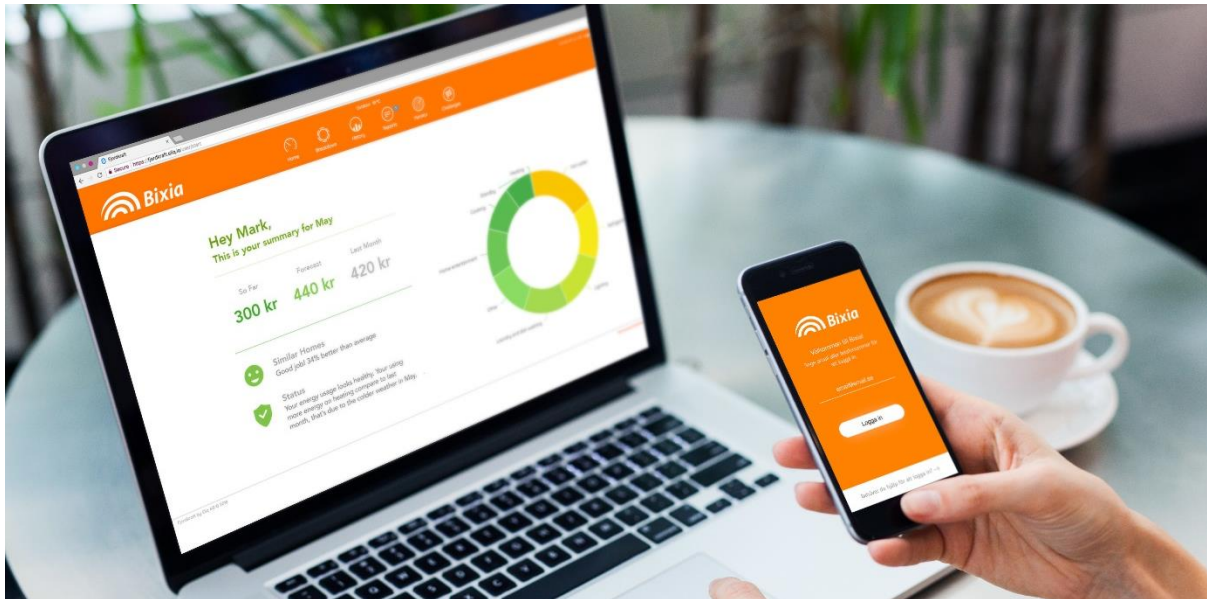


# Eliq Announces Energy Service Portal and Contract with Major Swedish Utility

Eliq has signed a contract with Bixia – a leading Swedish renewable energy supplier – to replace its self-service portal with Eliq’s customer engagement platform, available on mobile apps and a web portal.



Eliq – the Swedish software start-up has become known for its mobile apps that help consumers understand and manage their energy usage thanks to built-in energy analytics, behavioural science and intuitive UX. The company provides its software as ‘white labels’ which are uniquely configured and branded for more than 10 energy companies across the UK, Spain, France and Scandinavia.

Bixia has made a name for itself as the champion of small-scale energy production, allowing consumers to buy locally generated power from more than 1800 micro suppliers. Ranked as Sweden’s 6<sup>th</sup> largest energy suppliers<sup>1</sup>, the release of its new apps and energy service portal is poised to have a significant impact on the Swedish market.

“We’ve seen the change Eliq has brought to fast growing energy suppliers across Europe and believe the solution will bring a step-change improvement to our customer experience as well as driving down operational cost”

Peter Janefjord, Marketing Manager, Bixia

The Swedish market was famous for its early mass-adoption of smart metering in 2009 and fully dynamic residential hourly settlement scheme rolled out in 2012, but has arguably fallen behind in recent years on innovation of the commercial offerings on the domestic market.

<sup>1</sup>Source: Energimarknaden 2018, [VA Insights](#)



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Today, Eliq announces its intent to replace what it refers to as “dull and complicated self-service portals” currently provided by most utilities with its energy service portal. “We use energy insights to make energy interesting, whilst introducing intuitive self-service tools for contracts, subscriptions and customer support into the same interface. This avoids unnecessary calls that neither the customer nor the energy supplier want.” – says Håkan Ludvigson, CEO and founder of Eliq. “The best-in-class companies like Monzo and Klarna have shown us that self-service doesn’t need to be a dull experience – and that making payments or opting-in to an offer should be merely a few taps away on the mobile or clicks on your desktop. These are benefits that contribute directly to the energy supplier’s bottom line.”- Ludvigson continues.

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