# Potential Use Cases for AI and GenAI in Electricity Supply Business

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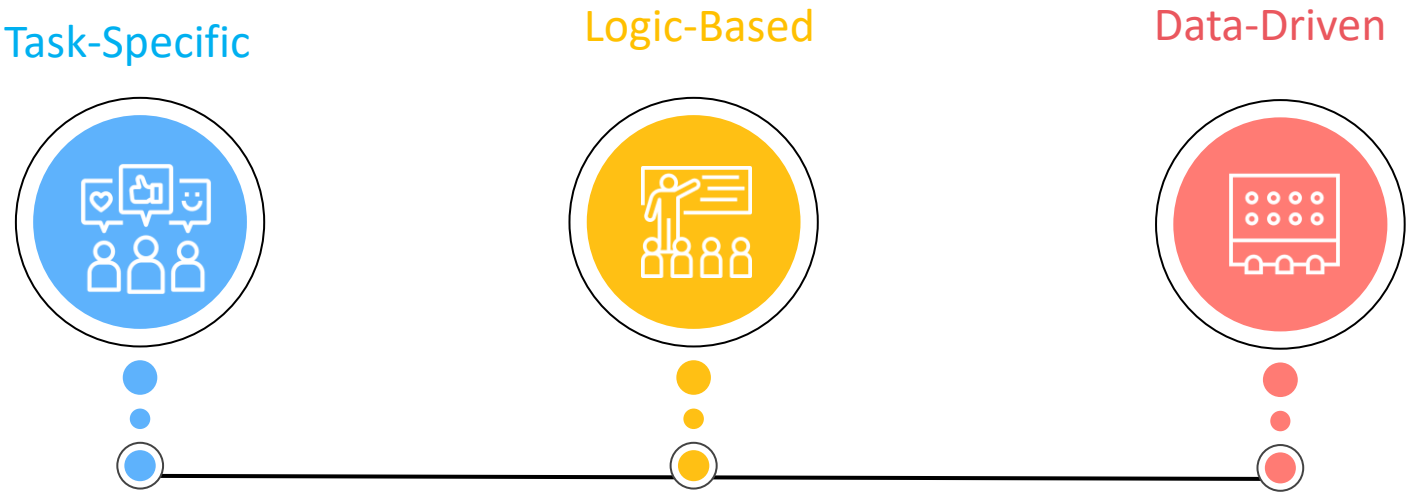
# Introduction AI & GenAI

**AI** focuses on using predefined rules and algorithms to solve specific tasks or make decisions.



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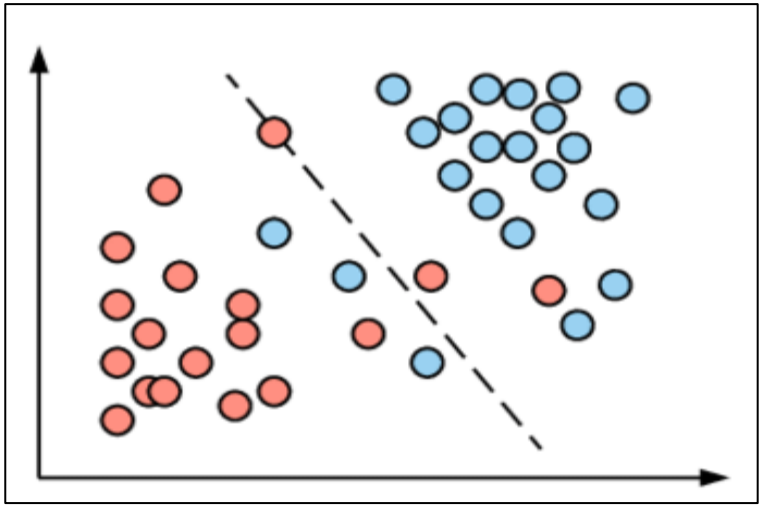
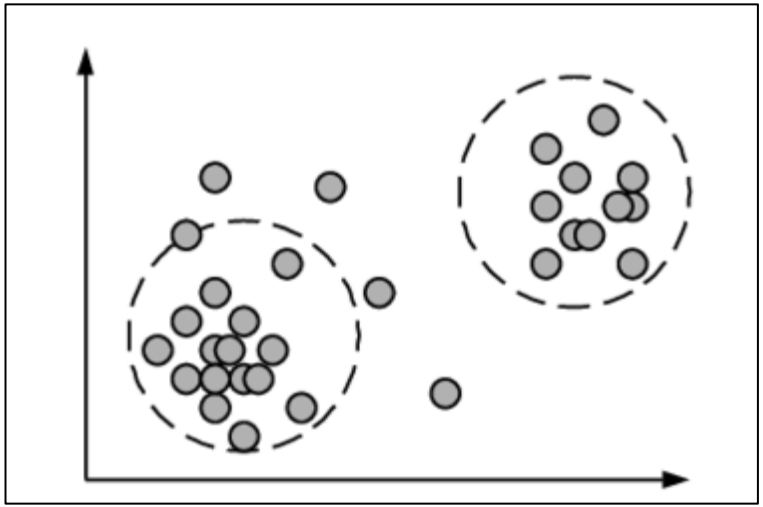


Classification



Clustering

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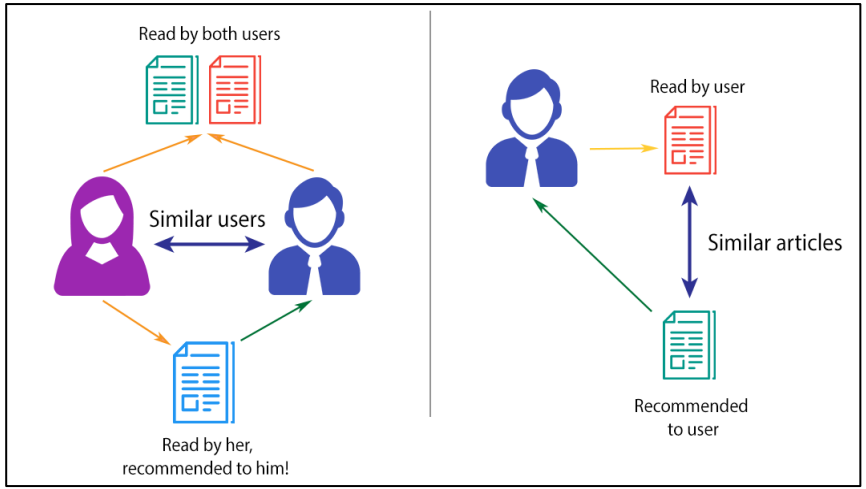
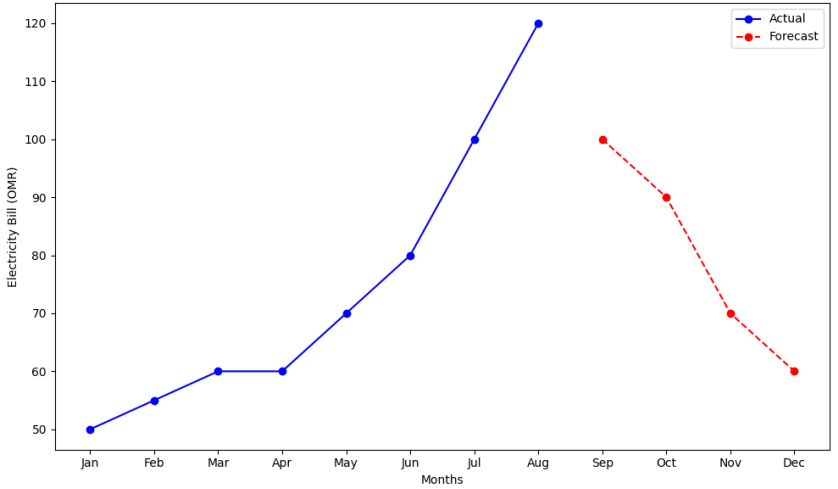


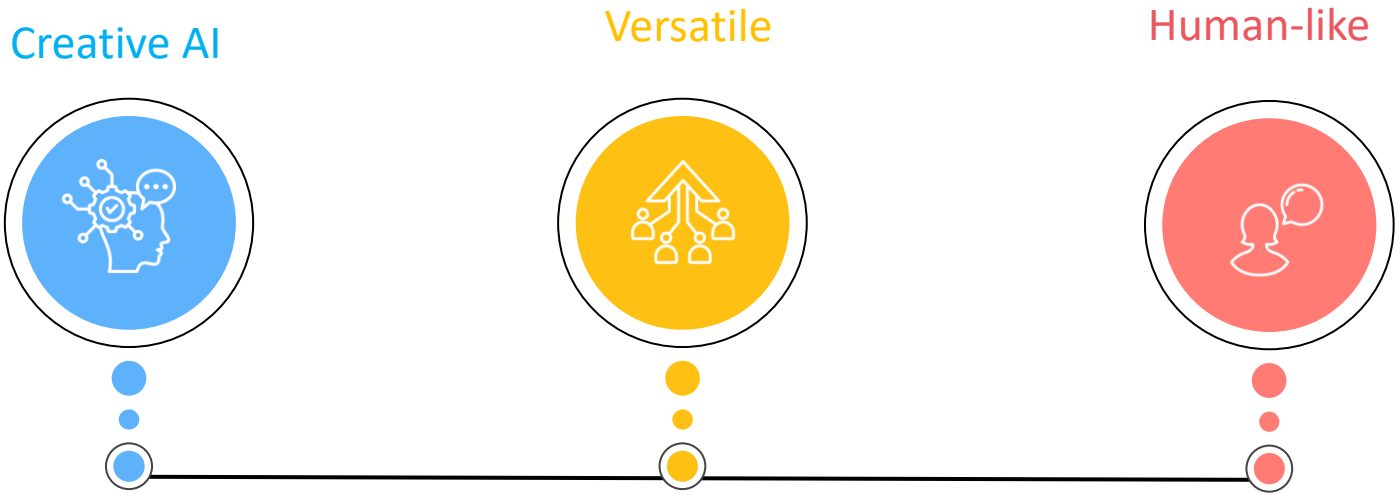

Recommendation




Forecasting

# Introduction AI & GenAI

**GenAI** GenAI focuses on creating new content (text, images, audio) by learning patterns from existing data



# Introduction AI & GenAI



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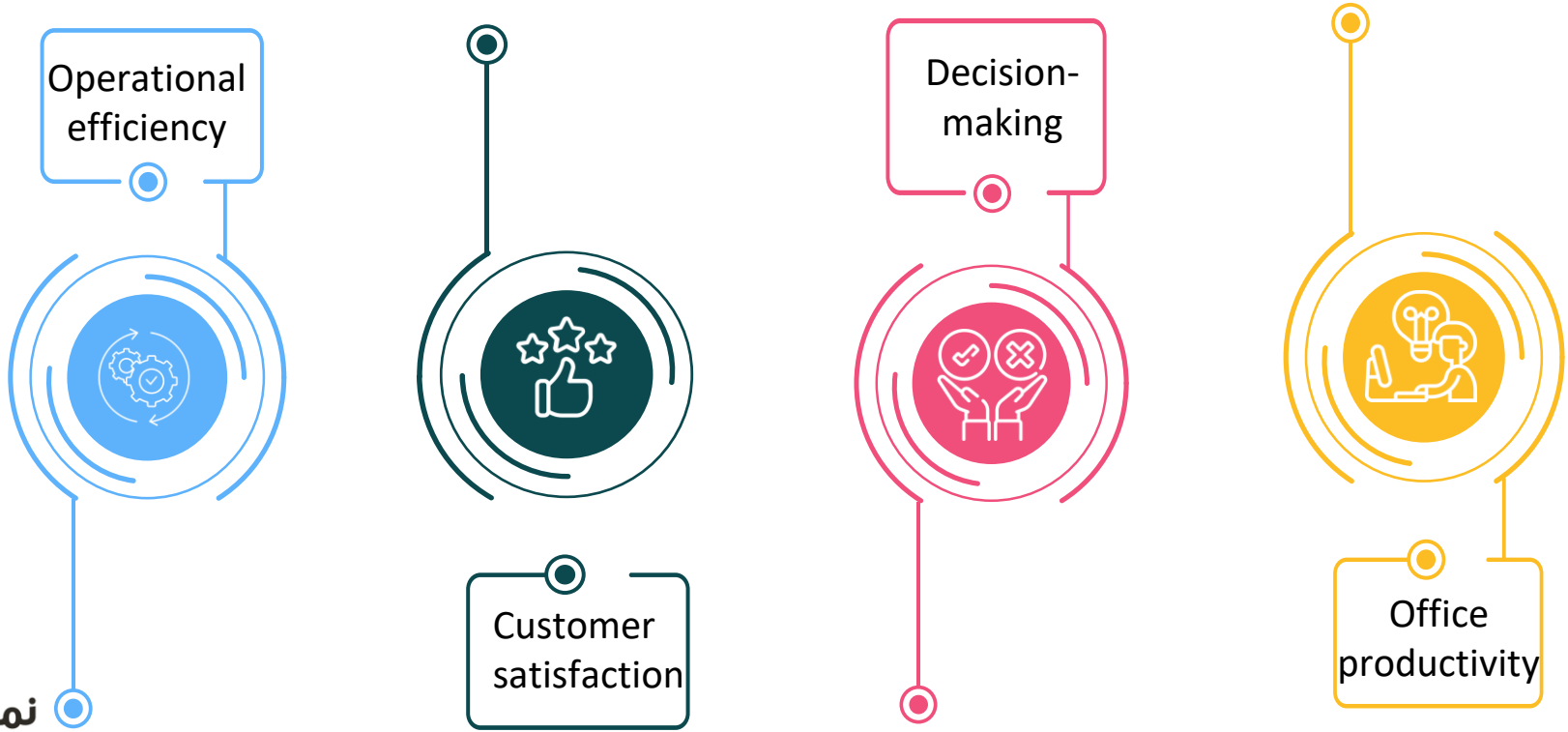
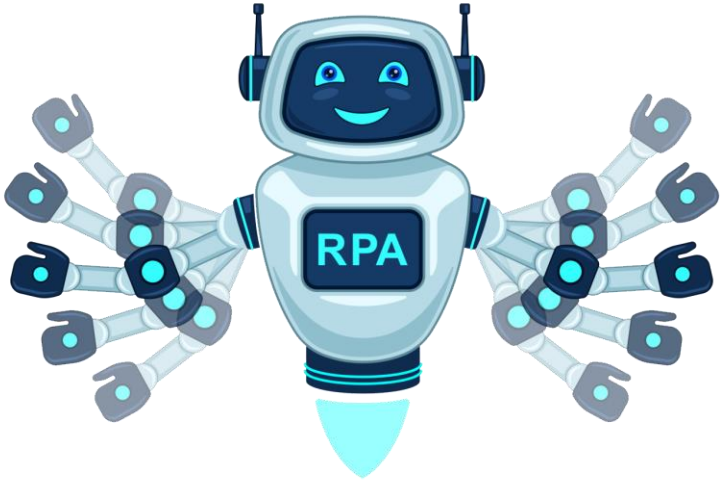
# Importance of AI and GenAI



# Robotic Process Automation

**RPA** is a technology that enables the automation of repetitive and rule-based tasks typically performed by humans. RPA uses software bots, or "robots," to mimic human interactions with digital systems.

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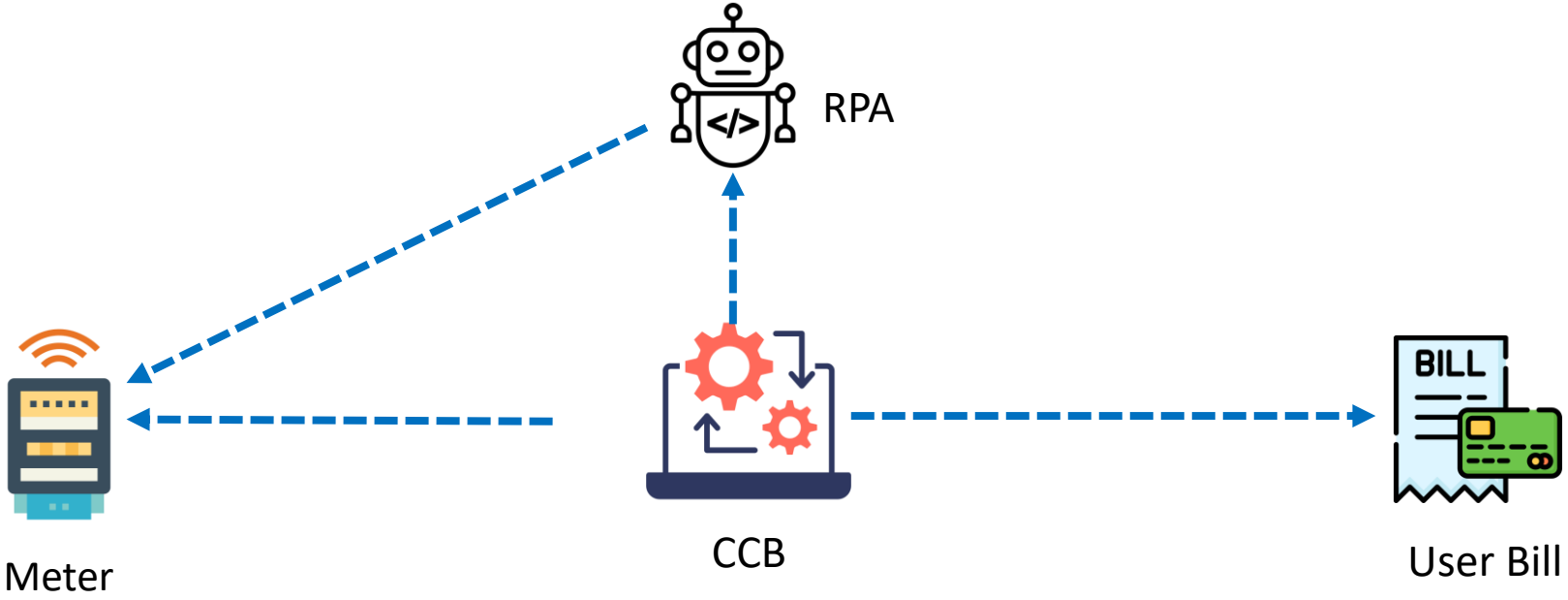
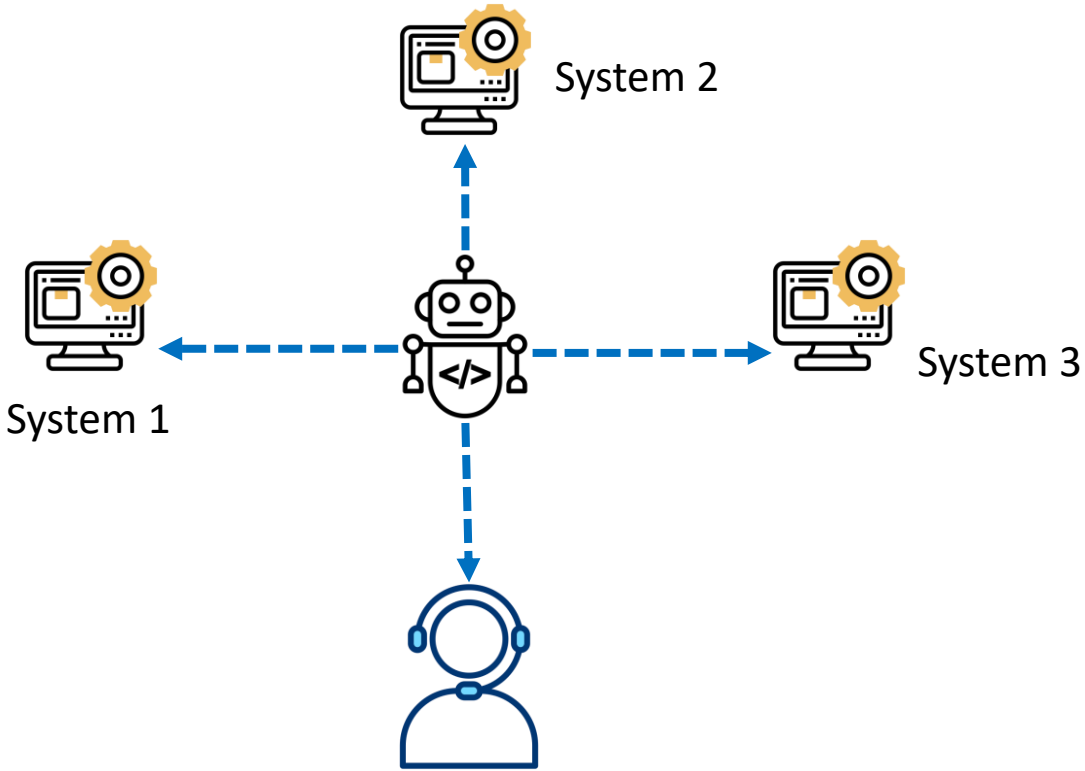
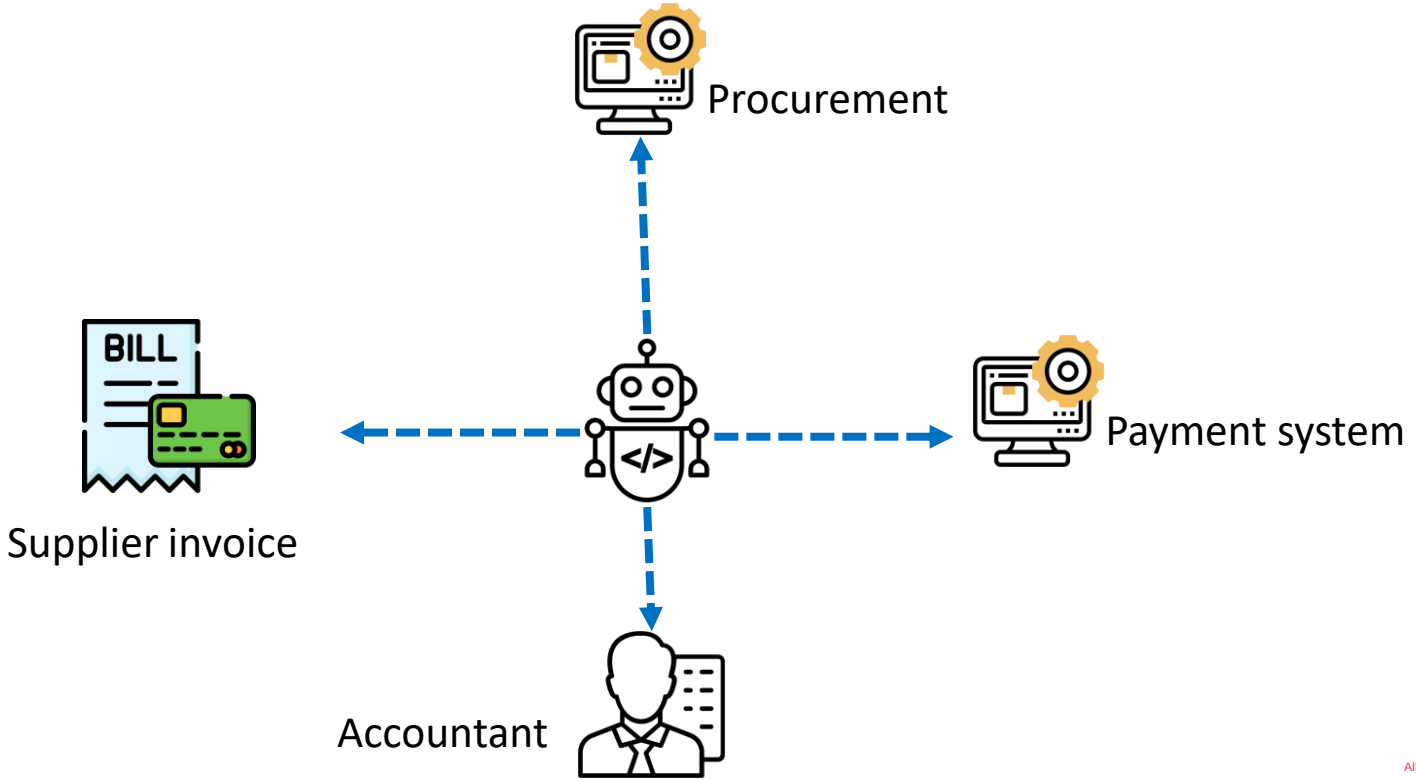
# RPA: Bill validation



# RPA: Customer Service and Support



# RPA: Accounts Payable and Receivable

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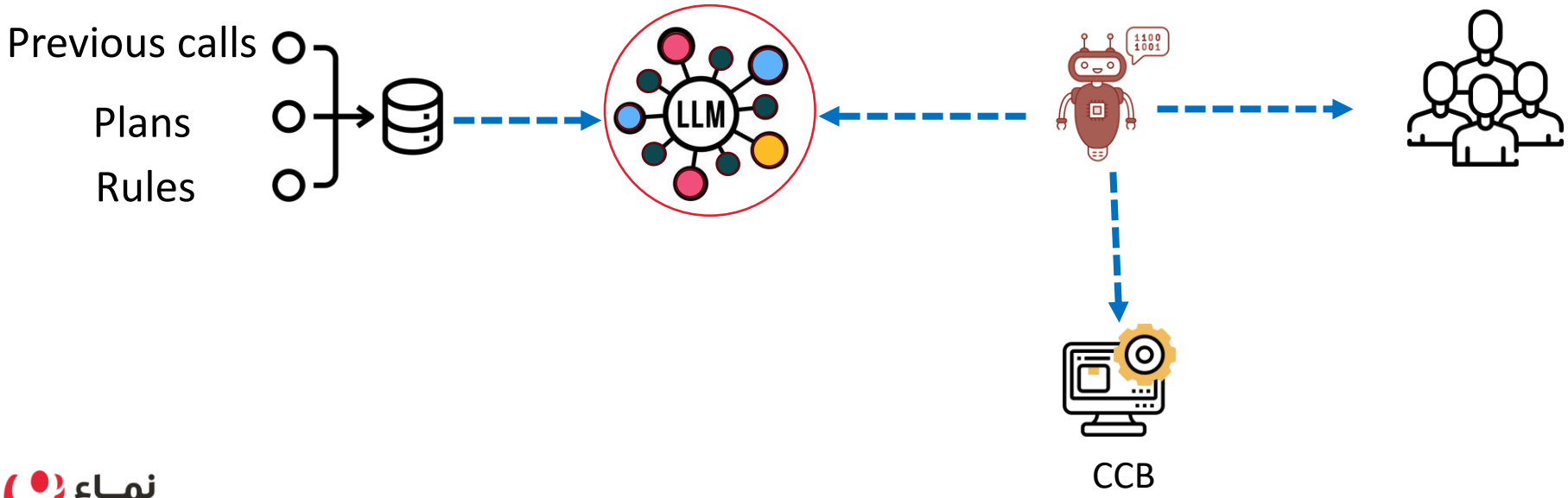
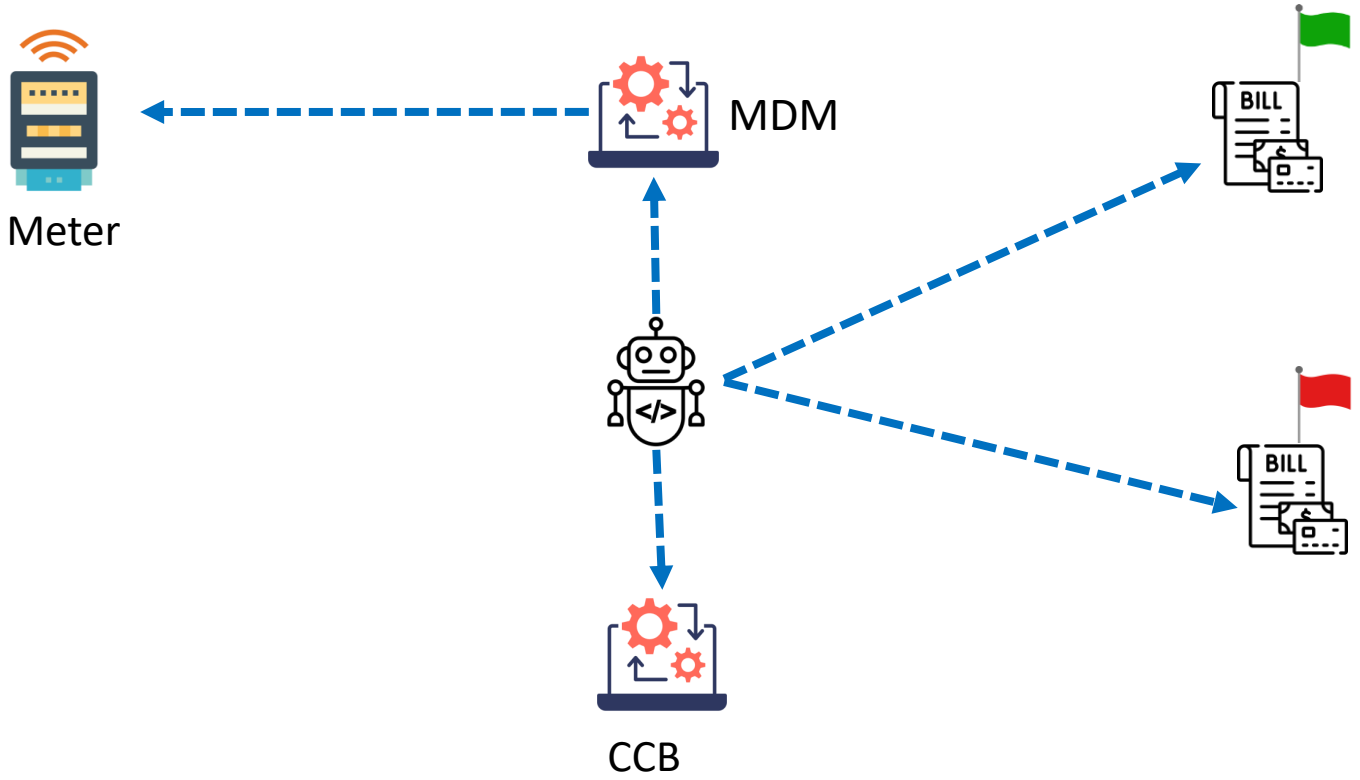
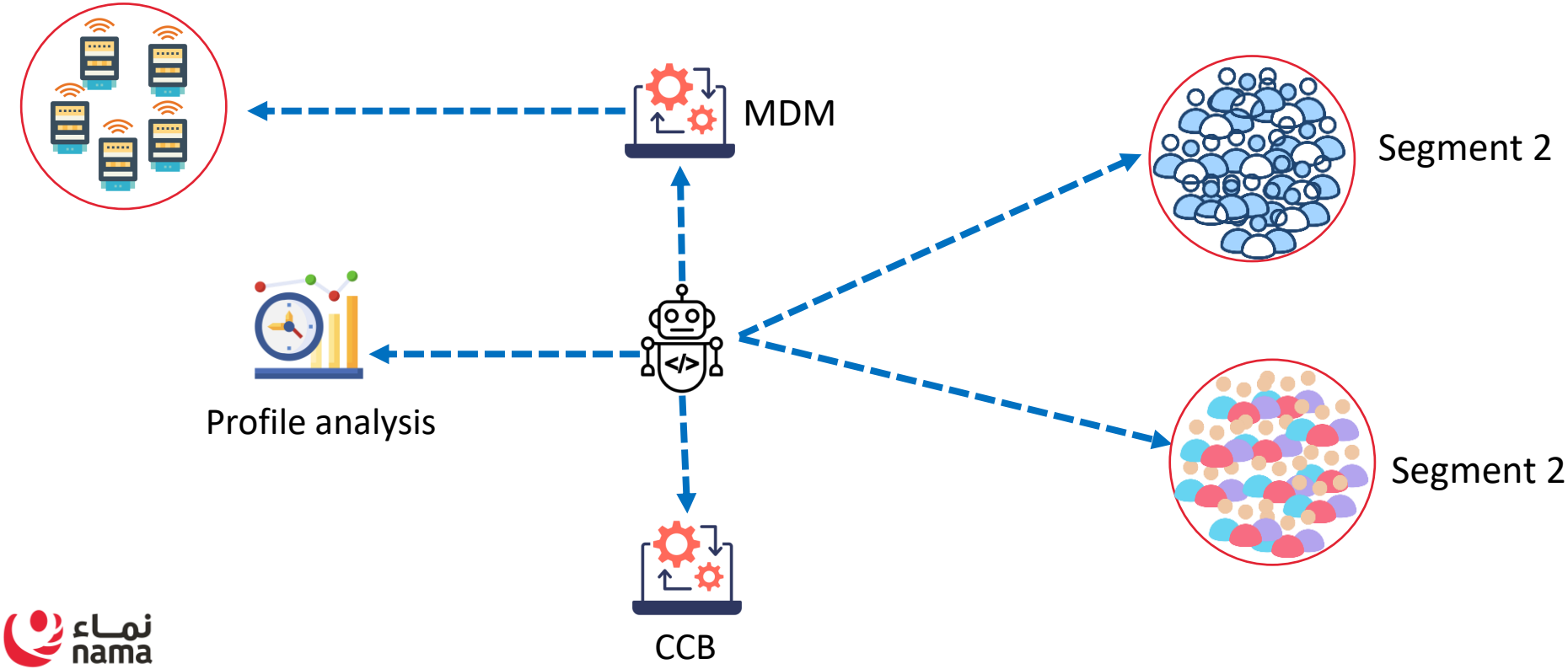
# Call Center Agent (Chatbot)



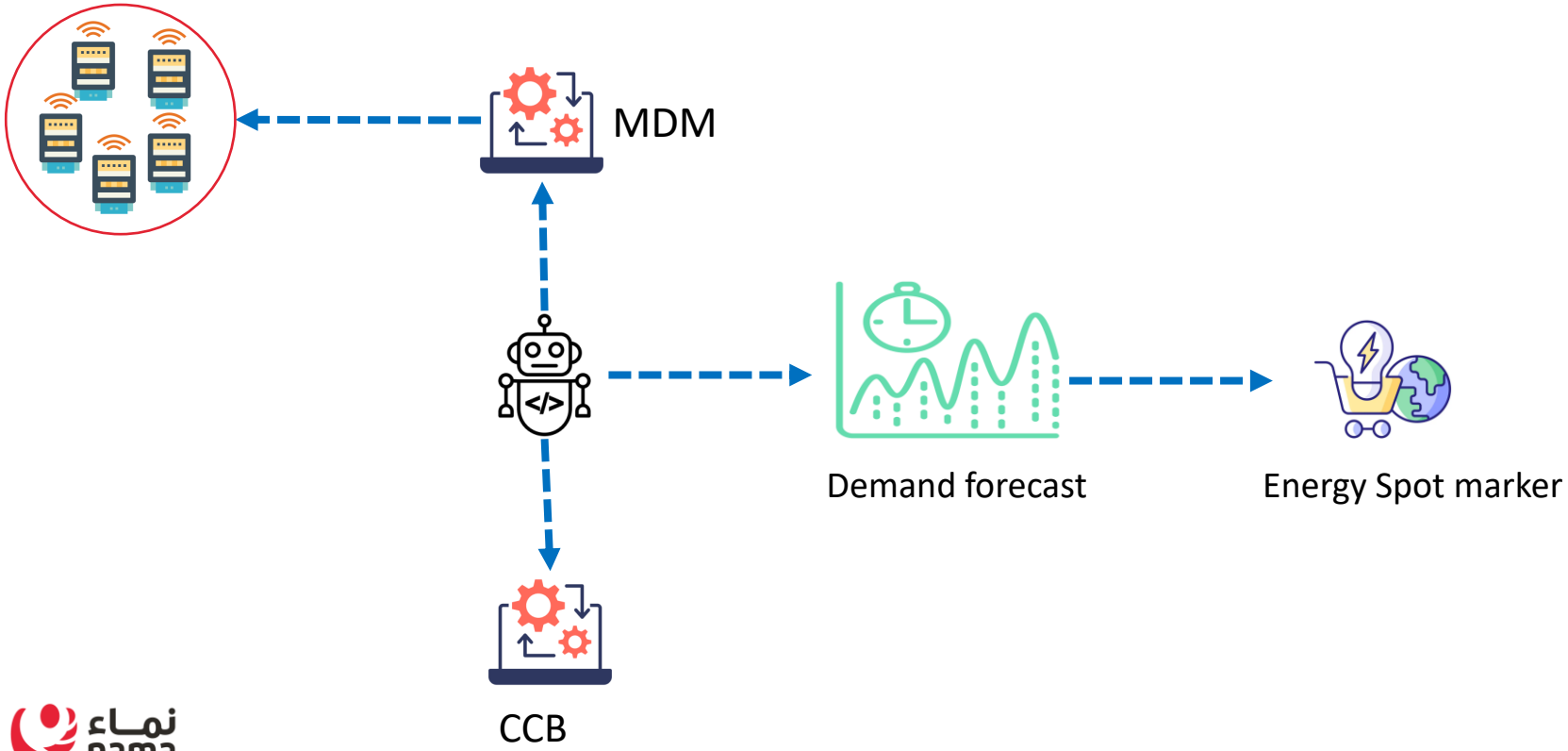
# Energy Theft Detection (Classification)



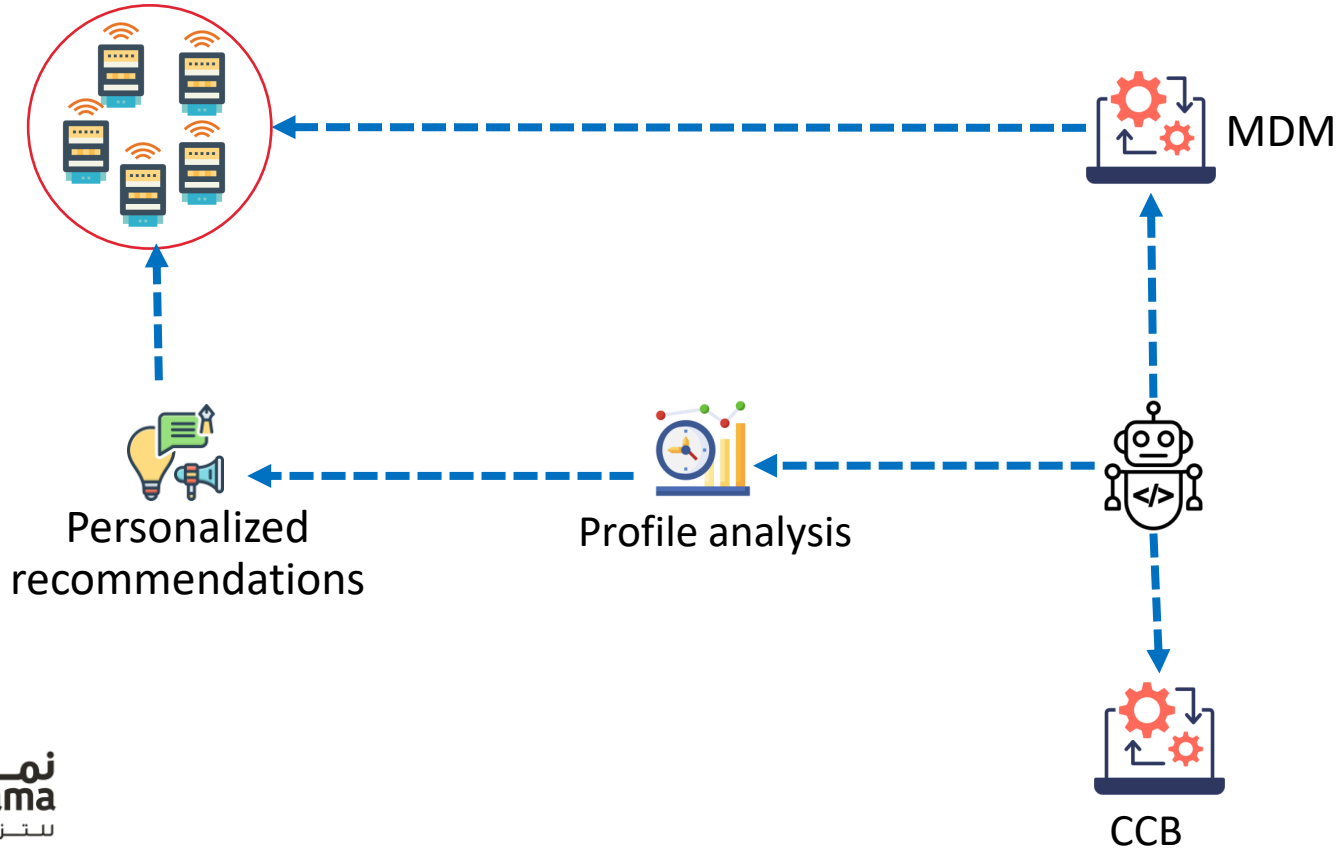
# Customer Segmentation(Clustering)



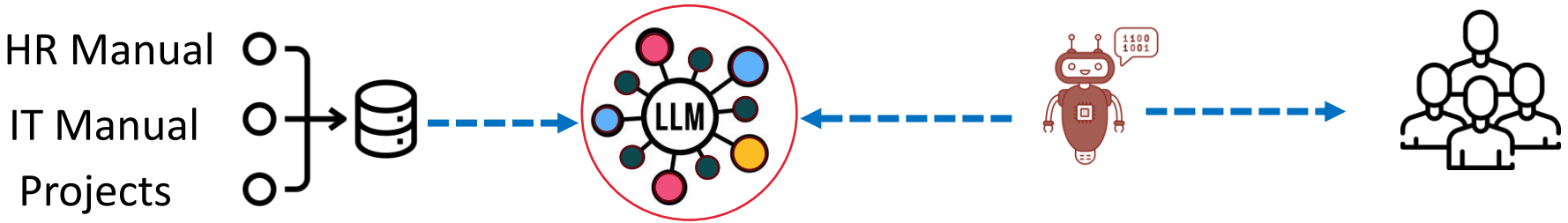
# Demand forecast



# Personalized energy-saving recommendations



# Knowledge base Agent



# Digital twin

- Customer awareness
- Customer services
- Training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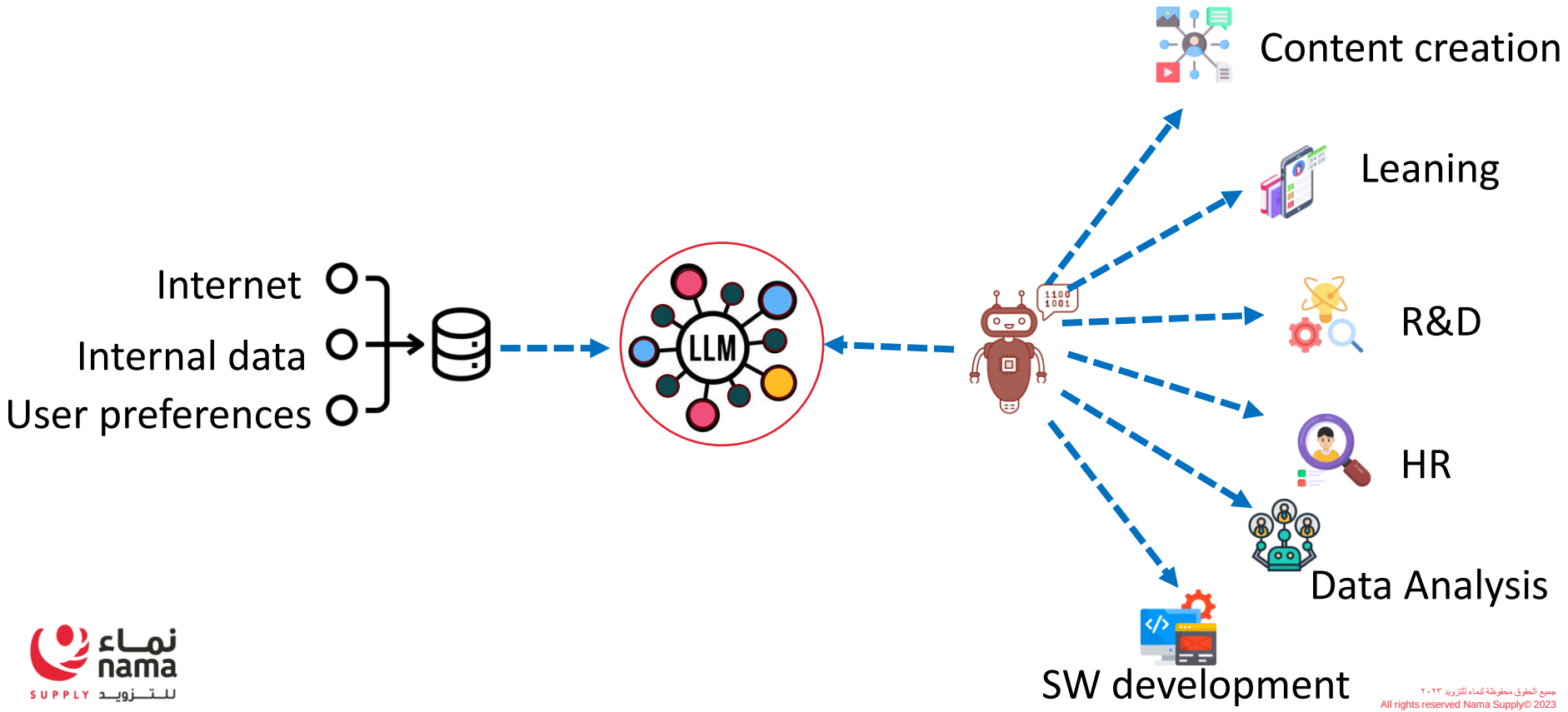
# Work environment productivity



# Conclusion

- AI & GenAI can play major role at electricity supply business
  - Operational efficiency
  - Customer satisfaction
  - Decision-making
  - Office productivity
- Supply business can be Data and AI driven business
- There is a need to develop “Data & AI” units within supply business
- Several challenges are expected and need to be addressed

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# Thank you

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