



Ideas que respiran

CHALLENGE 3

Customized sales and management of energy services

How could we personalize the commercialization and management of services and energy, based on real and individualized customer-by-customer data, in order to offer a simple service with differential value that allows us to respond to the main concerns and needs of the different agents in the generator-distributor-supplier-customer sector?



Challenge Commercialization

“Why” of the Challenge

In a constantly evolving energy market, where personalization and efficiency are becoming the main drivers of customer satisfaction, Estabanell faces the challenge of adapting and leading the shift towards a simpler, smarter, transparent, holistic and sustainable energy services model.

Current Context

Estabanell is at a turning point, seeking to capitalize on new technologies to improve interaction with its customers and the efficiency of its operations. It has undertaken initiatives to digitize customer interaction and provide basic information on energy consumption and efficiency. These efforts have laid a solid foundation but have not fully exploited the potential of emerging technologies, so Estabanell recognizes the need to move toward more sophisticated solutions that enable deeper energy customization and management.





Challenge Commercialization

What We are Looking for

Home and business energy demand management: Solutions that intelligently monitor and manage energy use in home appliances and industrial processes, reducing consumption and operating costs by taking into account fluctuations in energy supply and prices, and without impacting customer comfort. Ideally IoT without the need for additional hardware or with minimal hardware.

Efficient energy data management: Solutions that can collect, analyze and visualize large volumes of energy data to obtain detailed information on consumption patterns and allow us to generate personalized energy saving recommendations and actions.

Development of customized energy services: Solutions that combine the use of consumer data, autonomous learning and personalization to define energy services tailored to the specific needs of each customer.

Optimization of energy consumption: Solutions that, through the use of advanced algorithms, not only predict and adapt to energy consumption patterns, but also facilitate the configuration of new energy services in EaaS (Energy as a Service) format.



IF YOU BELIEVE THAT
YOUR SOLUTION
SOLVES THE CHALLENGE,
DON'T WAIT AND APPLY!

