

ENEL X – ENERGY POWER

Co-creating a revolution in transportation

clar^{iter}



enel x

A SUSTAINABLE WORLD

Enel, the largest energy company in Italy, had the need to improve and perfect their mobile app dedicated to **electric car** users, whilst at the same time rebuilding brand awareness of Enel X

Enel aimed to better understand the needs of their existing customers while looking into ways to implement alternative solutions quickly.



THE CHALLENGE

Enel was launching a new service in a new sector which had only 16,000 potential customers throughout the whole country.

With this in mind...

What if you could directly ask your own customers how they want you to go about solving *their* problems?

THE CLARITER APPROACH

To reach this goal, Clariter brought together 20 current Enel X customers and invited them to participate in an intensive co-creation session.

Clariter brought together a diverse group of 20 electric car owners – from young ecologists to older money-conscious drivers – to create the conversation to bring about new ideas co-creating a new mobile app, and ultimately, a new identity.

MAIN ACHIEVED RESULTS



designed by Freepress

New insights, ideas and solutions came out of the process – all of which were 100% relevant for Enel – since everything came from their very customers and real-life app users.



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Fun and interactive activities to help stimulate creative thinking.



Full comprehensive report to validate ideas before official launch.

CLIENT'S BENEFITS A TRUSTED SUPPORT FOR YOUR DECISIONS

After 9 hours, there was now lots of information and data to look into.

Clariter offered to the Client different solutions at hand, all of which were coming from people deeply passionate about the electric mobility revolution.

Clariter published a full, comprehensive report that helped the client to implement new features and validate their own previous ideas for the app – just from this one event.

AND NOW, WHERE NEXT?

LONDON
ROME
LISBON

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