

Customer Intelligence

AI-Powered Customer Energy Intelligence for Modern Utilities

Utilities need deeper visibility into how customers use energy, which appliances drive consumption, how usage patterns are changing, and what future demand will look like.

The growing volume and complexity of customer energy data requires advanced intelligence to explain usage, identify opportunities for efficiency, and anticipate future demand.

Impresa Customer Intelligence applies AI, machine learning, forecasting, and behavioral analytics to transform smart-meter and customer data into clear, actionable insights.

Four integrated modules provide intelligence from appliance and customer level through to segment and portfolio level.

Key Features

- AI-based appliance load disaggregation
- Appliance usage and consumption insights
- Personalized efficiency recommendations and behavioral nudges
- Customer-level demand forecasting
- Segment and portfolio load forecasting
- Consumption analytics and trend analysis
- Customer segmentation and load-shape analysis
- API and embedded-widget delivery



Industry Challenges

Utilities have access to growing volumes of AMI and customer data, but often lack the analytical capabilities needed to convert that data into appliance-level insights, personalised actions, and reliable customer demand forecasts.



Limited visibility into appliance-level energy consumption



Generic efficiency advice with limited personalisation



Difficulty forecasting demand at customer and segment levels



Fragmented consumption and trend analytics



Static customer segmentation and limited behavioral insight



Limited ability to target programmes using predictive intelligence

Learn More

To schedule a live demo or find out more information, visit www.impresa.ai or call +1 510 824 3255

AI-Powered Core Intelligence Capabilities

Impresa Customer Intelligence combines AI-based disaggregation, recommendation models, usage analytics, customer segmentation, and forecasting algorithms to transform customer energy data into explainable insights and utility actions.



Business Benefits

4

Integrated intelligence modules

360°

Customer-to-portfolio visibility

AI

Personalised appliance and efficiency insights

24x7

Continuous usage and forecast intelligence

- Improve customer understanding
- Increase relevance of engagement
- Strengthen programmed targeting
- Support demand and peak planning
- Increase value from AMI data



Load Disaggregation Intelligence

AI-based appliance-level consumption insights, operating-pattern analysis, baseload identification, and high-consuming appliance



Energy Efficiency Intelligence

Personalized recommendations, behavioral insights, peer comparison, efficiency opportunities, and savings-oriented customer.



Load Forecasting Intelligence

Customer and segment-level demand forecasting, peak prediction, weather and calendar effects, and forecast-versus-actual analysis.



Usage Intelligence

Consumption analytics, segmentation, load-shape clustering, trend analysis, peer comparison, and emerging usage-pattern detection.

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Supported Utility Use Cases



Appliance & High-Usage Insight

Explain the appliances and usage categories driving consumption, baseload, and unexpected increases.



Personalised Energy Efficiency

Deliver relevant recommendations and behavioural guidance based on each customer's usage pattern.



Customer Segmentation & Targeting

Group customers using load shape, behaviour, consumption, and propensity to improve programme targeting.



Demand Forecasting & Peak Planning

Forecast customer and segment demand to support peak planning, demand response, and portfolio decisions.

Related Products

- Impresa CX
- Impresa Meter Data Hub
- Smart Meter Intelligence
- Revenue Intelligence Grid
- Intelligence Energy & DER
- Intelligence Sustainability
- Intelligence Impresa Interact

Modern Enterprise Platform

AI-Powered Energy Intelligence Architecture

Cloud Native Architecture

AI-Powered Analytics

Open API integration

Event-driven processing

Enterprise Security

Scalable for Millions of Assets

Why Utilities Choose Impresa

Designed to work with leading AMI, MDM, CIS, billing, CRM, portal, and analytics environments.



Utility-specific AI for customer energy intelligence



Integrated appliance, efficiency, usage, and forecast analytics



Explainable insights for customers and utility teams



Customer-to-segment and portfolio-level intelligence



Open, scalable, enterprise ready architecture



Flexible delivery through dashboards, APIs, and embedded widgets



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