

# UK Energy Supplier 'E' Partners with Eliq for New Mobile App for Customer Engagement

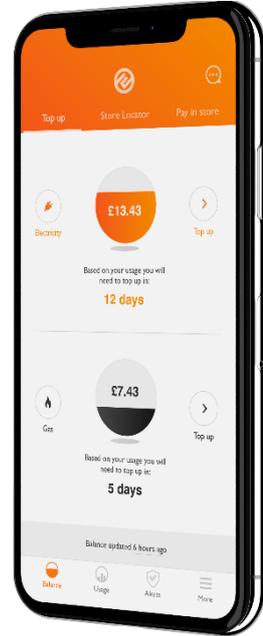
E, a British owned energy supplier based in Birmingham, UK has contracted Eliq to deliver its next generation mobile app. The app is due to be made available to E's Smart Meter customers this autumn and will enable pre-payment customers to understand and manage their consumption habits as well as receive notifications when it's time to top-up.

Having acquired over 200,000 of the UK's 6 million pre-payment homes in the last 4 years, 'E' is on a high-growth trajectory, their aim to help their customers reduce energy costs, whilst providing excellent customer service.

The app, which will be available for iOS and Android devices, as well as being on the web for both desktop and mobile, collects data from the home's Smart Meters. It will give customers access to their consumption history, weekly energy reports, alerts on consumption spikes as well as the ability to manage their account balance, payments and set budgets.

*the two main 'pain points' among customers – so we built Intelligent Forecasting to address both.” Says Håkan Ludvigson, CEO and founder at Eliq.*

Last year, Eliq was awarded the Energy Monitoring Solution Award at the Future Utility Summit in London. Since then, the company, which is based between London and



**“We chose Eliq as we wanted our customers to have the most useful and engaging digital experience in the market. Not only will our new app enable our customers to better manage their top-ups, it will aid them in reducing their energy consumption as well.”**

- Chris Moses, Programme Director at E

Aside from enabling customers to view their pre-payment meter balance, a core element of the new app is the intelligent forecasting mechanism. An intelligent algorithm takes each customer's historical consumption along with current weather forecasts to determine how much gas and electricity their home will need. This forecast is then used to generate recommendations and alerts on when to top-up the Smart Meter.

*“When we surveyed customers around the PAYG user experience, we found that worries for black-outs and knowing when to top-up were*

Gothenburg, Sweden, has proceeded to establish itself in the UK market as a leading provider of customer engagement software and mobile apps for utilities. Eliq has integrated its platform with PayPoint; the leading utility pre-payment payment provider as well as common billing software in order to provide a seamless user experience for the UK's Smart Meter enabled customers in both stages of the country's Smart Meter rollout; SMETS1 and SMETS2.

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