

We asked. You answered.

Now, we're shaping our strategy around your challenges.



A key challenge is:

Connect

Utilities: Your challenges define our strategy

We wanted to build a complete, accurate picture of the utilities industry right now, so that we could check we're doing everything we can to support people like you. So, we reached out to frontline workers, so that we could hear what's happening on the ground, first-hand.

Below, you'll find the insights we gathered through speaking to, and partnering with, frontline workers from gas, water, and electricity. We focused on the hurdles they're facing right now, in their day-to-day working lives, to see how we can work together to solve them.

We identified five focus areas:

- ⇒ **Data capture and analysis**
- ⇒ **Guaranteed connectivity**
- ⇒ **Smart Homes and Cities**
- ⇒ **Communicating with the customer**
- ⇒ **Losing the paper, finding new efficiencies**



Intro

Challenge 1

Challenge 2

Challenge 3

Challenge 4

Challenge 5

What's next

Data capture and analysis



Guaranteed connectivity



Customer data, equipment data, health and safety checks, vehicle analytics...you need a lot of data at your fingertips if you're going to deliver great service for your customers.

How do you keep track, when the data you need is spread across thousands of homes, businesses, vehicles, fields – even underground?

Key challenges include:

Real-time data availability and analysis.

Real-time asset condition information in remote sites. Enabling predictive maintenance and supporting a smarter network.

We'll help you with:

Smart Vehicles

Real-time data on the condition and operations of your team's vehicles. Tweak driving styles to save fuel and reduce emissions, or anticipate and fix potential maintenance issues before they become big problems.

Smart Compliance

Use IoT sensors to track completion of audits, checks, inspections and other tasks, then analyse performance and compliance with real-time dashboards and reports, stored in the cloud.

Being a utilities provider is about being where customers need you. Often, that means being somewhere that 4G or 5G doesn't reach – the highest, lowest, and most remote areas of the country.

Key challenges include:

Machine-to-machine connectivity in rural locations.

Connectivity and coverage for our mobile workers.

We'll help you with:

In-Car Wifi

No more driving round looking for a signal. Fieldworkers can make wifi calls, check schedules online, transmit data and submit digital forms to the head office, wherever they are.

O₂ Gateway

Combine mobile, Enterprise VPN, and wifi on one CAS(T) certified network. Plus integrated 4G, so you're never without a connection.

Cellular WAN

Expanding your infrastructure? Get reliable, always-on connectivity onsite without breaking the bank, thanks to CWAN – our low-cost, flexible WAN extension, up and running in as little as five days from ordering.

Smart Homes and Cities



To meet government targets and provide customers with the connected service experience they want, utilities companies need to lead the charge on smart homes and cities.

Key challenges include:

Looking at the evolution of smart homes, connected buildings, and smart cities. Who can help utility companies approach digital transformation and what are the pitfalls to avoid?

Connecting customers' homes to build a "smart city", harnessing data from Watson, energy, gas and more.

We'll help you with:

Smart Meters

The government chose us to provide connectivity for Smart Meters in over 23m locations, so we know our stuff here. We'll use our connectivity infrastructure to ensure that your Smart Meters are always up, running, and delivering data that helps customers save money.

O₂ Motion

Use detailed information on population movement, demographics, and connectivity when developing your infrastructure, opening new offices, or installing equipment.

Communicating with customers



When you're lighting, heating, and providing water to people's homes, it's vital to keep the conversation open with customers. How do you get them to engage with service updates, warning of outages, or requests for payment?

Key challenges include:

Utility companies not being transparent enough!

To encourage more customers to engage in the energy market.

Industry acting on behalf of the consumer, rather than in collaboration with them.

We'll help you with:

O₂ Bulk SMS

SMS messages have a 95% open rate – great for keeping in touch. Send updates to customers across the country, regardless of location or device, and give them the option of replying to a convenient shortcode.

O₂ Data team

We'll dispatch our crack team of data experts to help you develop a strategy to capture, retain, and manage customer data, so you're never out of touch when they call you with a problem.

O₂ Motion

Use aggregated mobile data to get in touch with customers when, where, and how they're most likely to respond. You can also use this data to inform your wider marketing strategy.

Losing the paper, finding new efficiencies



Making sure the nation is warm, watered, and well-lit means keeping a lot of plates spinning. You're looking for new ways to reduce costs, increase productivity, and make your processes leaner.

Key challenges include:

*Digitising our paper trail!
Avoiding storage, greener, more accessible.*

Digital solutions for completing tedious paperwork for people working out onsite.

Time management – small team with multiple projects on the go and new ones in the pipeline.

We'll help you with:

App development

Instantly access data, respond to developments, and generate insights with a custom-built app, designed to record the data your team gathers and store it centrally.

Devices

We'll provide you with ruggedised tablets, designed to weather whatever fieldwork throws at them, to host your app so you can phase out your paper-based processes.

Smart Vehicles

Monitor driving styles to reduce fuel spend, or use data from key car components to develop a predictive maintenance schedule that helps you avoid costly repairs.

What's next for utilities?

One thing that is a constant is that the challenges keep changing.

Today, the industry is carving a new path for itself with IoT, Smart Homes, and big data. Tomorrow, you might be using AI to refine your working styles and provide customers with hyper-efficient support and service.

But there's one thing that shows no sign of changing: customers still come first. Everyone seems to agree that as the industry gets more competitive, the only way to stay ahead is by delivering outstanding customer experiences every day. That means good rates, speedy problem-solving, and personalised service.

Our customers and contacts have told us that they need new tools that support new styles of working. They want to be constantly connected to their colleagues, customers, infrastructure and assets. They need tech that keeps them in the loop and on the ball, so they can make good decisions and act on them, fast.

That's where we come in.

Why O₂?

Investing in smart grids, smart metering, digital productivity tools and automation could boost profitability in the utilities industry by 20-30%. But only if those investments are usable, empowering and impactful for the people on the frontlines.

To make sure that you get the most from your relationship with O₂, we commit to three things: never selling in a solution for its own sake.

Never over-complicating a process.
And never putting flash before substance.

At O₂, we provide utilities workers with smart, simple tools that are built to suit the people who use them every day. Because that's what you need to provide the best service to your customers – now, and in the future.

The challenges may change, but our philosophy never will.



Get in touch

We'd love to arrange a call or meeting to discuss how O₂ technology can make providing utilities simpler and smoother for you, your people, and your customers.

Want to chat?

Get in touch with us using the details below.

utilities@businesso2.co.uk

0800 955 5590

o2.co.uk/business

