

Priority



Meet vulnerable customer needs using AI to achieve compliance excellence.

△Priority is your advanced data-driven ally, empowering you to identify and support vulnerable customers while navigating complex regulatory landscapes effortlessly.

App features



Comprehensive vulnerable customer profiles

Creates a holistic understanding of vulnerable customer profiles and needs, seamlessly integrating internal company data with open source data in a centralised master repository.



Proactive vulnerable customer identification

Proactively identifies and prioritises customers or geographies that may be facing vulnerabilities so assistance is provided where it's needed most.



Personalised communication channels

Analyses customer preferences and behavior, from mail to phone calls, SMS to social media, and recommends the best communication channels for engaging with each individual.



Optimised communication strategies

Utilises A/B testing continuous optimisation of communications, ensuring that your messages resonate with vulnerable customers and have a lasting impact.



Data-driven insights and reporting

Tracks customer satisfaction, engagement rates, and key performance indicators with comprehensive reporting dashboards to steer ongoing improvements and social impact.

Benefits

Prioritise customer needs -

ensuring vulnerable and fuel poor customers receive appropriate support.

Communicate effectively -

using AI and data to increase engagement and combat digital exclusion.

Target strategically -

increasing ROI of awareness activities using geo-spatial insights.

Assure regulatory compliance -

employing advanced machine learning to classify customers' regulatory needs.



30% improvement in existing contact strategy

UK Power Networks adopts intelligent engagement strategy for vulnerable customers with Priority


**1m****vulnerable customers identified**

Business opportunity

Managing Priority Service Registers (PSRs) is a necessity and crucial for providing essential services to the customers who need them the most. Success will be underpinned by identifying and communicating with customers for inclusion.

**£5m****regulatory incentives per annum**

Solution

 Priority enabled UK Power Networks to identify and support vulnerable customers while navigating complex regulatory landscapes. It provides AI driven customer classification, tailored communication strategies and geo-spatial insights.

**30%****improved engagement strategy**

Customer

UK Power Networks is the largest electricity distributor in the UK. It maintains electricity cables and lines in London, the South East and East of England, supplying energy to 19 million people.

