

One51 Case Study

A novel approach to attaining the coveted single view of customer

Overview

On a mission to be “customer obsessed”, electricity supplier Endeavour Energy knew they needed a single view of customer to reach the level of personalisation, customer service, and insights they aspired to.

With fragmented customer data spread across multiple internal systems, the challenge was on to build a fit-for-purpose solution from the ground up.

Endeavour Energy engaged One51’s skilled technical team to deliver the project according to strict specifications: building pipelines from disparate systems, capturing all relevant customer events, ensuring identity resolution, and feeding aligned data through to the single view platform. The project has been dubbed an innovation by Microsoft, and a foundational initiative in enhancing customer experience.

Fragmented data was making it difficult to see clearly

As an electricity supplier, Endeavour Energy has a vast and varied customer base across homes, businesses, public infrastructure, and industry. Their diverse internal systems cater to everything involved in building, maintaining, and operating an electricity network that connects 1.1+ million premises with traditional and renewable energy sources.

While managing their network’s assets is a primary focus, so too is providing their customers with the best possible service. It was this thinking that led to internal demand for a “single view of customer” that would bring together fragmented customer information to improve services and provide business areas with valuable insights.

Robbie Cook, Enterprise Information Architect for Endeavour Energy, says the ultimate solution for them could only be tailor made.

“We needed the single view to collate every customer interaction – from the first time we connected their energy supply to every communication we have sent to them, their energy profile, any outage that may have affected them, or any time they have called our helpdesk. Having this data at our fingertips means we don’t need to spend time fishing for it when we engage with them. We know who they are, we can personalise interactions, get straight to solving their problem, and also improve planning for a future low-carbon grid.

“We didn’t have anything that could do this automatically. So, embedding a collective intelligence paradigm – a single view across the organisation – relied on us taking this important next step.”



Building out a single view of customer with Microsoft Azure

While data warehouses are the typical method for collating information across various sources, Robbie knew this would not be the right approach for Endeavour Energy. Industry models for a ‘single view’ were also found to not be fit-for-purpose.

“Data warehouses transplant data from point A to point B, and even applying typical warehouse modelling you still see multiple data structures that need to be interrogated, aligned, and transformed to provide a single view. To get insight and intelligence, we couldn’t have outage data showing up in its native format. Similar to financial and other data, it’s fit-for-purpose in its current system but not in the context we would need.

“Enabling collective intelligence means all data must be aligned. Instead of pursuing warehouse models we chose to adopt an event model. The ease of the event-based data model lies in the fact that any data-related occurrence for a line of business can be transformed into an event.”



Having already worked with One51 on data analytics, Robbie saw the team's existing knowledge of the environment as a strong advantage.

“Instead of coming in with pre-set ideas about how things should be, One51 is always keen to look at the environment and leverage what we have. They also had a willingness to take on my vision and make it real. This type of collaborative approach helped us achieve remarkable results in a short time period with a small team.”

Robbie's vision involved finding consistent ways to interrogate and present customer data, regardless of the system it was being drawn from.

“Every event includes the parameters of ‘who’, ‘when’ and ‘what’. Within these, you can develop attributes to describe just about any business event you can dream up. Of course there are complexities, but if you're creative then you will find a way to simplify them.

“One51 built the pipelines from our systems to enable the single view of customer using the strict parameters we gave them. Microsoft also assisted as they saw it as an innovation project.”

Reza Soltani, Principal Consultant at One51, says “Previously, Endeavour Energy had customer information segregated in a variety of systems. There was no single source of truth for teams to access which was very time consuming and created a number of other challenges for the business.

“As we set about constructing a system that could provide a single view, it was critical to resolve duplicate data and perform identity resolution so each customer had a master record capturing all relevant information and events associated with them.

“Architecting this solution from scratch required an agile approach: engaging with stakeholders, gaining approvals, performing regular scrums throughout development, conducting user acceptance testing, and then continuing to extend it over time. It's an exciting foundation that Endeavour Energy can build upon into the future to align with their customer first goals.”



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Robbie Cook







Enterprise Information Architect for Endeavour Energy



An invaluable change for customer experience

Since making the single view of customer available to appropriate stakeholders, Robbie says the feedback has been extremely positive.

“Managers have said this is probably the most important change we’ve made to deliver on our mission to be customer obsessed. We now have a clear view of:

 <p>Our customers’ energy consumption profile</p>	 <p>Outage, communications, and geographical data</p>	 <p>How we interact with customers</p>
 <p>Event interdependencies</p>	 <p>Trends and much more</p>	 <p>What’s happening across the enterprise</p>

“We can see where we are meeting KPIs and where we need to improve. We can also verify if changes we make to be more efficient are actually working. Helpdesk staff are equipped with everything they need to help a customer immediately, which creates a more personalised experience.”

Moving forward, Robbie says they are excited to keep refining the single view so they can open it up to other business areas.

“People are lining up, wanting to consume the data and contribute to it. Importantly, we have seen that the same approach can be applied to gain a single view of asset. Having an aligned view across customer and asset information would allow us to see relationships and interdependencies between assets, network operations, and customers. We’ll be able to gain new insights, explore future / low carbon grid scenarios, and be truly data driven in our strategic decision-making to improve outcomes for our customers.”

Of working with One51, Robbie says the combination of technical skills and cooperative approach was perfect for Endeavour Energy.

“Instead of coming with a set methodology and forcing it on us, they were ready to listen and engage with our ideas. ‘Single view of customer’ required innovative design thinking and we expected plenty of iteration, but at the same time needed rapid design and delivery. They had existing knowledge of our operating environment and remained very flexible throughout the project. They’re smart people, who are efficient and collaborative, which was exactly what we needed.”

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To speak with a One51 consultant, contact us.***

1300 015 100

 one51.consulting/contact-us/

 info@one51.com.au

 [/company/one51consulting](https://in.linkedin.com/company/one51consulting)