

Customer energy profiles

What good energy apps do before asking for data

Notes and best practices from
teams that get customers to
finish filling things in.

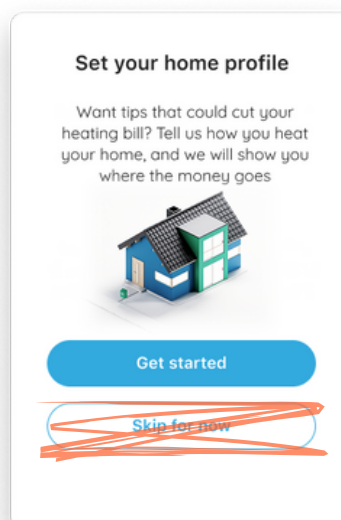


Intro

Every personalised energy insight starts with data. Not smart meters or AI (calm down, you can still use it). But with basic home data. We're talking heating type, building characteristics, and household setup. Without it, even the best analytics end up guessing.

Across the European utilities we work with, one pattern is consistent. The fastest way to improve data quality is not more reminders or longer forms. It is making profile completion feel obviously worth it to the customer.

This guide distils what those teams are doing differently. It is based on direct conversations* with product, digital and customer teams, and on observed engagement patterns across live apps. No theory. Just what actually works, and some examples from the real world. Anonymised, of course, secret sauce and that...



*Based on research and best practices observed across 10+ European utilities, combining direct client input with real-world engagement performance.

Principle 1

Show the prize before the effort

People do not complete forms just to be nice. They do it because they see a payoff. No payoff, no heating type.

The highest completion rates we've seen come when customers are shown the outcome first, before being asked for any information.

Proven examples

- "Homes like yours in this area save around €23 per month on average. Want to see your savings?"
- "Based on your location, similar households are using less energy. Can we show you why?"

Once customers see a concrete, personal benefit, entering a few details feels like a smart trade, not a chore.

Best practice insight

Avoid vague promises like "better insights" or "a more personalised experience". Show a number, a comparison, or a specific result.

Principle 2

Keep it brutally short and honest

If you say it takes 60 seconds, it better take max 59.

Several teams we spoke to actively removed questions over time, even when those questions were “nice to have” internally. Completion rates improved immediately, and the quality of insights did not suffer.

Best practice

- Pre-fill everything you already know, especially address and meter related data.
- Ask only what is essential to generate meaningful insights.
- Present one question at a time.
- Use a simple progress indicator so users know it will not drag on.

Principle 3

Frame the ask around what they get

The wording matters more than most teams expect.

Let's play a game! Which one works?

This one?

"Help us personalise your experience"

Or this one?

"Want tips that could cut your heating bill?
Tell us how you heat your home, and we will show you
where the money goes."

You guessed it. The second one! Messaging that performs best consistently focuses on Control, Comfort, Savings and Not being treated like an average household.

Proven examples

- "Not sure if you are overpaying? Complete your profile to unlock comparisons with homes like yours."
- "Homes like yours save an average of €47 per month with tailored advice. Let's get you there."



Principle 4

Be explicit about what they get

Do not make them guess what will happen next. This stuff is exciting enough. Clear, specific outcomes increase follow-through.

Proven examples

- “See how your home compares to similar households nearby.”
- “Get alerts before price changes affect your bill.”
- “Receive energy tips matched to your actual home setup, not generic advice.”

Principle 5

Pick your moment

There is no single perfect moment, but there are several good ones. The key is matching the message to the customer's mental state.

High-value touchpoints

- During onboarding, framed as “setting things up to start saving immediately”.
- After the first bill view, when customers are already thinking about usage and cost.
- After a spike in consumption, when curiosity and concern are high.
- Exploring the app? Keep it light. Just be cool.
- Reacting to a high bill? Be direct and helpful.

Principle 6

Follow up. Gently!

If someone skips profile completion the first time, do not treat it as a no. Treat it as a “not right now”.

Effective follow-ups are:

- Spaced out by a few days. Don't be too keen.
- Focused on a single, simple question.
- Made up by friendly, human language. (Not “let's optimize your consumption by utilizing AI”)

Proven example

“You have personalised insights waiting. We just need to know one thing! How do you heat your home?”

But, know when to stop. Teams that promise not to nag and then... nag, see trust and engagement drop fast. Don't go all green angry owl on your customers. If you're not sure when.to.stop – we're happy to share some notification insights with you. Just shout!

Principle 7

Incentives work when used deliberately.

Some utilities simply pay for profile completion. Yup, you read that right. And it works.

What actually works

- A 10€ credit for finishing a home profile. Cheaper than acquiring new ones and signals that you value their time.
- Cinema tickets. Also signals that you value their time, to do something more fun.
- Vouchers. We've seen coffee, food, smart bulbs – you name it. People love free stuff.

When paired with clear value messaging, incentives accelerate results without undermining long-term engagement. So the next time Clare from CX says 'should we just pay them!?!'. Yes.

Summary

This all adds up

Profile completion is not a data problem. It is a value communication problem. The utilities that get this right do not ask for more data

What we learned today

- Make the benefit obvious.
- Keep the effort minimal.
- Speak like humans, not platforms.
- Time the ask to when it makes sense for them, not for you.

With a few carefully crafted messages and a bit of patience – this is what turns “optional profile fields” into a foundation for genuinely personalised energy insights.

Oh, and if you have some tips & trix for this that we didn’t cover in this, do let us know, we love to learn!



Thanks!

We now have enough information to compare your consumption to similar homes and to show you how much your different appliances consume.

Done