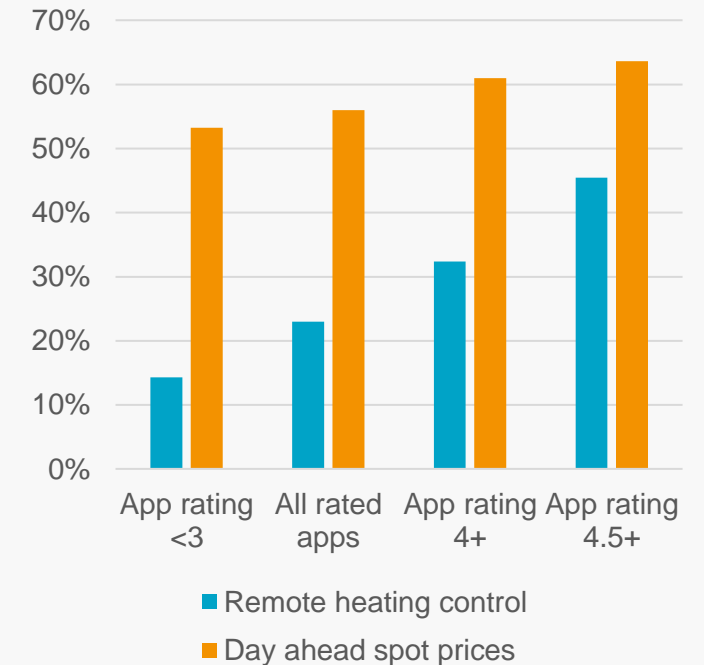
- **Day ahead electricity spot prices** commonly used in the Nordics to help customers manage energy on dynamic time-of-use tariffs. It acts as a daily reminder to convert good intentions to action and the regularity builds positive habits.
- **Remote heating or A/C control** embedded into energy insights apps helps to close the 'intention-action' gap by minimizing time, space and effort between the two points.
- **Automation** removes the gap altogether, but still requires clear customer benefit, direction as well as trust to deliver.

Relationship between action-led features and app rating



% retailer energy insights apps with selected action-led features

% of rated apps (n=192)



Shaping the future

Energy insights play a pivotal role in scaling demand for green energy technology and services

Insights should enable the green energy future

Why? To progress customers' personal energy transitions past simple behavioural actions and to unlock cross-sell opportunities beyond energy supply.

Expectations: Whole home energy visibility and management will become vital.

- **For customers with green energy technology**, energy insights support them in getting the most out of these assets. Higher rated apps are more likely to offer functionality like self-consumption monitoring, EV smart charging and home load optimisation.
- **For others**, energy insights can help identify the suitability, energy bill savings or return on investment of new energy assets, automation or managed services.

Energy insights users represent a strong target for cross-sell activity

LCP Delta customer research* reveals energy insights users have the right mix of characteristics for green energy technology and service adoption, so a strong target for cross-sell.



Motivation. Users are environmentally and financially motivated to progress their personal energy transitions beyond the easier behavioural actions they are already doing.



Need. Users' home characteristics and situation have good compatibility for green energy assets, which is underlined by strong adoption levels of energy technology.



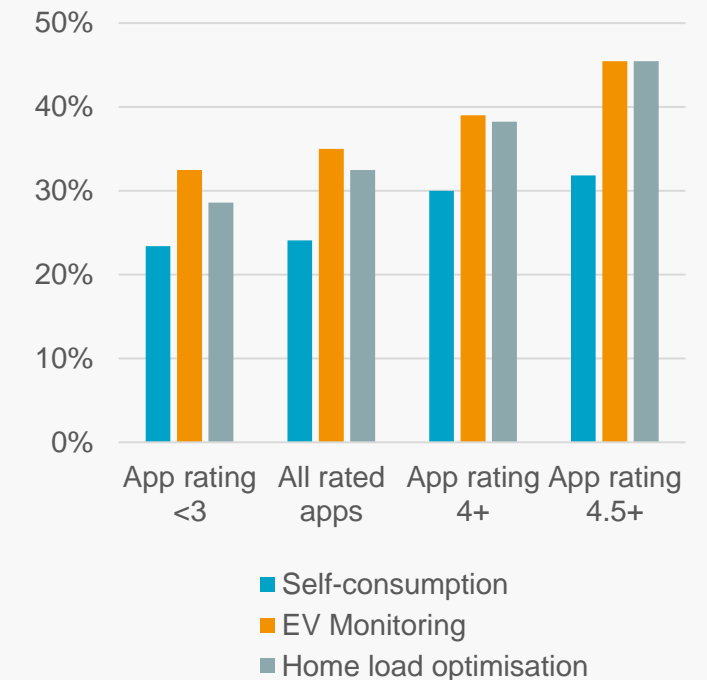
Financial means. Users have the income levels, and willingness to pay for new energy technology. This is backed up by claims of recent and planned purchases.



Relationship between shaping the future features and app rating

% retailer energy insights apps with selected shaping the future features

% of rated apps (n=192)



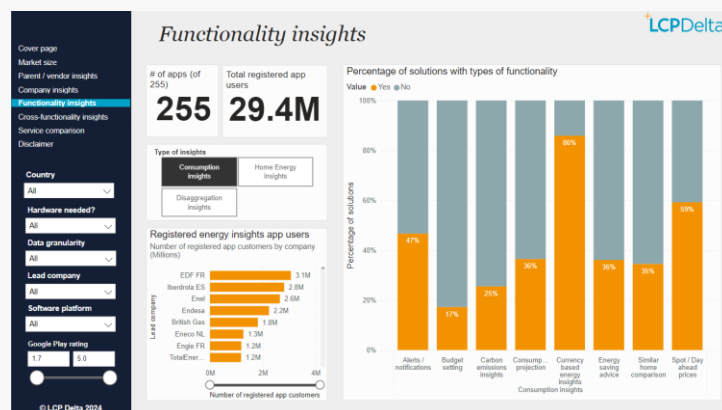
LCP Delta app dataset and benchmarking metrics

The LCP Delta energy retailers' energy insights apps dataset forms the main evidence base for the benchmarking metrics.

It covers >250 energy insights apps from ~200 energy retailers across >20 markets across Europe.

Themes were identified and assessed based on correlation to app rating as a proxy to commercial opportunity.

Apps were also individually assessed and ranked on the 15 metrics.



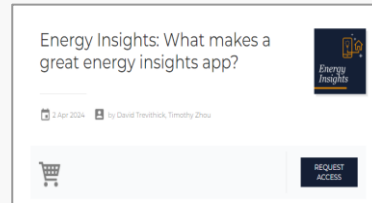
Theme	Metric	Weighting
Commercial	#registered energy insights users % of customer base registered for energy insights App rating (in Google Play Store)	100k+ = 3, 50-100k = 2, 20-50k = 1, <20k = 0 60%+ = 3, 40-60% = 2, 20-40% = 1, <20% = 0 4+ = 3, 3-4 = 2, 2.5-3 = 0, <2.5 = -1, no rating = 1 Entire section weighted x2
Establishing connection	Social comparisons Energy efficiency score	Yes = 4, no=0 Yes = 2, no =0
Personalisation	Currency Disaggregation Consumption projections	Yes = 2, no=0 Yes = 2, no =0 Yes = 2, no =0
Action-led orientation	Budgeting tools Remote heating, A/C control Day ahead spot prices Energy advice	Yes = 2, no=0 Yes = 2, no =0 Yes = 2, no =0 Feedback loop = 3, Personalised = 2, Segmented – 1, Generic = 0
Shaping the future	Solar PV EV smart charge monitoring Home load automation	Self-consumption = 3, total production = 2, export = 1, no = 0 Yes = 2, no=0 Yes = 2, no =0

Top picks from LCP Delta



[Find out more about the Energy Insights+ Research Service](#)

Enables organisations to enhance their residential customer engagement activity by providing data, analysis, insight and opinion on the energy insights market, players and solutions across Europe.



[Request access to the full report](#)

This report explores the components of a compelling energy insights app. It draws from a rich mixture of research with market players, behavioural principles and customer research.



[Unlocking the potential of digital home energy webinar](#)

Join LCP Delta and E.ON April 30th at 10AM BST as we explore the twin challenges of interoperability and customer engagement in successful home energy management services for a digital home utopia.

Follow us on:



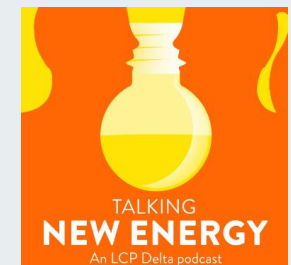
[lcp-energy](#)



[LCP_Delta](#)



[Talking New Energy, an LCP Delta podcast](#)



Contact us



Mark Foskett
Business Development Lead
+44 (0) 203 314 4932
mark.foskett@lcp.com



David Trevithick
Head of Digital Energy
+44 (0) 131 285 1773
david.trevithick@lcp.com



Tim Zhou
Energy Insights+ Analyst
+44 (0) 131 285 1761
timothy.zhou@lcp.com

About LCP Delta

LCP Delta is a trading name of Delta Energy & Environment Limited and Lane Clark & Peacock LLP. References in this document to LCP Delta may mean Delta Energy & Environment Limited, or Lane Clark & Peacock LLP, or both, as the context shall require.

Delta Energy & Environment Limited is a company registered in Scotland with registered number SC259964 and with its registered office at Argyle House, Lady Lawson Street, Edinburgh, EH3 9DR, UK.

Lane Clark & Peacock LLP is a limited liability partnership registered in England and Wales with registered number OC301436. All partners are members of Lane Clark & Peacock LLP. A list of members' names is available for inspection at 95 Wigmore Street, London, W1U 1DQ, the firm's principal place of business and registered office. Lane Clark & Peacock LLP is authorised and regulated by the Financial Conduct Authority and is licensed by the Institute and Faculty of Actuaries for a range of investment business activities.

LCP and LCP Delta are registered trademarks in the UK and in the EU. Locations in Cambridge, Edinburgh, London, Paris, Winchester and Ireland.

Copyright © 2024 LCP Delta.

<https://www.lcp.uk.com/emails-important-information> contains important information about this communication from LCP Delta, including limitations as to its use.

Disclaimer and use of our work

This work has been produced by LCP Delta under the terms of our written agreement with Subscriber (Client) for the Client's sole use and benefit, subject to agreed confidentiality provisions, and for no other purpose. To the greatest extent permitted by law, unless otherwise expressly agreed by us in writing, LCP Delta accepts no duty of care and/or liability to any third party for any use of, and/or reliance upon, our work. This document contains confidential and commercially sensitive information. Should any requests for disclosure of information contained in this document be received, LCP Delta request that we be notified in writing of the details of such request and that we be consulted and our comments taken into account before any action is taken.

Where this report contains projections, these are based on assumptions that are subject to uncertainties and contingencies. Because of the subjective judgements and inherent uncertainties of projections, and because events frequently do not occur as expected, there can be no assurance that the projections contained in this report will be realised and actual events may be difference from projected results. The projections supplied are not to be regarded as firm predictions of the future, but rather as illustrations of what might happen. Parties are advised to base their actions on an awareness of the range of such projections, and to note that the range necessarily broadens in the latter years of the projections.