

Innlandskraft reduces energy consumption by 6.8% with Eliq

Eidsiva Energi reduces energy consumption by 6.8% with Eliq

A multi-year analysis of over 1,000 utility customers in Norway who used a smart energy app reveals that besides becoming happier customers, they also changed their behaviour to reduce their electricity consumption and lower carbon emissions.

-6.8%

average consumption after starting to use the app

-8.7%

median consumption after starting to use the app

71%

of users reduced their consumption

The Challenge

As part of a national programme to investigate the benefit of services based on smart meter data, Norwegian utility company Innlandskraft partnered with Eliq to deploy a mobile and web app to over 1,000 customers, to help them reduce their consumption.

The service was rolled out starting in 2016, in order to track its impact over a 5-year period, and comparing energy consumption patterns of customers before and after they were introduced to the app.

Our customers expect us to move with the times and help them become smarter about how they use energy, and control their electricity bill.

- Christina Kringsjå, VP Sales, Eidsiva Energi [2018]

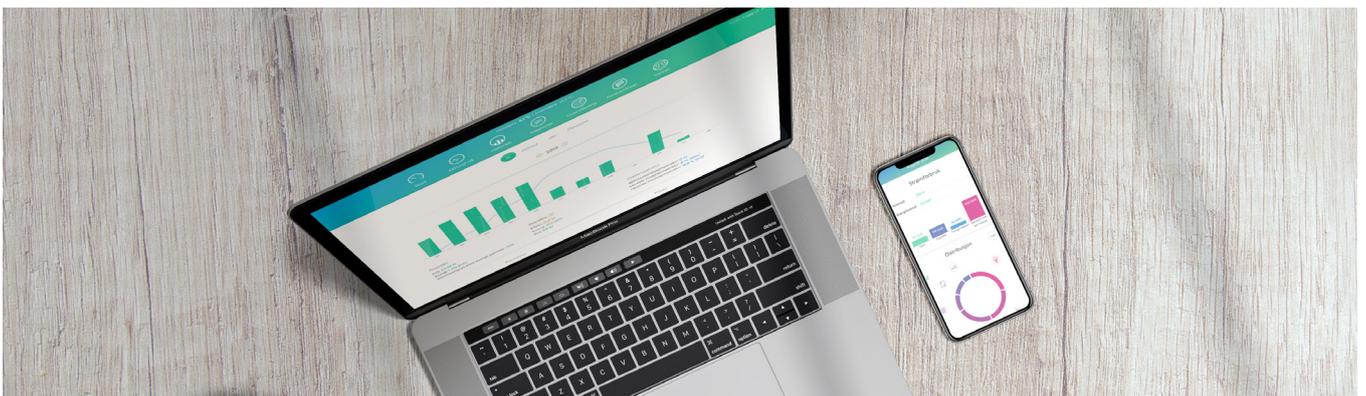
About Innlandskraft

- Utility serving c. 240,000 customers across Norway
- Acquired in 2020 by the leading utility, Fjordkraft
- Traded as Eidsiva Energi and Gudbrandsdal Energi until 2021



The Solution: Energy Insights for Mobile and Web

Based on Eliq's White Label platform, customers were offered a mobile and web app to help them understand their consumption, view forecasts, receive alerts on exceptional consumption events and other proactive advice and analysis.



The Result

Analysing changes to energy consumption is not simple, as it is highly dependent on weather conditions and other variations over time. Further, it was desired to identify long-term effects over short term behavioural changes, so thus a long-term analysis has been made, reviewing smart meter data back from 2013, before the introduction of the app (2016-2018) compared with data after each user signed up for the app, all the way until 2020.

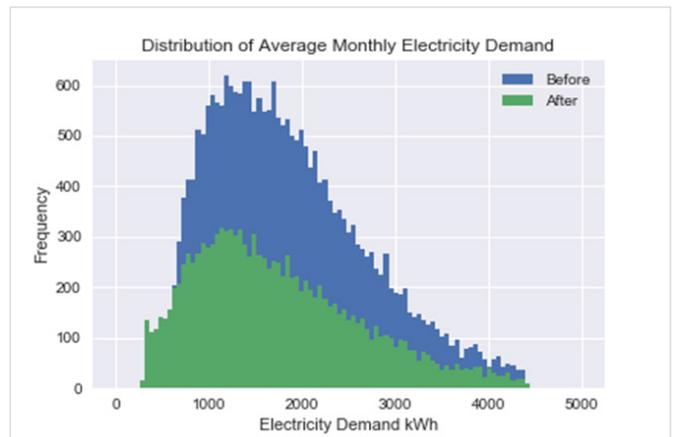
The consumption was analysed for 1,142 households and was normalised for external factors such as weather ¹ and EV adoption. The full report on the methodology can be requested from Eliq on hello@eliq.io.

The results show that from the month when customers started using the app, throughout the evaluation period, the average customer reduced their electricity consumption per month from 1,864 to 1,757 kWh (6.8%), with the median customer reducing it slightly more, from 1,727 to 1,577 kWh (8.7%), with some users making significantly larger reductions, as illustrated in the chart. 71% of users had reduced their consumption in the period.

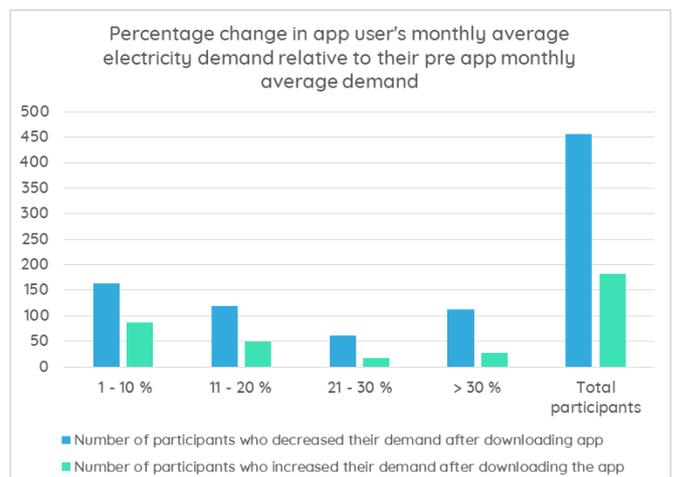
Conclusion

It could clearly be determined that customers who started to use the app began reducing their consumption from that point, and that the shift was sustained over the evaluation period of 3 years or more.

Eliq has previously published data² from user surveys indicating customers believe they are changing their behaviour (91%) and that it is impacting their purchase decisions (62%) and the size of the bill (73%), the latter now being confirmed by this analysis.



Frequency distribution of monthly electricity demand recorded in each household after filtering the datasets for anomalies and correcting for temperature and at-home EV charging. Two monthly electricity demand distributions have been plotted: before and after users downloaded the app.



A visual display of the data in Table 1 showing the change in app users average monthly electricity demand after downloading the Eliq app relative to their pre-app demand.

“ What we found particularly interesting about this analysis is the proven positive effect from engaged customers. The behavioural change that is sustained over such a long period of time, gives us documented customer insight and provides evidence that digital energy services makes a difference. **”**
– Maren Kyllingstad, Managing Director, Inlandskraft

¹ http://www.smhi.se/polopoly_fs/1.187241/Menu/general/extGroup/attachmentColHold/mainCol1/file/Normal%C3%A5rskorrigerig%20SMHI%20Graddagar%20150601.pdf

² <https://eliq.io/news/user-survey-shows-91-changed-behaviour-and-62-invested-in-energy-efficiency/>

Would you like to learn more?

Learn what Eliq's API and white label solutions can do for your energy customer experience. Get a demo or get in touch at hello@eliq.io

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