ENERGY MADE WONDERFUL

Mercury

NZ ENERGY MARKET – A "RED OCEAN"

A STORY OF GOING FROM HERE...

...TO HERE

Our Mission: **Energy Freedom.**

REALISING OUR PURPOSE >>

TO INSPIRE NEW ZEALANDERS TO ENJOY ENERGY IN MORE WONDERFUL WAYS

EXECUTING OUR STRATEGY >>

DELIVERING CUSTOMER ADVOCACY

LEVERAGING CORE STRENGTHS

DELIVERING SUSTAINABLE GROWTH

LIVING OUR ATTITUDE >>

COMMIT & OWN IT

SHARE & CONNECT

CURIOUS & ORIGINAL

ACHIEVING OUR GOAL >>

TO BE NEW ZEALAND'S LEADING ENERGY BRAND

BUILDING ON OUR FOUNDATION >>

WELLBEING OF OUR PEOPLE AND CUSTOMERS

KAITIAKITANGA THE CUSTODIANSHIP OF NATURAL RESOURCES

COMMERCIAL COMMERCIALLY ASTUTE DECISIONS

INSPIRE NEW ZEALANDERS TO ENJOY ENERGY IN MORE WONDERFUL WAYS

MEET EVIE.
NZ'S NEWEST
ELECTRIC CAR.

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See her story at mercury.co.nz

SEE HER ELECTRIC MAKEOVER
AT MERCURY.CO.NZ

Energy made Wonderful | Mercury

MAKING ENERGY WONDERFUL EVERYDAY

INSPIRE

See an Evie Billboard

See an Evie TV ad

Donate to Starship on your bill

Experience Evie VR at Big Boys Toys

Ride an e.bike at Big Boys Toys too

See another Evie TV ad

REWARD

Enter Mercury Go step challenge

Complete step challenge – earn reward

Little Bit of Wonderful email

Enter next Mercury Go step challenge

Free Power Day reminder

Check out e.bike discounts

Redeem Mercury Go rewards

MAKE IT EASY

Email bill

Weekly usage email

Pay bill in My Account

Weekly usage email

Check daily usage in Mercury Go

Weekly usage email

Weekly usage email

ENERGY MADE WONDERFUL
CASE STUDY: MERCURY GO

DIGITAL ENGAGEMENT TO:
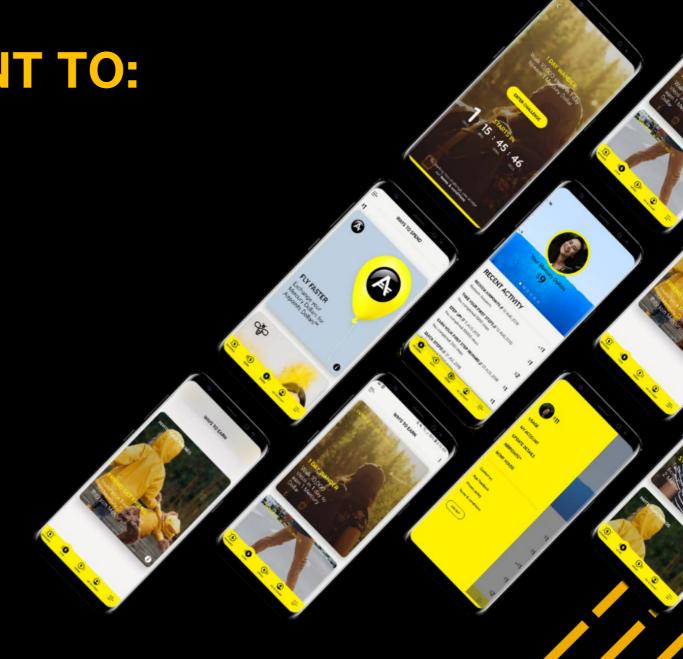
Bring to life:

ENERGY MADE WONDERFUL

By delivering on our promises:

INSPIRE

REWARD

MAKE IT EASY

A "VIRTUAL" BATTERY

What if you could store all sorts of energy to use when you need it?
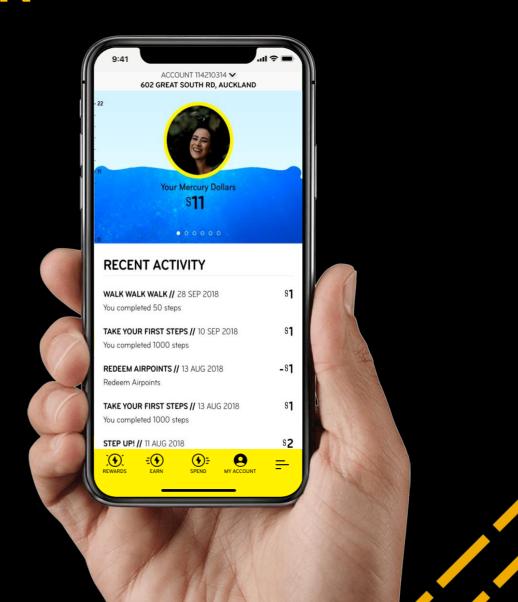
Like a battery

But at your fingertips!

And way more wonderful!

INSPIRE – "GAMIFICATION"

Your very own hydro lake

harness your "human energy"

REWARD – EARN, SPEND, WIN

Spend Mercury dollars

$ off your bill

Exchange for air-points

Win Prizes

MAKE IT EASY – THE NECESSARY STUFF

Account Stuff

Payments, usage, info

WHAT'S NEXT – MORE, MORE, MORE...

Ways to Earn

Ways to Spend

Things to Do

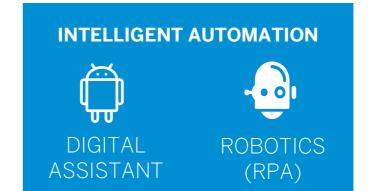**Our customers will choose**

THE DIGITAL JOURNEY

FOUNDATIONS TO EXPERIENCES

EXPERIENCE LAYER

CONTACT CENTRE

MOBILE

DESKTOP/ TABLET

INTELLIGENT AUTOMATION

DIGITAL ASSISTANT

ROBOTICS (RPA)

ENABLING SERVICES

BUSINESS PROCESSES

SECURITY

INFORMATION MICROSERVICES

ADVANCED ANALYTICS

FOUNDATION

INFRASTRUCTURE IN THE CLOUD

ASSET MANAGEMENT & GENERATION

CORE FINANCE & RETAIL

THE PEOPLE JOURNEY

BUILDING NEW CAPABILITY

Performance management
The Brain

> Initiative evaluation and tracking
>
> Experimentation framework

Mind-set & Behaviour
The Heart

> Change management
>
> Org health assessment
>
> HPT framework

Execution Ability
The Muscle

> Technical training
>
> Analytics roadmap
>
> Agile cadence

AND THE RESULTS?