

*Leaderboard of energy suppliers
for their energy insights apps*

Who makes a great energy insights app?

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Foreword

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

This energy retailer leaderboard follows on from a summary report published last month that explored the components of a compelling energy insights app.

It reveals the top 50 European energy retailers based on 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.

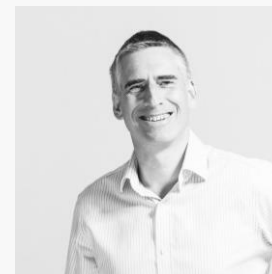
The full 30-page report which is available to subscribers:

- 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.



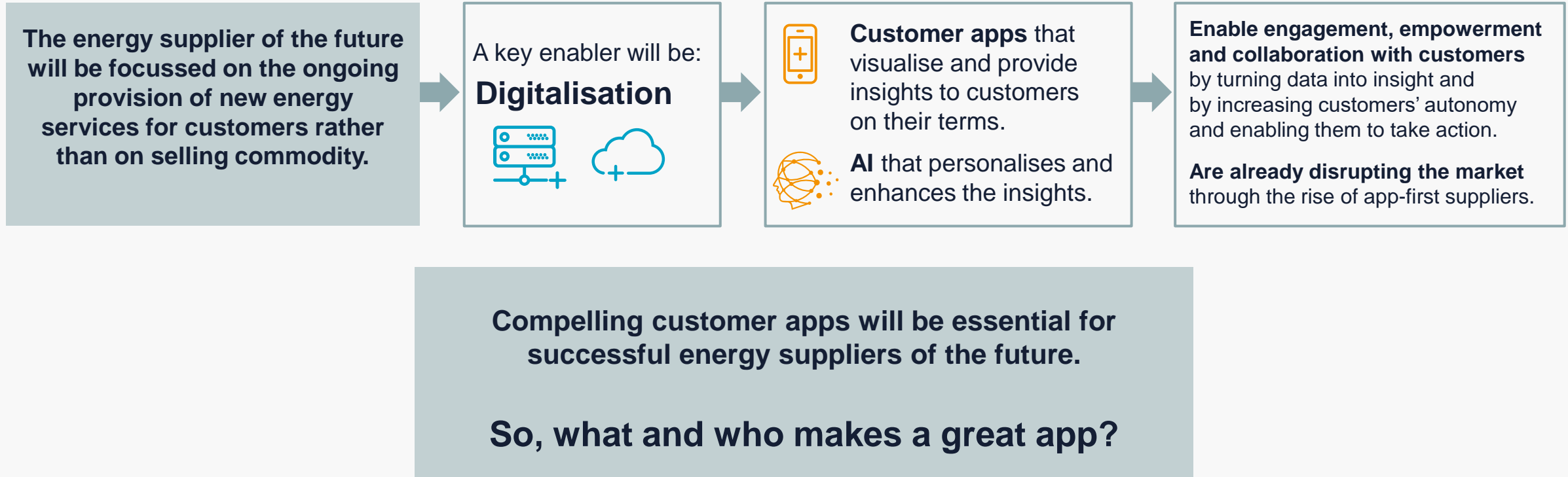
“Our market assessment of 250+ retailers’ energy insights apps suggests all players should aspire to develop a great app.

That’s because the pace setters that are adopting the four themes best span all types of supplier – incumbent, challenger, specialist – and regional footprint – international, national and local.”



David Trevithick
Head of Digital Energy

Why are energy insights apps so important?



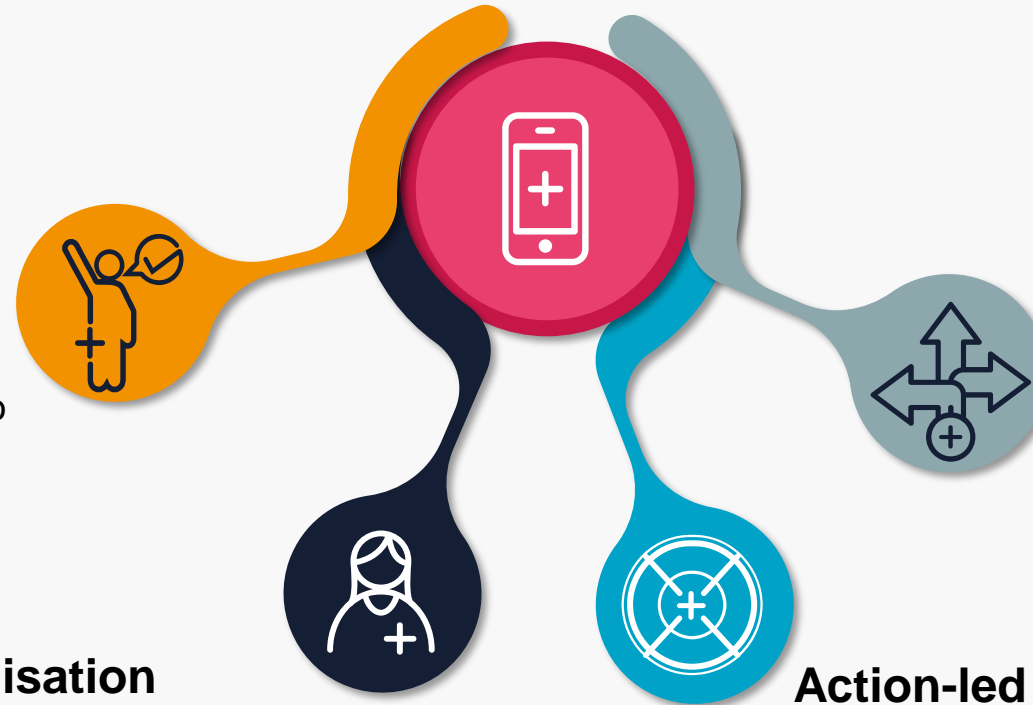
The leaderboard follows on from the high-level summary of our latest 30-page subscriber report and assessment of 250 apps.

See [slide 6](#) for the top 50 leaderboard, [slide 7](#) for details of the ranking and [slide 9](#) 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

Who makes a great energy insights app?

Top 50 with overall score

Rank	Retailer	Market	Score
1	greenely		89
2	tibber		80
3	Fjordkraft		72
4	Eneco		67
4	utilita		67
4	fortum		67
7	SHE		65
7	OXXIO		65
7	PITE ENERGI		65
10	sowee		63
11	TINN ENERGI & FIBER		61
11	Kärnfull Energi		61
11	Telinet Energi		61

Rank	Retailer	Market	Score
11	REPSOL		61
11	GodEl		61
11	GREEN CHOICE		61
11	norgesenergi		61
11	BOO ENERGI		61
19	HÄRRYDA ENERGI		59
19	ENGIE		59
21	skånska energi		57
21	Kalmar Energi		57
21	ÖRESUNDS KRAFT		57
24	MÖLNDAL ENERGI		54
25	FALKENBERG ENERGI		52
25	JÖNKÖPING ENERGI		52

Rank	Retailer	Market	Score
25	kraftringen		52
25	lucera		52
25	Höganäs Energi		52
25	Jersey Electricity		52
31	DRANGEDAL KRAFT		50
31	zonneplan		50
31	TrondelagKraft		50
31	EDF		50
31	TotalEnergies		50
31	ELLEVIO		50
31	Nordic Green Energy		50
31	elektrum		50
39	Gävle Energi		48

Rank	Retailer	Market	Score
39	HELGELAND KRAFT		48
39	ovenergy		48
39	energy go		48
39	Karlshamn energi		48
39	VE VARBERG ENERGI		48
39	andel		48
46	edp		46
46	eiker strøm		46
46	RenRøros		46
46	Voss Energi		46
46	EDISON		46
46	Iberdrola		46
46	e-on		46

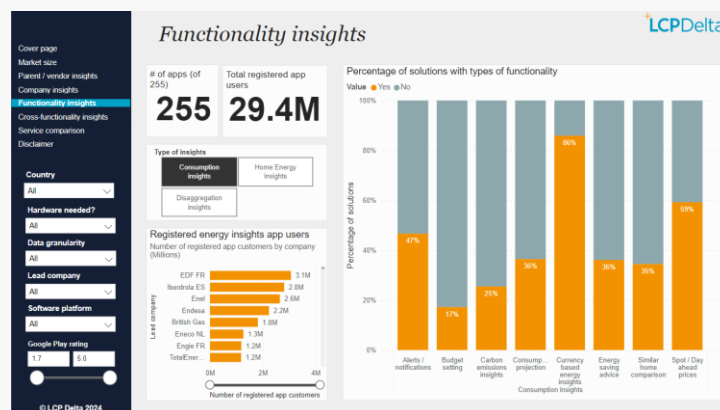
LCP Delta app dataset and benchmarking metrics

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.



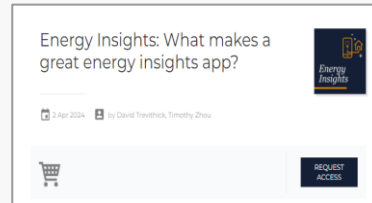
Theme	Metric	Weighting
Commercial	#registered energy insights users	100k+ =3, 50-100k =2, 20-50k =1, <20k =0
	% of customer base registered for energy insights App rating (in Google Play Store)	60%+ =3, 40-60% =2, 20-40% =1, <20% =0 4+ =3, 3-4 =2, 2.5-3 =0, <2.5 =-1, no rating =1 Entire section weighted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

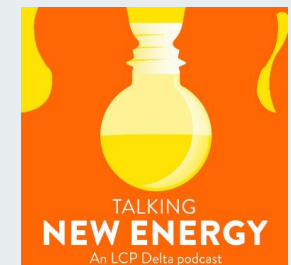
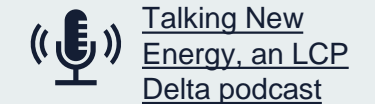
This report explores the components of a compelling energy insights app. It draws from a rich mixture of research with market players, behavioural principles and customer research.



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

Watch LCP Delta and E.ON as we explore the twin challenges of interoperability and customer engagement in successful home energy management services for a digital home utopia.

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