

## **Customer Data**

**Stop Paying for Data. Start Profiting From It.**



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# Stop Paying For Data Start Profiting From it

Anthony Derrick, Vattenfall

Marie Fenner, Piano

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Helping you **maximise your digital revenue** through **customer journey insights**  
and **recommendations**, all in compliance and security

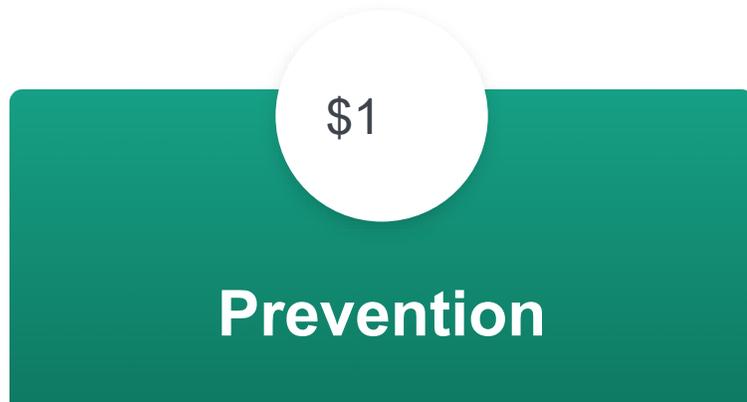
The most Powerful, Accurate, Compliant, Flexible, and Performant behavioural  
analytics tool in the world

Is your data costing you money?

Poor data costs businesses \$12.9m annual

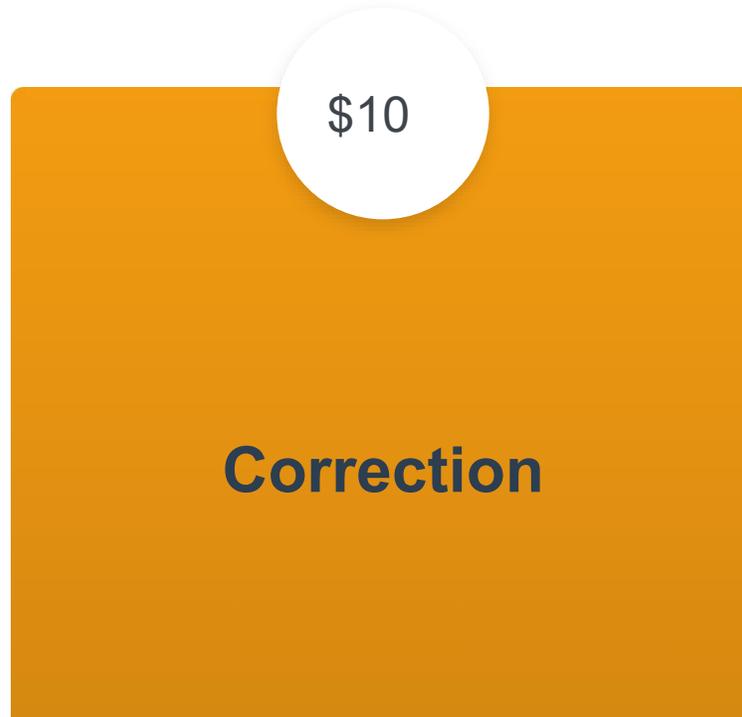
# The 1-10-100 Rule

Cost of Data Quality Issues



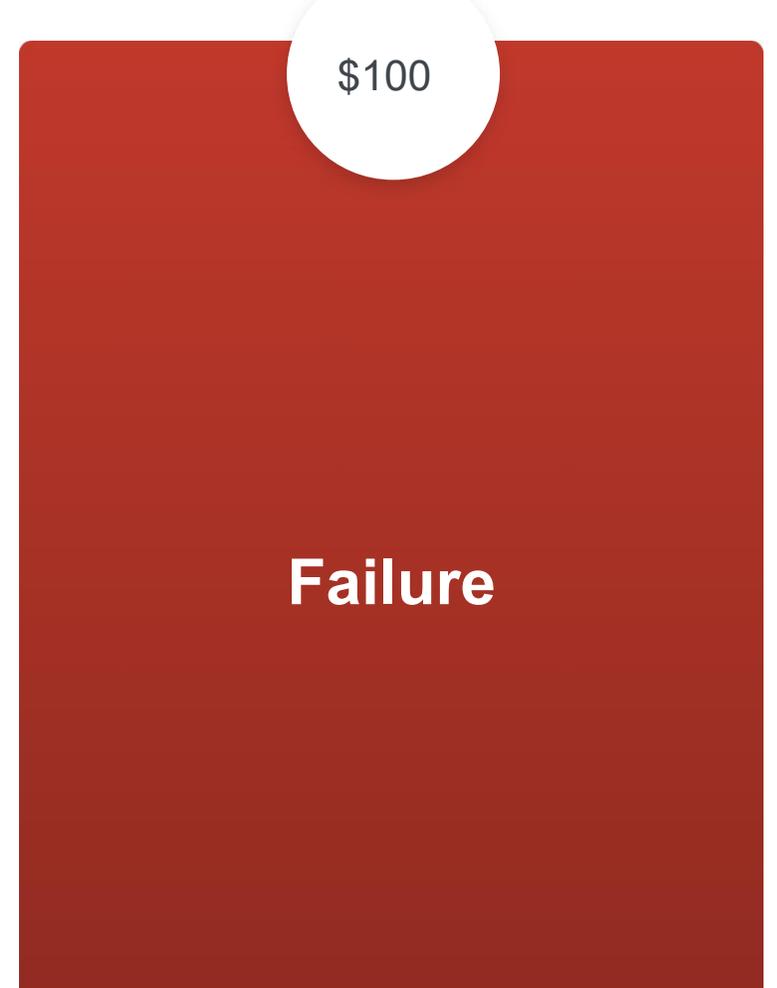
**Verify data at entry**

Tag validation, data quality checks, automated verification



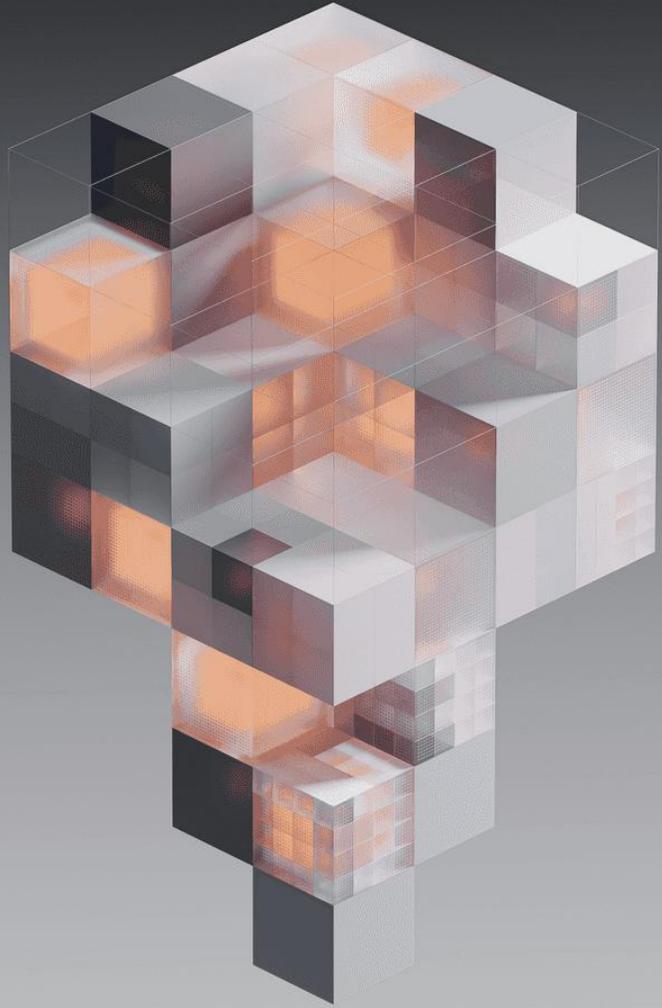
**Fix in batch process**

Data cleansing, retroactive fixes, report regeneration

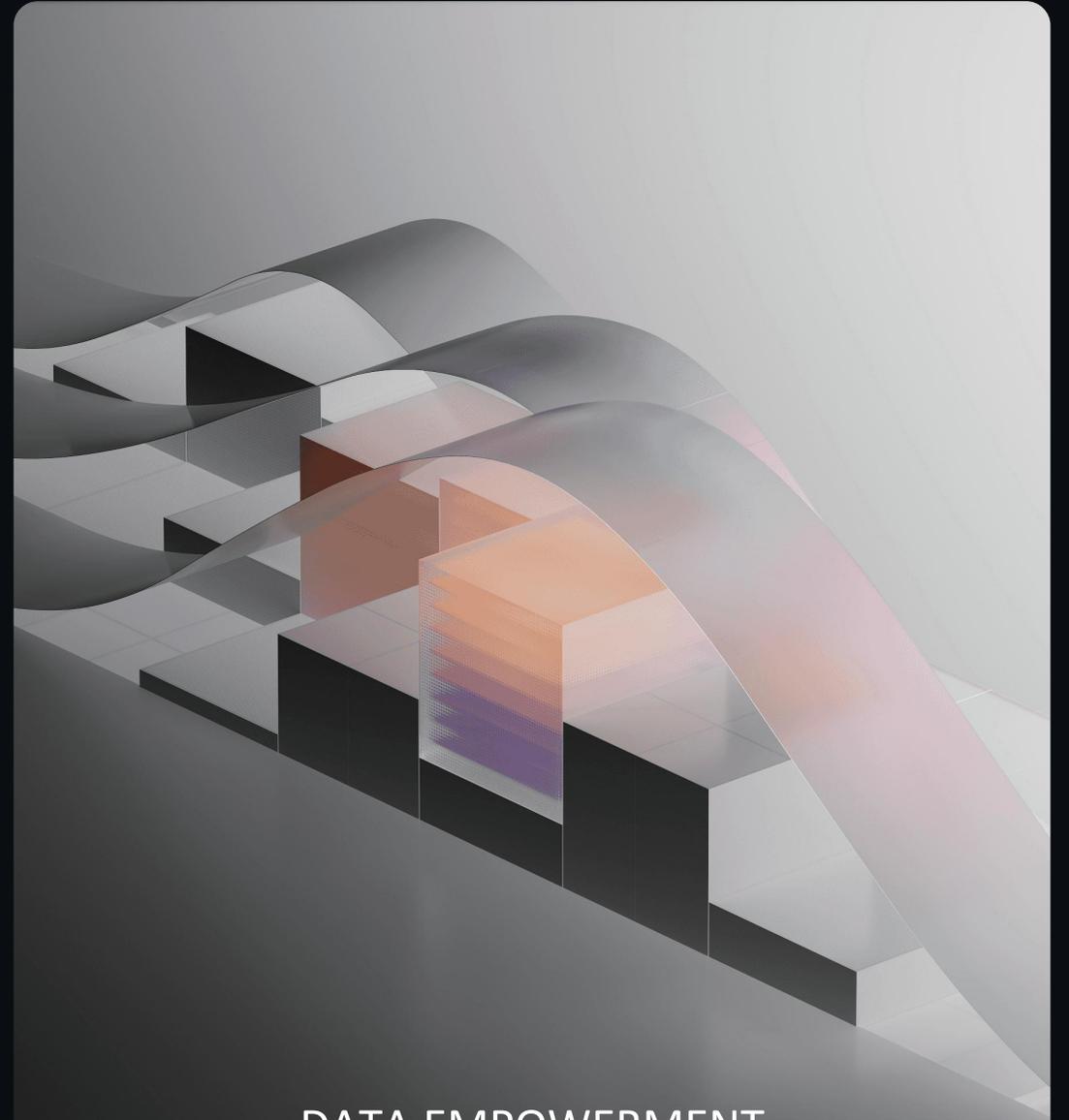


**After wrong decisions**

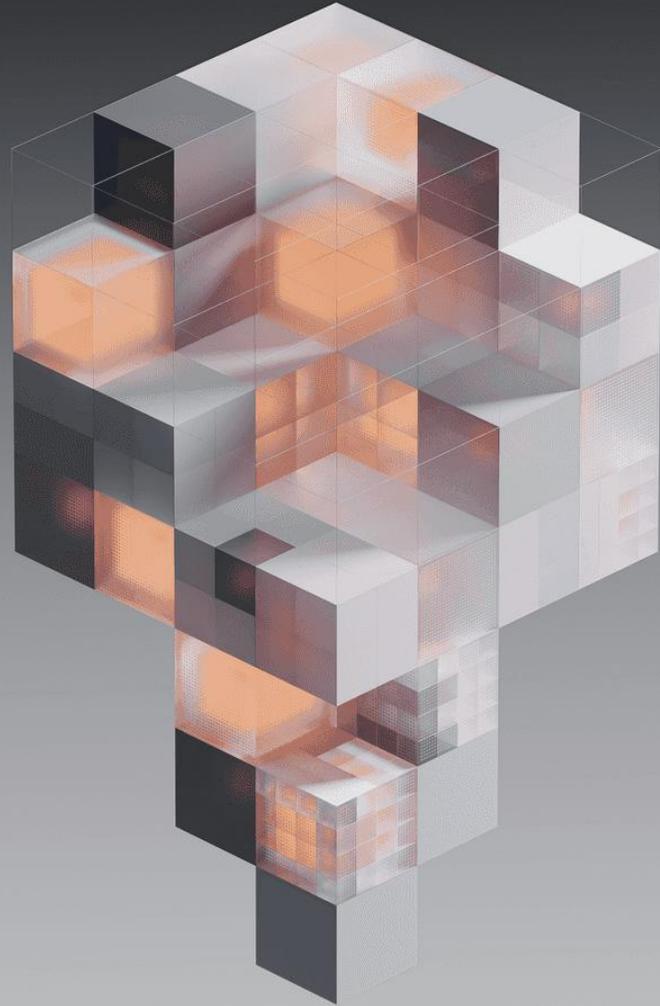
Lost revenue, compliance fines, customer churn, reputation damage



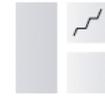
DATA EXCELLENCE



DATA EMPOWERMENT



DATA EXCELLENCE



### Data Quality

Accuracy, Completeness, Consistency, Timeliness, Validity, Uniqueness

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### Business-Led Architecture

Alignment between data management and core business goals

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### Scalable & AI-ready

Future-proof your data  
Data fit for AI use

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### Privacy, Security, Governance

Privacy that earns trust  
Resilient protection without compromise  
Governance that accelerates, not restricts



# DATA EMPOWERMENT



## Accessibility

Freedom to explore, with guardrails  
Right data in the right hands  
Increase decision velocity

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## Data literacy

Because Dashboards Don't Make Decisions, People Do  
From 'What Am I Looking At?' to 'I Know What To Do'

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## AI-Assisted Insights

AI that surfaces what matters  
Ask in plain English and get answers you can trust  
We didn't teach users analytics, we taught analytics to understand users

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## Data – Insights - Action

Data is Infrastructure  
Insights is Intelligence  
Action is Competitive Advantage

AI gives us real-time insights from all our data.

Amazing!  
What data?



TOM  
FISH  
BURNE

Introduction

# This is Vattenfall

One of Europe's largest producers  
and retailers of electricity and heat

## Introduction



**100%**

Owned by the Swedish State



**7.7 million**

Electricity customers



**1.0 million**

Electricity network customers



**0.6 million**

Heat customers



**2.4 million**

Gas customers



**20,665**

Employees

# Scaling Impact Without Scaling Headcount

- Increasing market competition
- Pressure to maintain cost
- Need to grow with the same teams



**Digital  
Analytics  
Authority**

# Driving profitable digital growth



Privacy



Data Quality



Adoption

## We built real adoption – not just tool access

120+

Employees Trained

250+

Employees with Access

80+

Active Users

2000+

Campaign Codes  
Tracked Per Month

60+

Boards Created

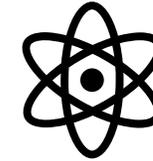
32+

Hours Saved by  
Automations Per Week

# Turning Customer Insights into Commercial Impact

Our Customer Experience Optimization (CXO) initiatives at Vattenfall are an intersection between **digital analytics, online feedback, and personalization.**

piano™



mopinion



# Experimentation – Estimated Energy Consumption

## Objective

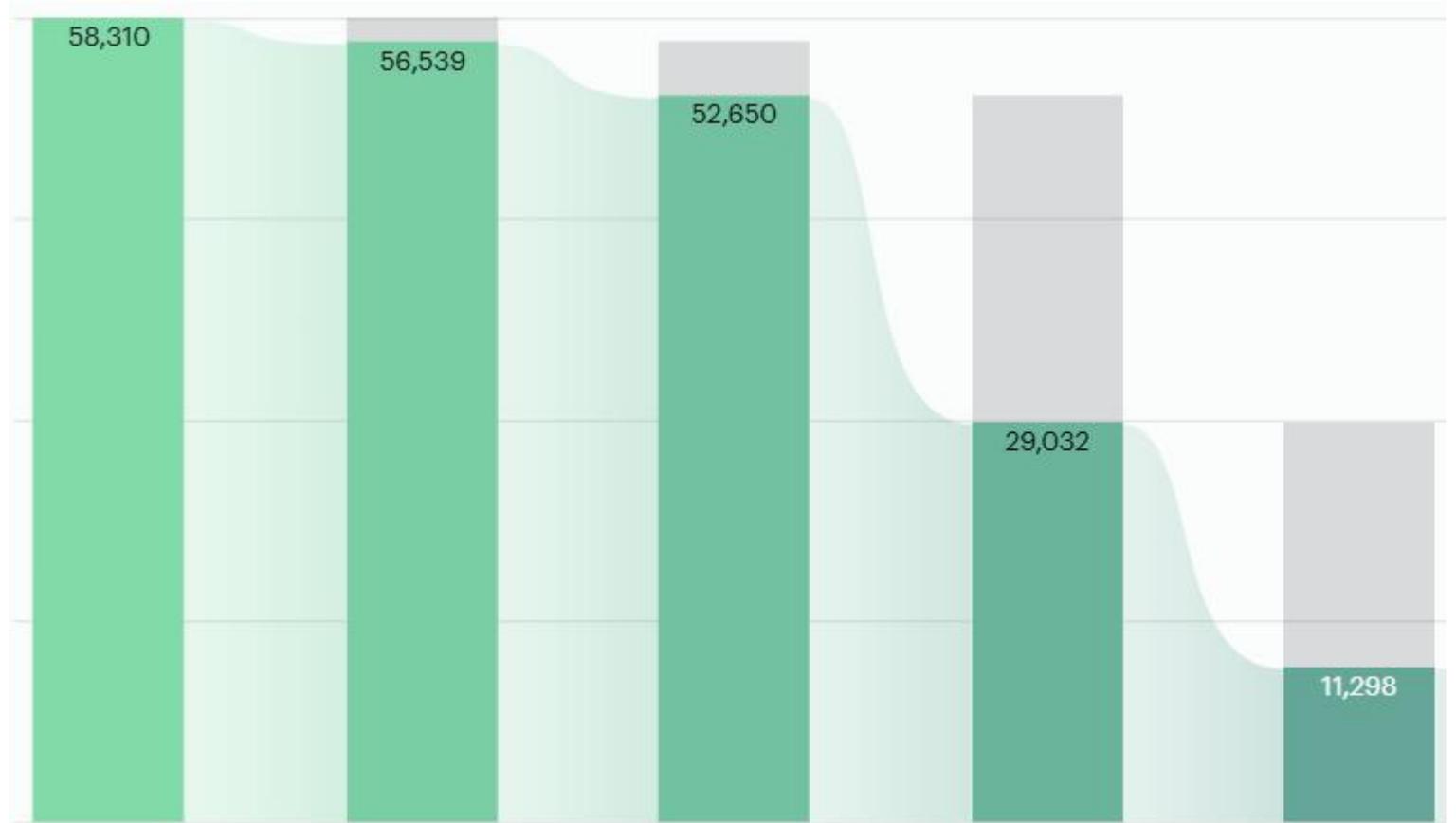
Increase number of online transactions of consumer energy contracts



# Experimentation – Estimated Energy Consumption

## Pain point

We see in the data that there are significant drop offs between steps in our Sales Flow.



# Experimentation – Estimated Energy Consumption

## Qualitative Feedback

Feedback captured by our online voice of the customer tool, we saw patterns of feedback related to:

- 1) Price
- 2) Consumption

### We waarderen jouw feedback



Wat is de reden dat je deze pagina verlaat? \*

Verzenden

Powered by mopinion

# Experimentation – Estimated Energy Consumption

## Internal/External Observations

1. We revisited how our usage estimation tool works
2. Our CXO team compared their actual household data with what the online estimator provided
3. We compared our energy consumption estimation tool against competitors' estimation tools...



# Experimentation – Estimated Energy Consumption

## Hypothesis

*If we adjust estimates in the estimation tool to bring them more in line with actual usage, then we expect an increase in transactions*

- Ik heb zonnepanelen
- Ik heb een laadpaal thuis

Aantal personen

1 2 3 4 5+

Type woning

Appartement / Flat



Woonoppervlakte

Kleiner dan 65m<sup>2</sup>



Bouwjaar

2006 tot heden



Totaal geschat verbruik:

Stroom: 1.305 kWh

Gas: 450 m<sup>3</sup>

Zo klopt het

# Experimentation – Estimated Energy Consumption

**Results.....**

**16% Conversion Uplift!**

**So what?**

€€€€€€€



# Experimentation – Estimated Energy Consumption

## After care

- 1) New energy prediction model
- 2) Churn impact analysis



# What has made this successful?

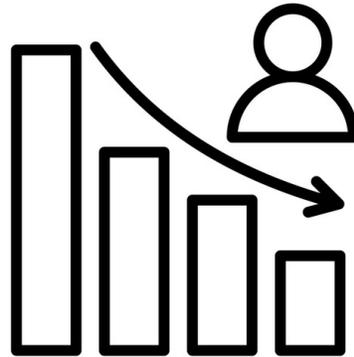


Data creates value when tied to **measurable business impact**

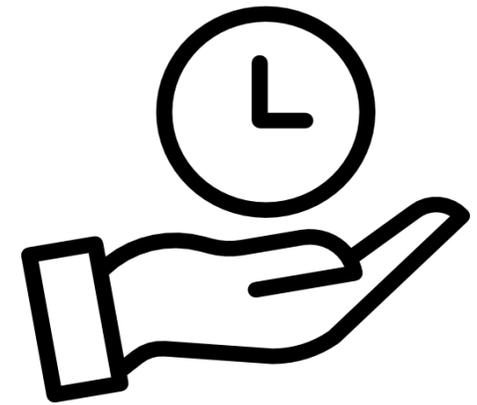
# We measure economic impact



Revenue

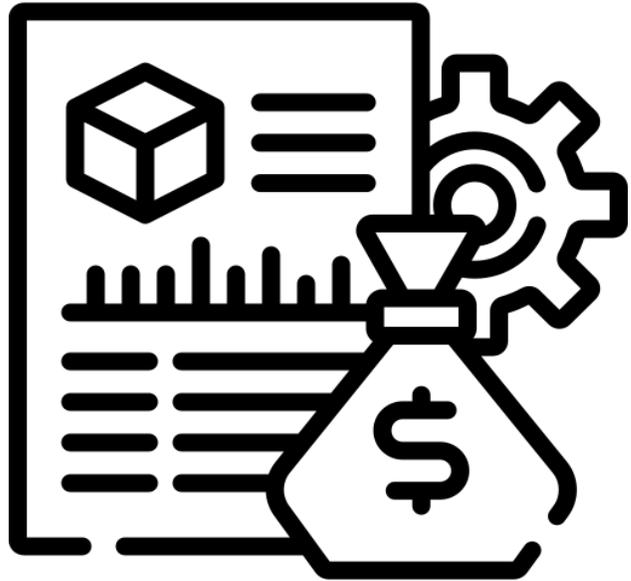


Churn



Time-  
saved/Costs

# Unused data and tools quietly drain budget every year



*"53% of SaaS applications go underutilized or unused"*  
[ramp.com](https://ramp.com)

# Celebrate successes internally



Visible wins accelerate  
adoption faster than training

# Vattenfall's Achievements so far...



*2024: Experimentation Culture Nominee*



*2025: Media & Marketplaces Campaign of the Year*



*2025: Best Energy Website in the Netherlands*

Anthony Derrick

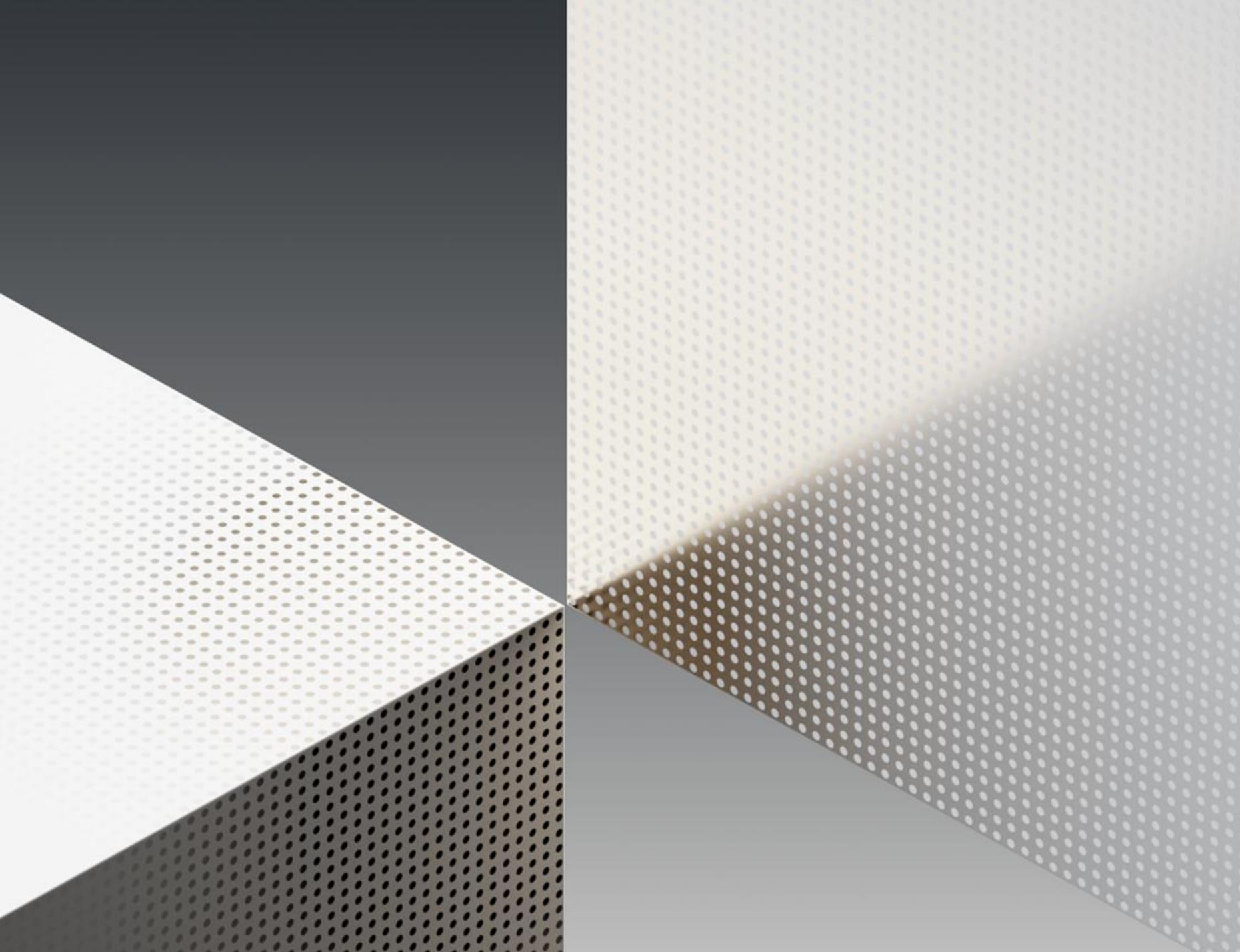
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**piano**

DIGITAL REVENUE OPTIMIZATION

We help businesses drive revenue by accelerating their ability to understand and influence customer behavior.

Learn more by reaching out to [hello@piano.io](mailto:hello@piano.io)