



# DIGITAL @ EDP

HOW ARE WE DEALING WITH BIG WAVES

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*edp*



# Either we surf the wave...







**... or not**

# EdpX approach



## CHALLENGE

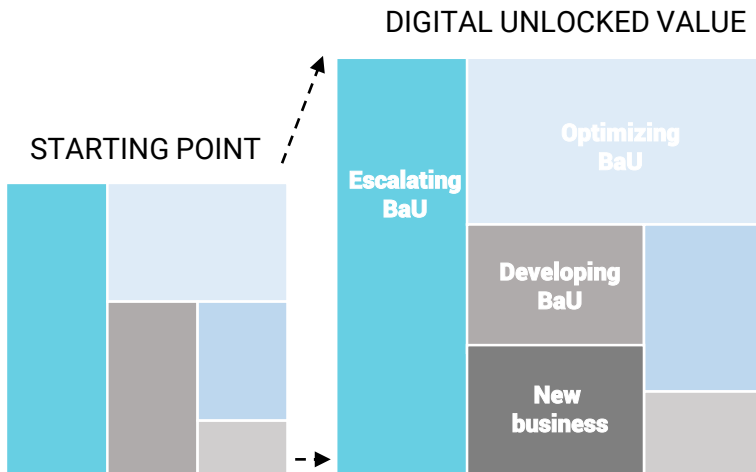


## CRACK THE CASE



## TEAM

### DIGITAL VISION

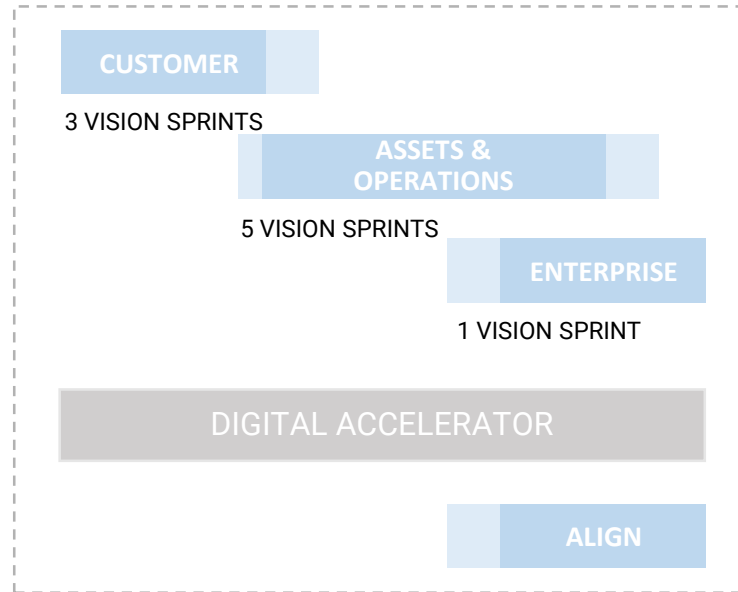


### EDP DIGITAL AGENDA

- New business models
- Seamless internal processes
- Data & analytics informed
- Agile organization
- Technology & innovation drive



← 8 WEEKS → ← 11 WEEKS → → 3 WEEKS →



accenturestrategy



FJORD™  
Design and Innovation from  
Accenture Interactive

### PERFORMANCE

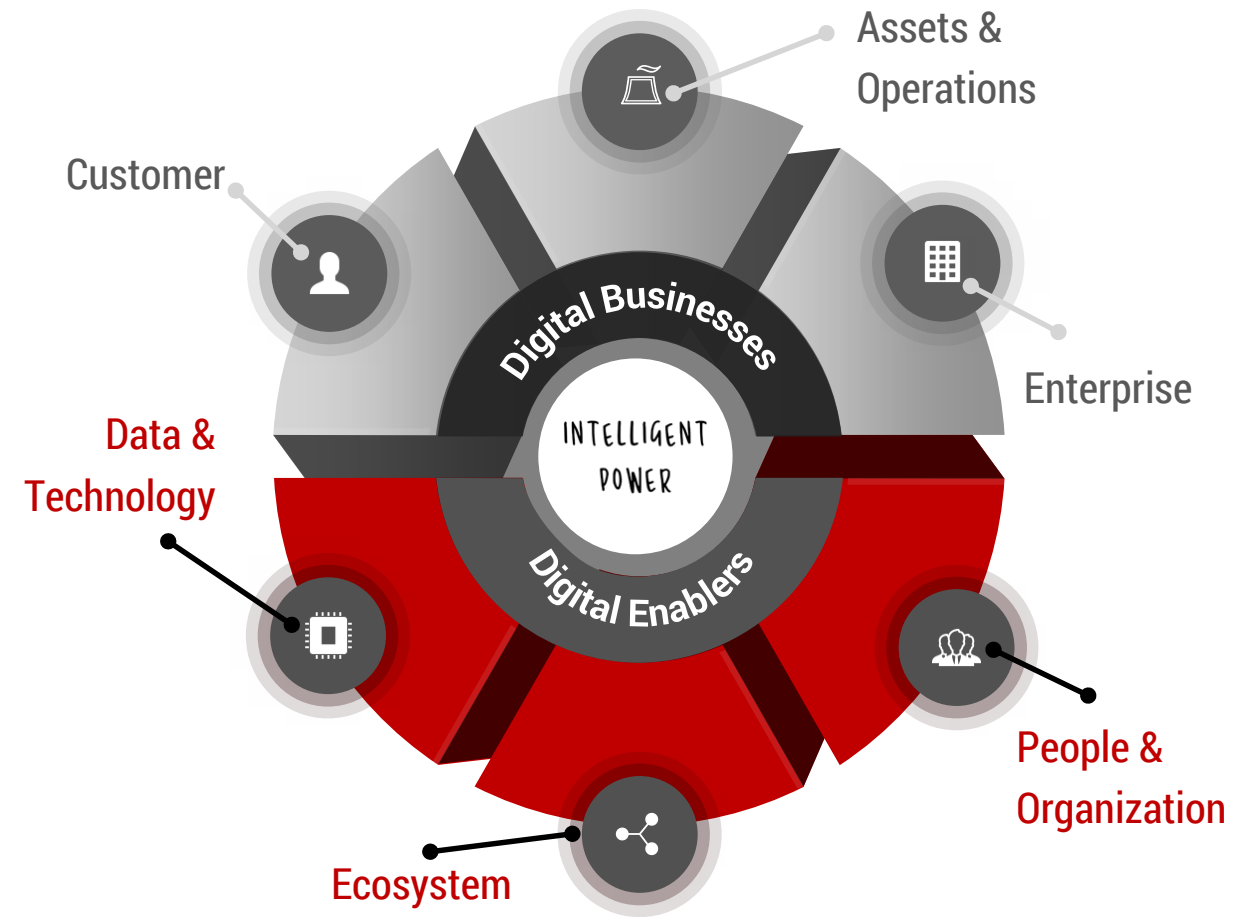


REINVENTION

# Guiding System

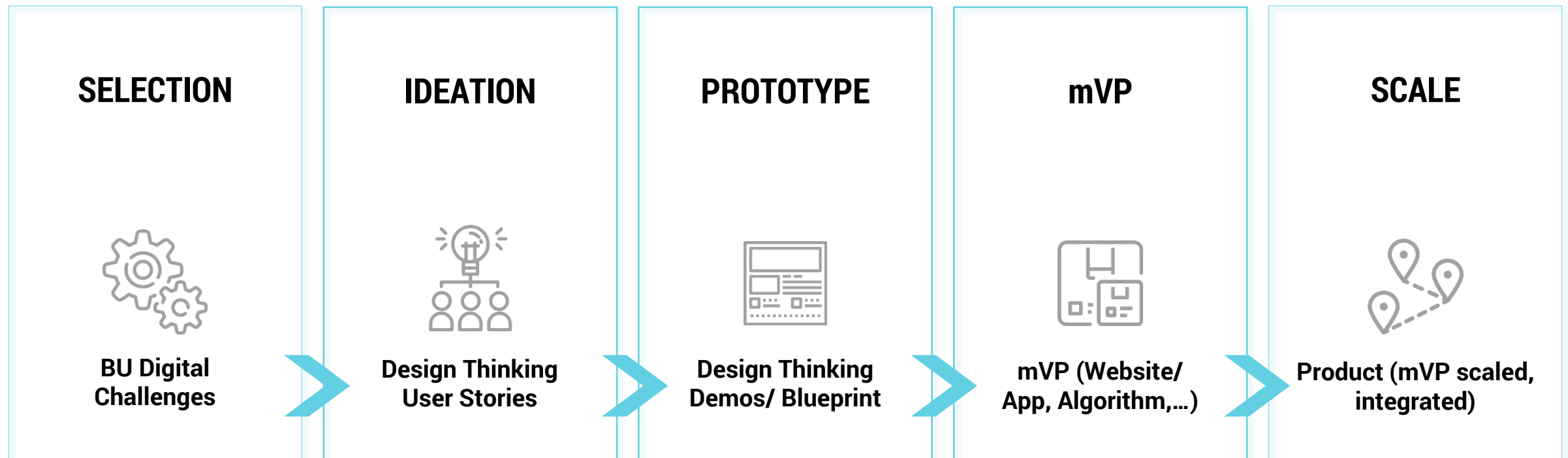


# INTELLIGENT POWER



# How we do it...

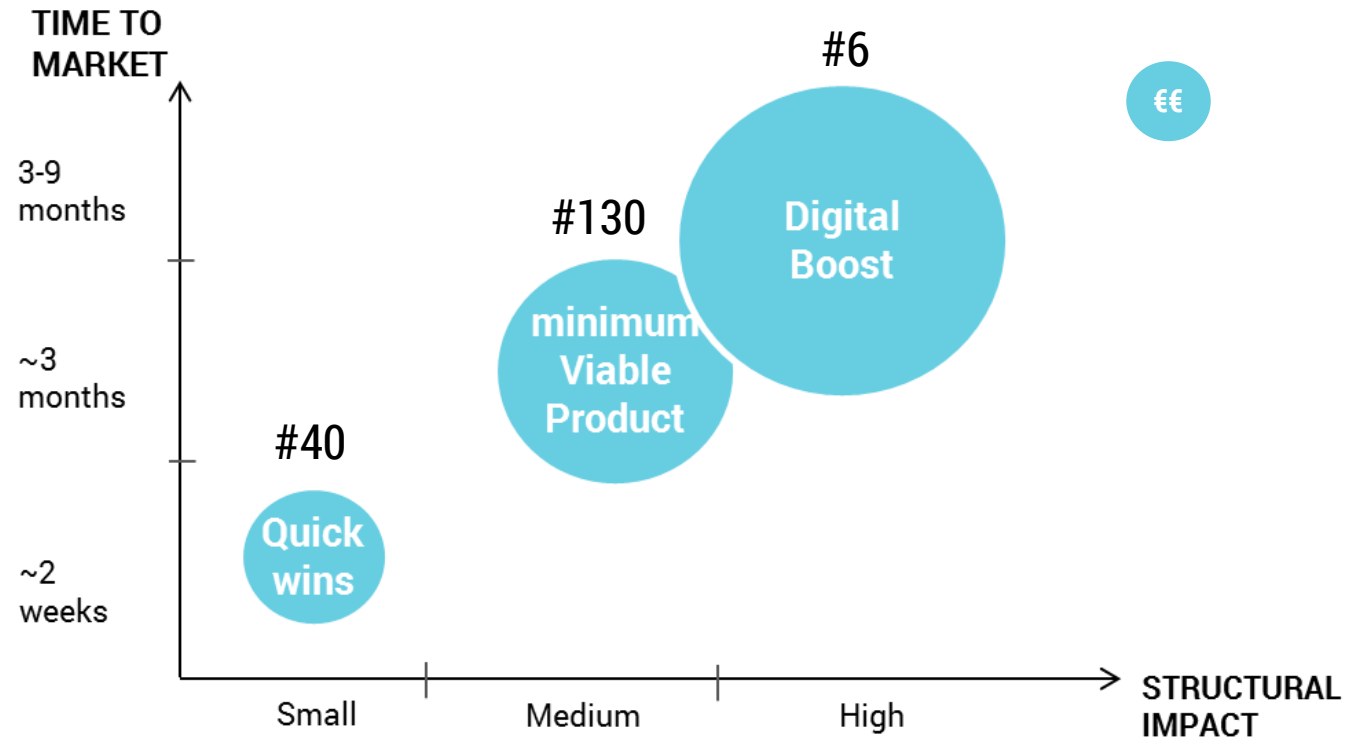
## Assess & implement: a digital journey







# Digital Portfolio



# Digital Businesses – mVP

## CUSTOMER

**EDP Comercial EV.X**

An app that simulates and recommends the best solution on electric cars according to the user's mobility profile.

**Objective:** Engage customers and potential customers promoting the transition from conventional cars to electric mobility.

digital global unit\_

**EDP Comercial EV Charging**

A companion app and web portal for domestic EV chargers, allowing segregation of consumption between EV owners and condominiums (coming soon).

**Objective:** Differentiation of EDP's electric mobility offering, improving ease-of-use and cost control with an innovative solution for EV owners.

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## ASSETS & OPERATIONS

**EDP Distribuição Conf call on demand**

An improvement to EDP Distribuição's customer experience, enabling customers to get in touch with the field service technician scheduled to execute their service orders, via phone, while ensuring full privacy by protecting personal data from both parties.

**Objective:** "uberization" of the user experience for EDP Distribuição customers.

**EDP Distribuição Help.me Chatbot Advanced**

A virtual assistant on EDP Distribuição's website, available 24x7 enabling customer self-care operations with a natural language chat interface.

**Objective:** Optimize efficiency in customer support and increase customer satisfaction.

## ENTERPRISE

**EDP Brasil Chatbot RH**

"Urso" is a virtual assistant available within the Facebook Workplace chat for employees in Brasil, available to help with topics such as people development, health and benefits, training, workplace issues and salary payments

**Objective:** enable a channel for employee self-care, optimizing availability and efficiency.

**EDP Valor Shifts & Availability Management**

Managing personnel working in shifts was a painstaking task, previously accomplished resorting to spreadsheets and lots of time consuming work.

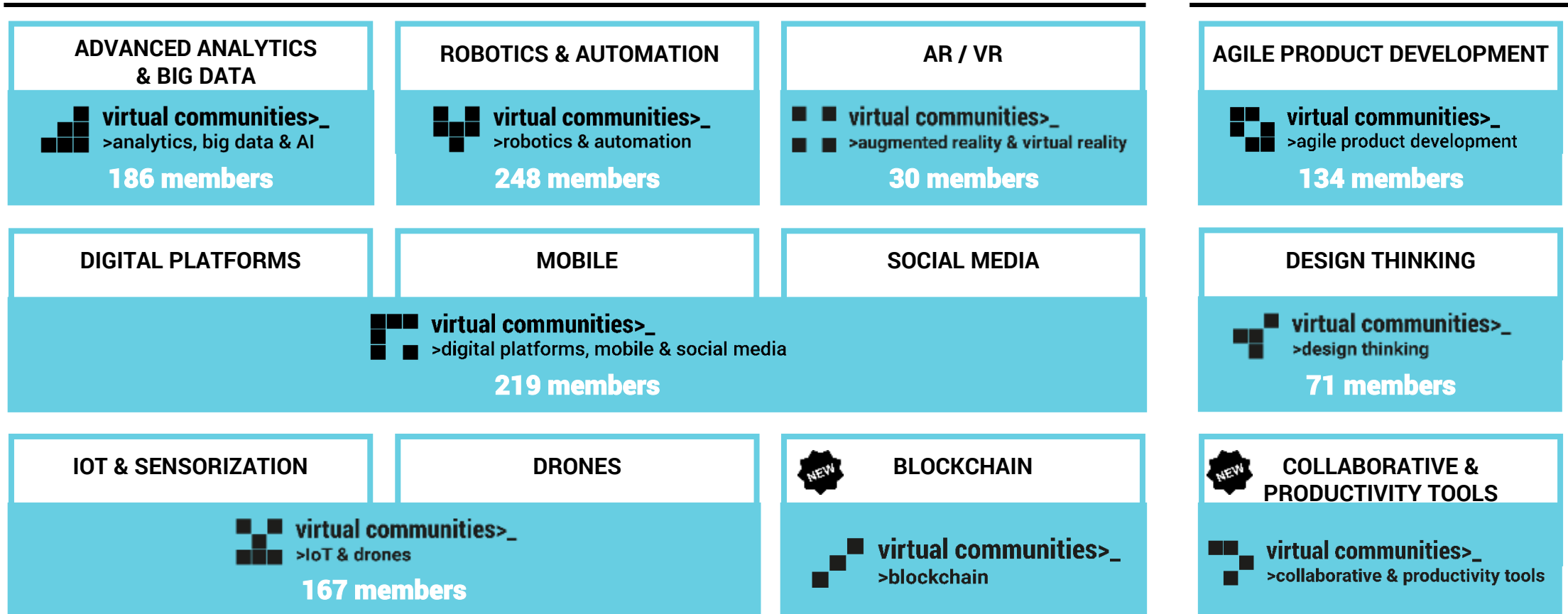
**Objective:** Deliver a digital platform that empowers managers to confidently and quickly manage their resources in a user friendly, automated process.



# Virtual Communities

## TECHNOLOGIES

## METHODOLOGIES





# Key takeaways



**THANK YOU**

**ALLEN VASCONCELOS  
BRUNO MARTINHO**