



Enel Digital Strategy

April 2014

MyEnel App 1.0

Innovation for Romanian utilities sector

MyEnel

www.enel.ro

MyEnel App



MyEnel App is a mobile app available for free to all Enel customers with a valid MyEnel account and a mobile device.


It can be downloaded from:

- **Google play** for Android mobile phones and tablets,
- **App Store** for iPhone and iPad,
- **Windows store** for Windows phones, tablets and desktops.



Contact channel evolution

Steps towards digital customer

2008	2010	2011	2012	2013	2014
Pop + cash desks	Pop + cash desks	Pop + Cash Desks	Enel Points	Enel Points	Enel Points
	MyEnel+ Online Contact	MyEnel Online Contact	MyEnel – implementation of online payment	MyEnel visual update, online contracting and prospect clients	MyEnel
		InfoEnel (~1 million calls)	InfoEnel (~1 million calls)	InfoEnel (~2 million calls)	InfoEnel
		Electronic invoice end of year	Electronic invoice	Electronic invoice	Electronic invoice
			MyEnel App	MyEnel App	MyEnel App reloaded
			10 Kiosk Enel	50 Kiosk Enel	50 Kiosk Enel with online contracting
					Free market website

MYEnel



Accedi al servizio clienti Enel, visitando lo sito. Con MyEnel sei informato dopo l'ultima fattura, puoi transarre online, puoi alla stavo i tuoi dati, che ti sono in buzone.

Scarica gratis pe
modali si scarica dal:

Available on the
App Store

GET IT ON
Google play

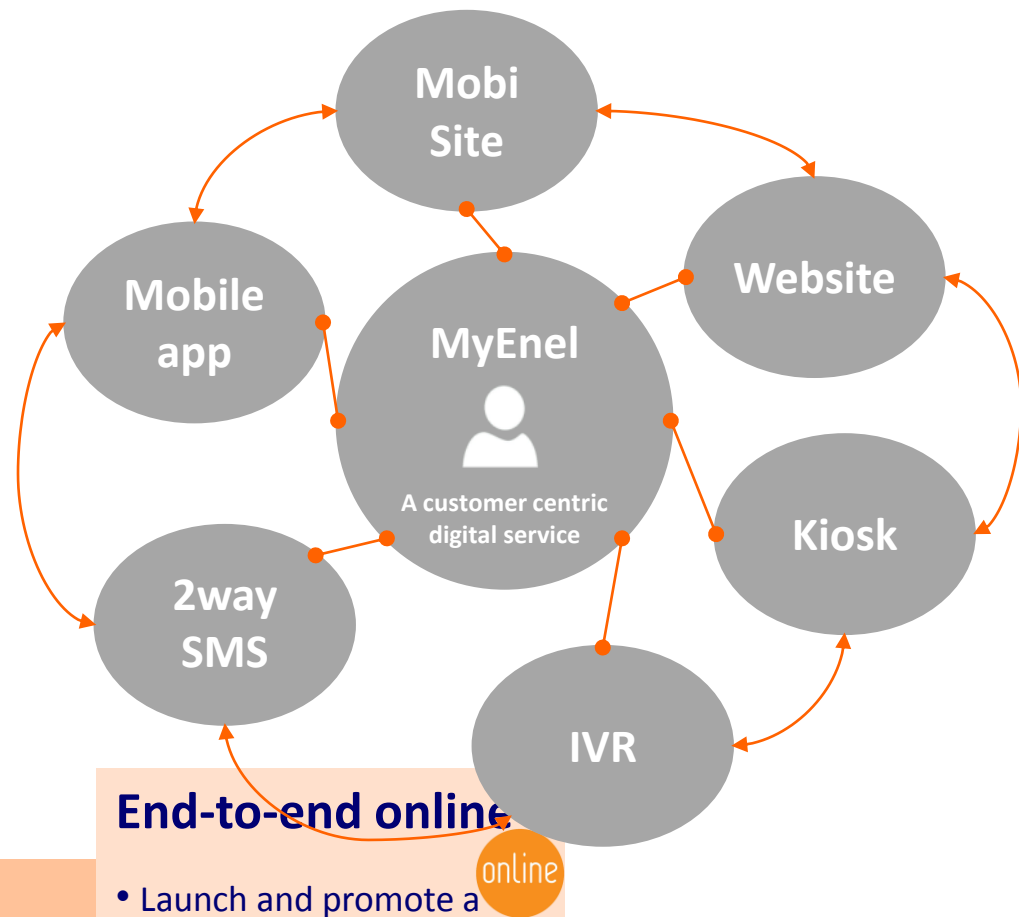



Digital strategy for 2014

Based on three main pillars

Web Services (WS) -
The backbone of digital strategy

ICT - key enabler for all future developments



End-to-end online

online

Mobility

- Development of new services: 2ways SMS
- Adapt existing services for mobile access: mobi site
- Enhance existing mobile services: Mobile app 2.0

Simplicity

- Change paradigm: from Enel point of view to the customer point of view
- Customer centric: establish one to one relation between Enel and MyEnel user
- Cross platform: start process in one platform and end it in another

- Launch and promote a new concept: 'End-to-end online'
- Identify existing processes that can be fulfilled without offline interaction
- Mark and promote them distinctively
- Enable new processes for end-to-end online