HORIZON POWER

energy for life

ECA Foresighting Forum; Customer Experience

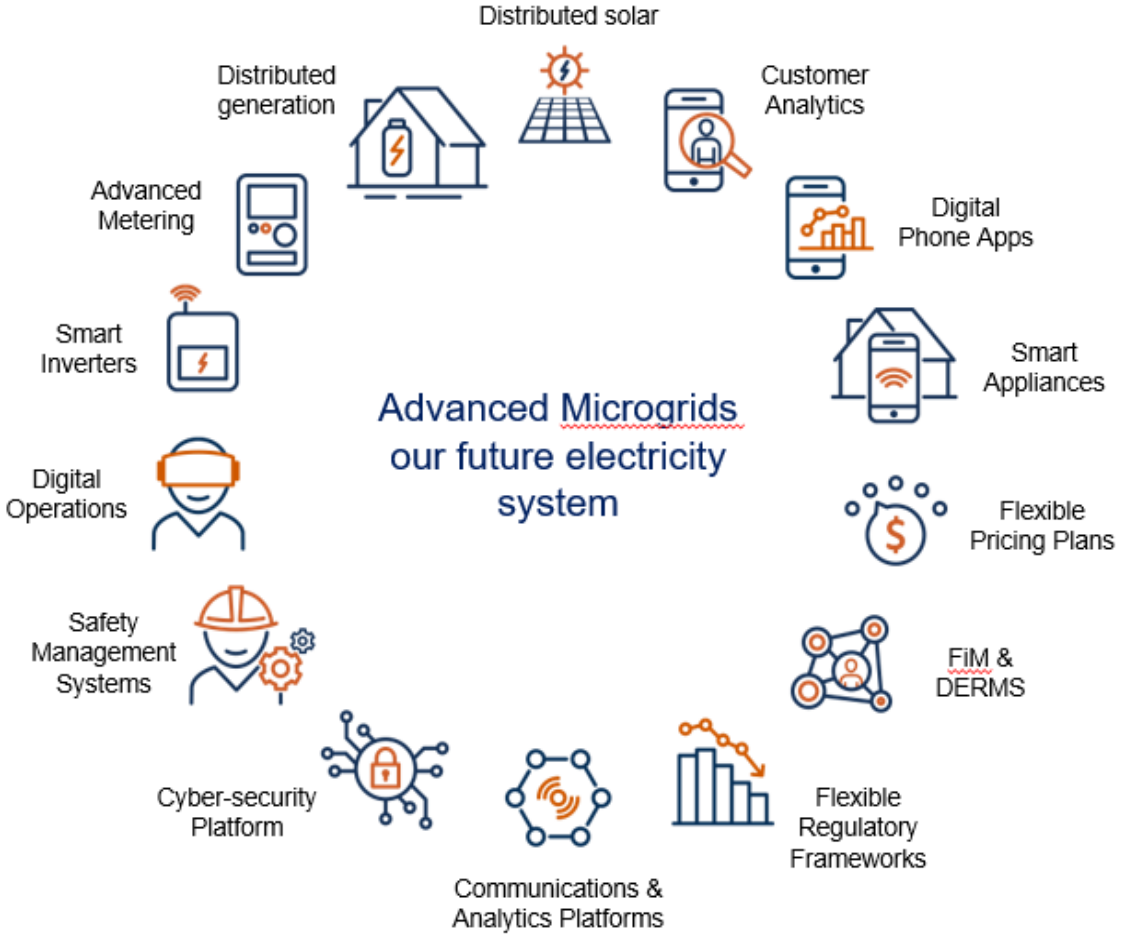
Delivering Individualised Energy Solutions for the Future

February 2019

Customers are leading us to a new energy ecosystem

Technology
Will be decentralised to produce, consume, store & sell low-carbon electricity locally

Networks
Must be multi-flow, safe, reliable, efficient & support the digitisation & automation of systems



Customers
Must be empowered to use electricity how they choose, supported by new products & services

Markets
Will use data analytics to connect & incentivise participants to drive equitable pricing

AMI is the foundation …
for Data Driven Change

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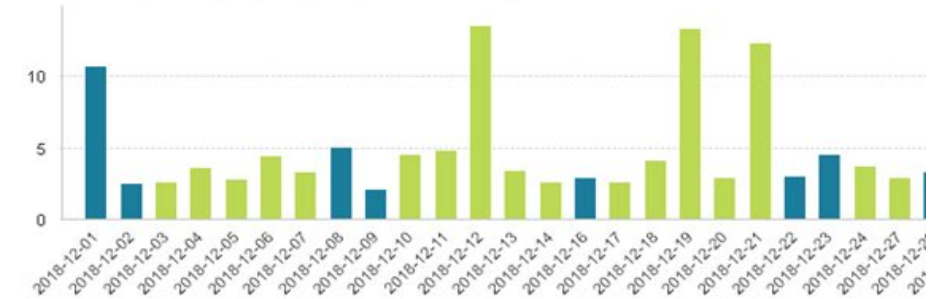
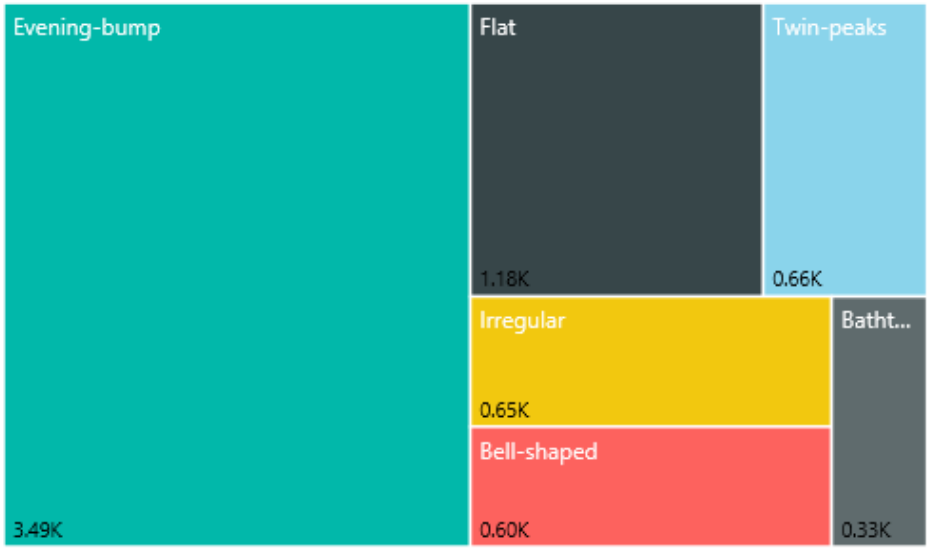
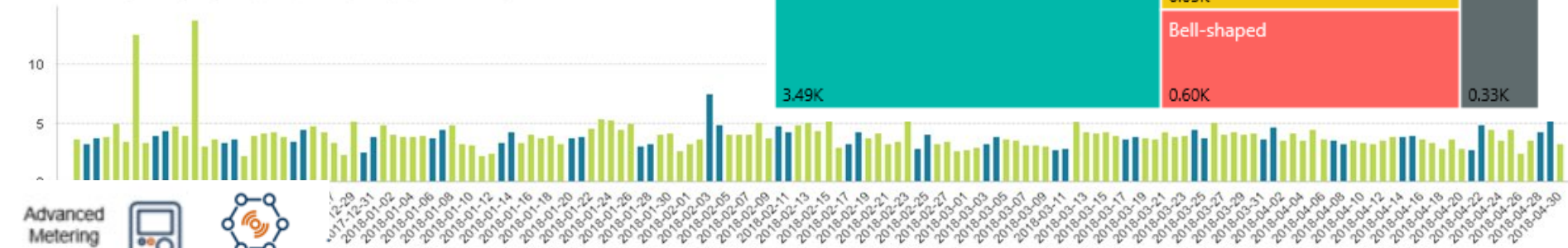
Peak Consumption (kW) Dec, Jan, Feb FY:2019)



CUSTOMER ARCHETYPE



Peak Consumption (kW) Dec, Jan, Feb, Mar, Apr FY:2018)



Customer Experience At the Centre

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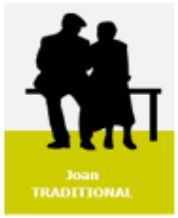
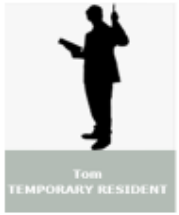
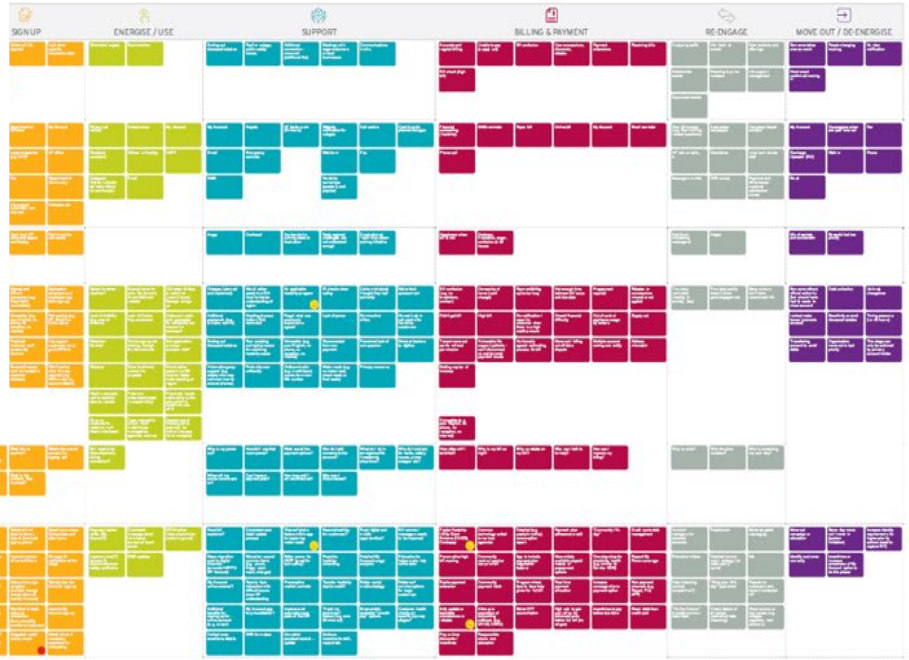
CUSTOMER PERSONAS

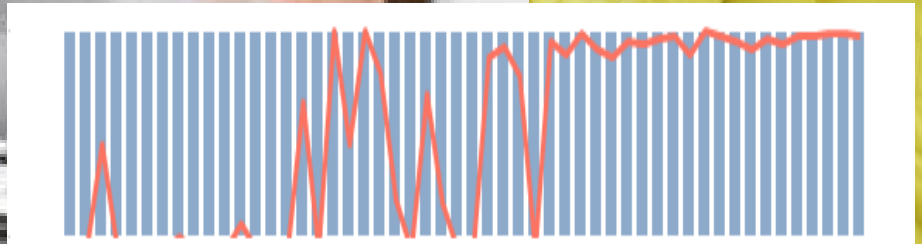




OVERALL CUSTOMER JOURNEY

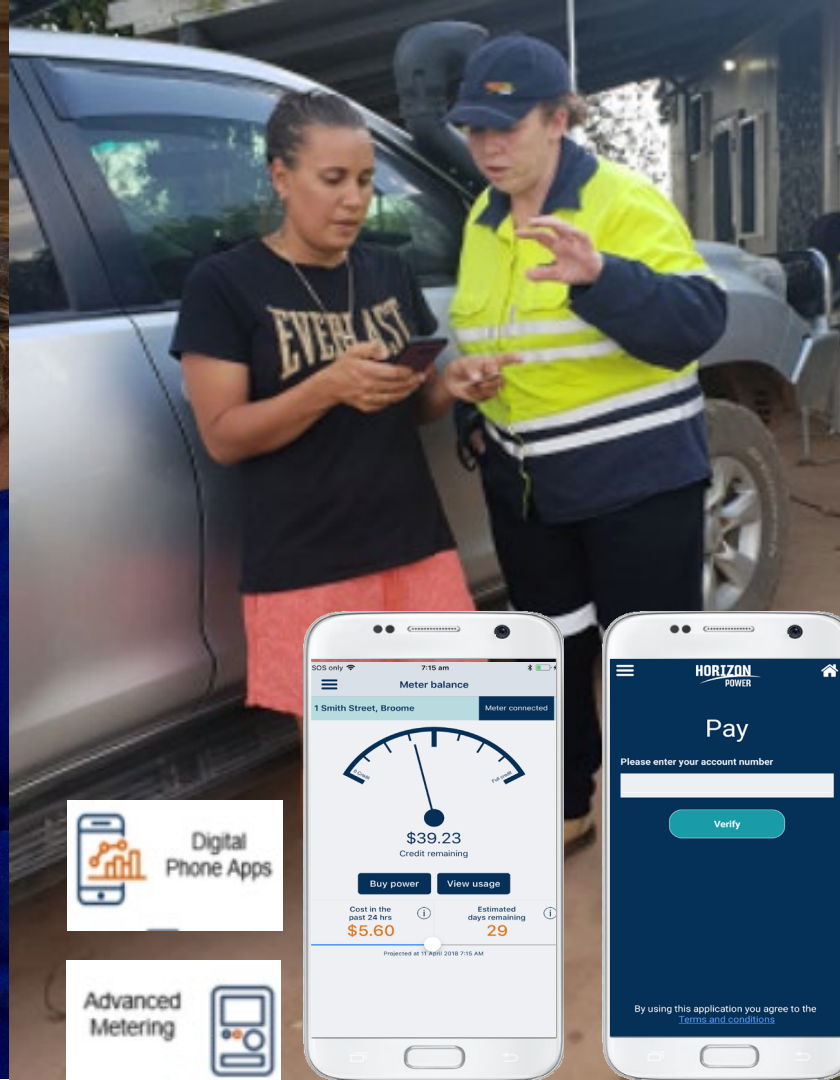


Key Customer Experience



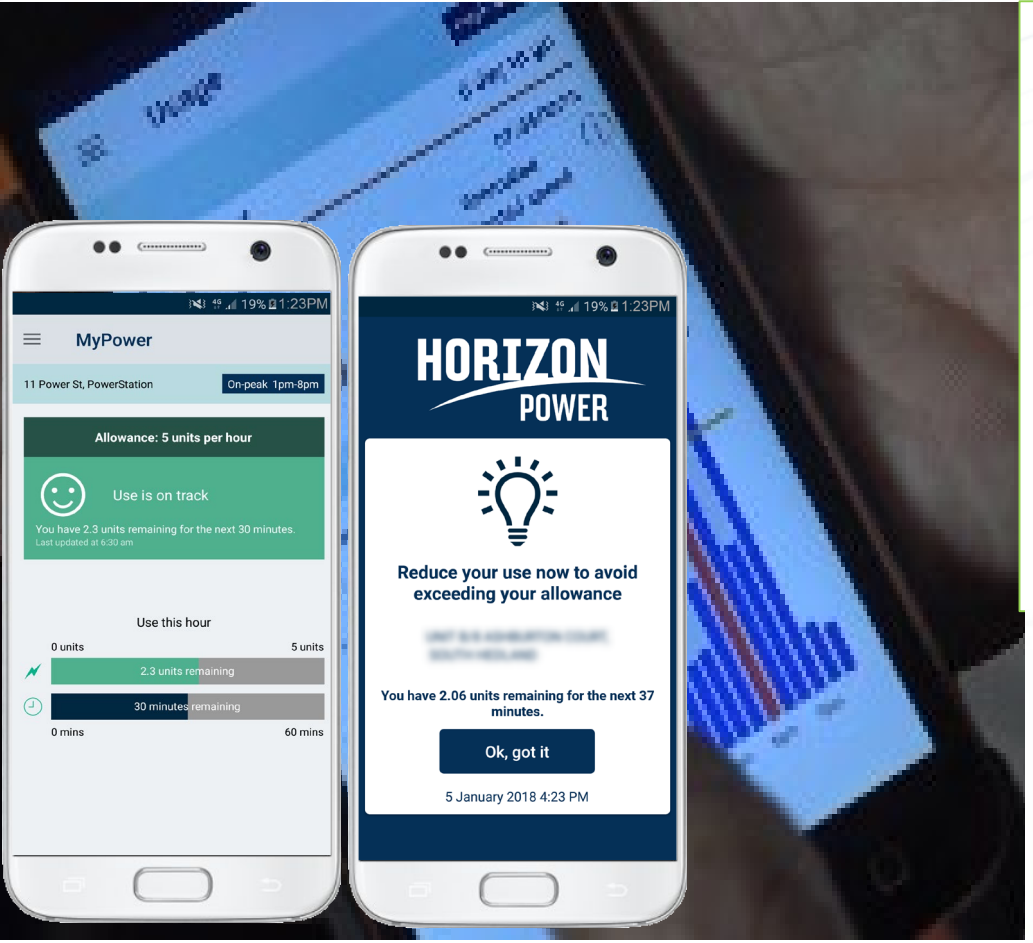
Advanced Metering

Prepayment Customer Experience



Digital Phone Apps

Advanced Metering



MyPower
Fair, Flexible and Efficient

MyPower 1.5	MyPower 3	MyPower 5
unit / peak hour	unit / peak hour	unit / peak hour
$33 per month*	$71 per month*	$144 per month*
Charged at $1.09 per day**	Charged at $2.35 per day**	Charged at $4.75 per day**
PLUS	PLUS	PLUS
A low cost per unit	A low cost per unit	A low cost per unit
10 cents / unit (kWh)	10 cents / unit (kWh)	10 cents / unit (kWh)

MyPower 7	MyPower 10	MyPower 15
unit / peak hour	unit / peak hour	unit / peak hour
$238 per month*	$360 per month*	$732 per month*
Charged at $7.83 per day**	Charged at $11.82 per day**	Charged at $24.07 per day**
PLUS	PLUS	PLUS
A low cost per unit	A low cost per unit	A low cost per unit
10 cents / unit (kWh)	10 cents / unit (kWh)	10 cents / unit (kWh)

Advanced Metering

Digital Phone Apps

Customer Analytics

Flexible Pricing Plans

And the future …

Renewables thrive

Distributed solar

Distributed generation

Customer Analytics

Advanced Metering

Digital Phone Apps

Smart Inverters

Smart Appliances

Digital Operations

Flexible Pricing Plans

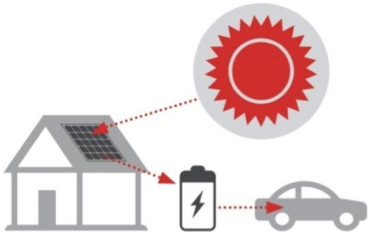
Safety Management Systems

FiM & DERMS

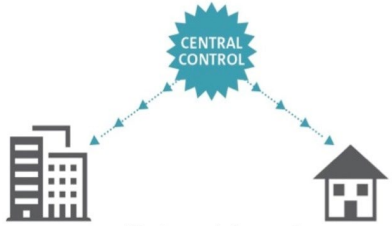
Cyber-security Platform

Flexible Regulatory Frameworks

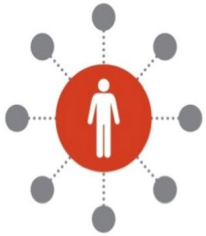
Communications & Analytics Platforms



Leaving the grid



Set and forget



Customer-centric model where customers consume, trade, generate and store electricity.

Rise of the ‘Prosumer’

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