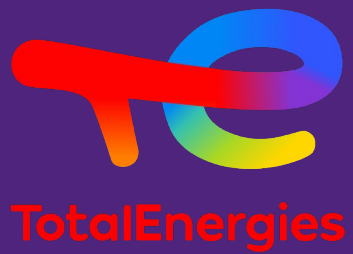


Bolt

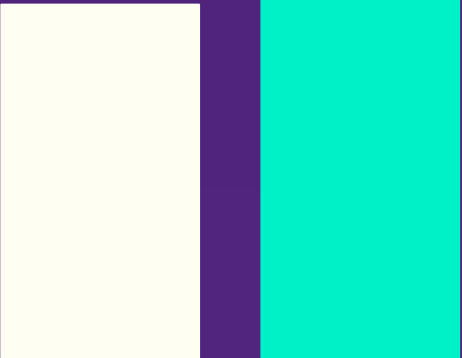


Diane Tremouroux
SEPTETIS



**Tripled its
customer base**

*Predictive
Lead
Scoring*



Humanize the energy transition



Three major barriers

**Commodity
dilemma**

**Performance
plateau**

**Switchers
dilemma**

**Just like everyone else,
we chased volume**

A person wearing a bright orange jacket and brown corduroy pants is holding a weathered, rusty metal bucket. The bucket has a hole in its bottom, and water is leaking out, creating a spray of droplets. The background is a body of water with a dark rope visible in the foreground.

Filling a
bucket that
had a hole in
the bottom

~~How do we get more leads?~~

How do we find customers who stay?

Customer Quality Score

First, we
reconnected
the **online**
and **offline**
reality.

30% of sales happen offline



Offline conversion tracking





sacha@gmail.com



ftr35237gktv

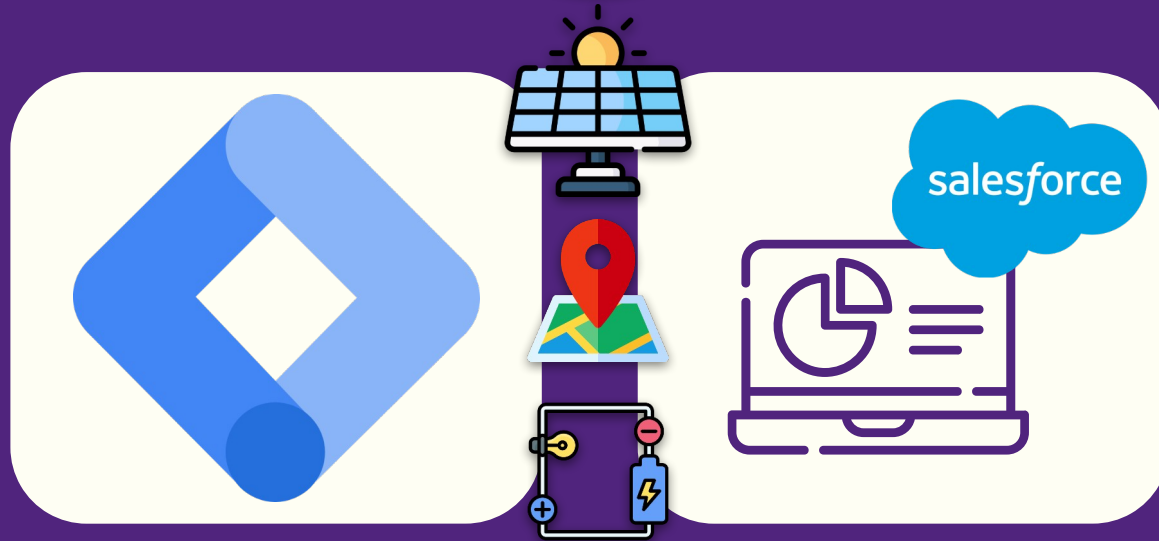
Persistent secure ID

Then, we
secured the
signal with
ECL.



Next, we
predicted
customer
value.







Internal brain



Score Value	Bucket
80 - 100	A
60 - 79	B
40 - 59	C
< 40	D



Gold Customer



Bronze Customer

Optimizing the portfolio



The results ?

**Bolt grew its customer
base by 160%**

**Bolt also became a top-3
challenger**

We built our own
intelligence



Data sovereignty

Competitive advantage



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