Yello App

DUMBO × yello

CLIENT	Yello Strom GmbH
AREA	Product Experience
RELEASE DATE	May 2023
PLATFORMS	iOS & Android

For more than two decades, Yello has reliably supplied around 900,000 people in Germany with gas and electricity. From the very beginning, the energy provider from Cologne relied on a web-based service. Yello's mission: to make energy consumption transparent and simple for their customers.

Facing pressure from new competitors and a rapidly changing digital environment, Yello continually strives to provide top-level customer experience. The company turned to DUMBO to help it transition its leadership into the app-first era. And we gladly took on the challenge.

Customer retention in a faceless market

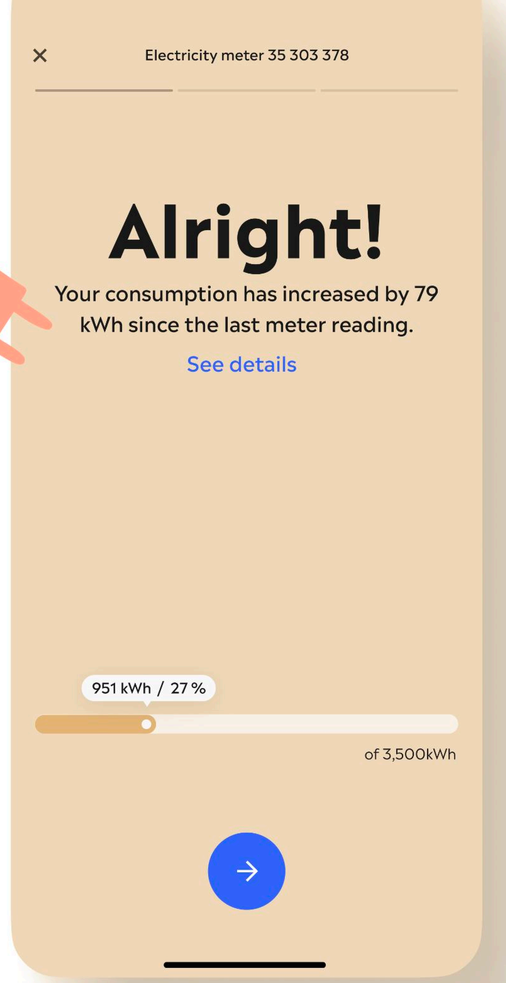
We worked with Yello to transform the passive relationship customers have with their energy supplier into an ongoing dialog. This is because the contact that customers generally have with their energy provider is limited to the annual statement – which, in the worst case, lands in their lap with an unexpected additional payment that increases their monthly bills. Otherwise, customers rarely hear anything from their provider.

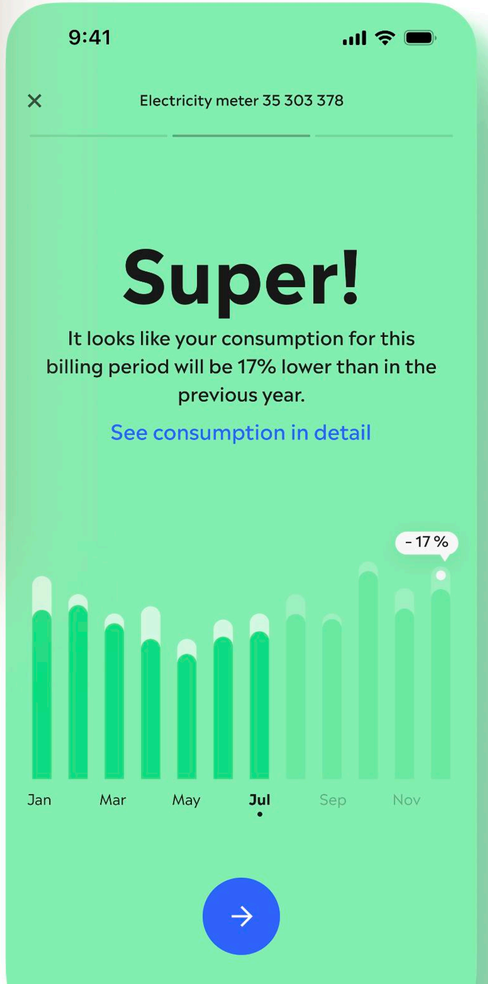
33%

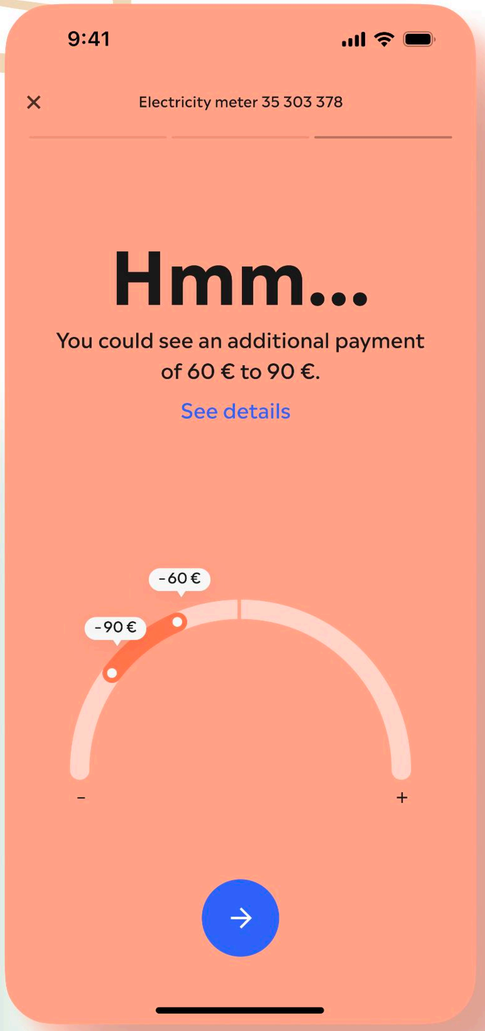
increase in German energy consumption by 2030 is forecasted, driven by an increase in electric vehicles and heating.

81%

of consumers want their energy provider to play an active role in enhancing their service journey.







Control your energy budget for sustainable living

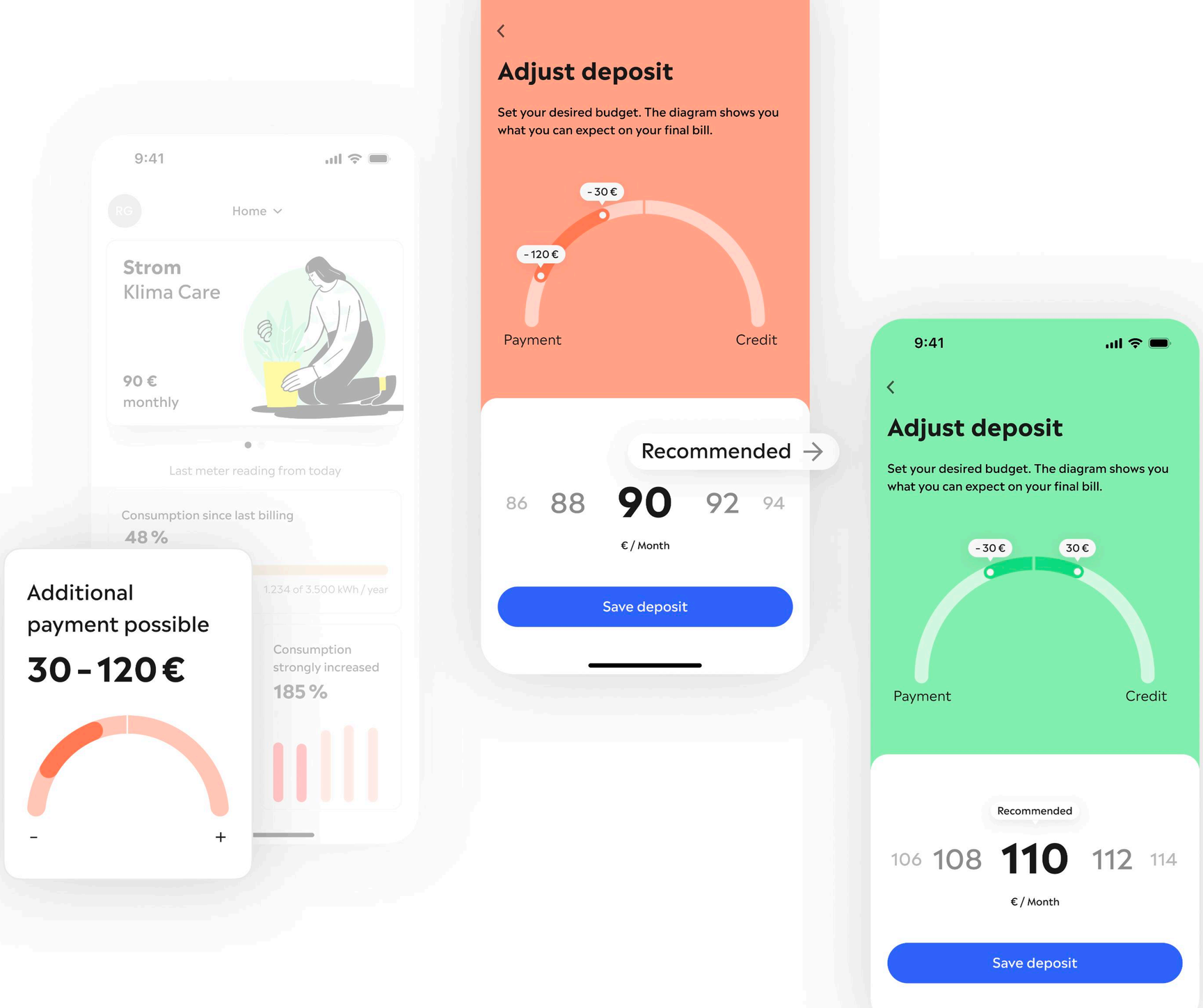
Given the increasing complexity of energy use, it is more important than ever to have a transparent overview of your energy consumption. That's why users get full transparency over their consumption and gas or electricity costs – to promote sustainable living and economical use of energy.

40%

of German consumers do not know how much electricity their household consumes yearly.

New inspiration for a playful approach to energy

The most critical moment is when the customer receives their year-end invoice. If it is higher or lower than expected, this can cause the customer annoyance and stress. It is therefore crucial to prevent this, and show users in a playful way how to bring their consumption and costs into balance, and what benefits they can reap. This way, each customer gets a timely heads-up of what to expect on their invoice: an additional payment, or a positive credit.



69%

of German consumers want more precise and easily accessible information about their overall electricity consumption.

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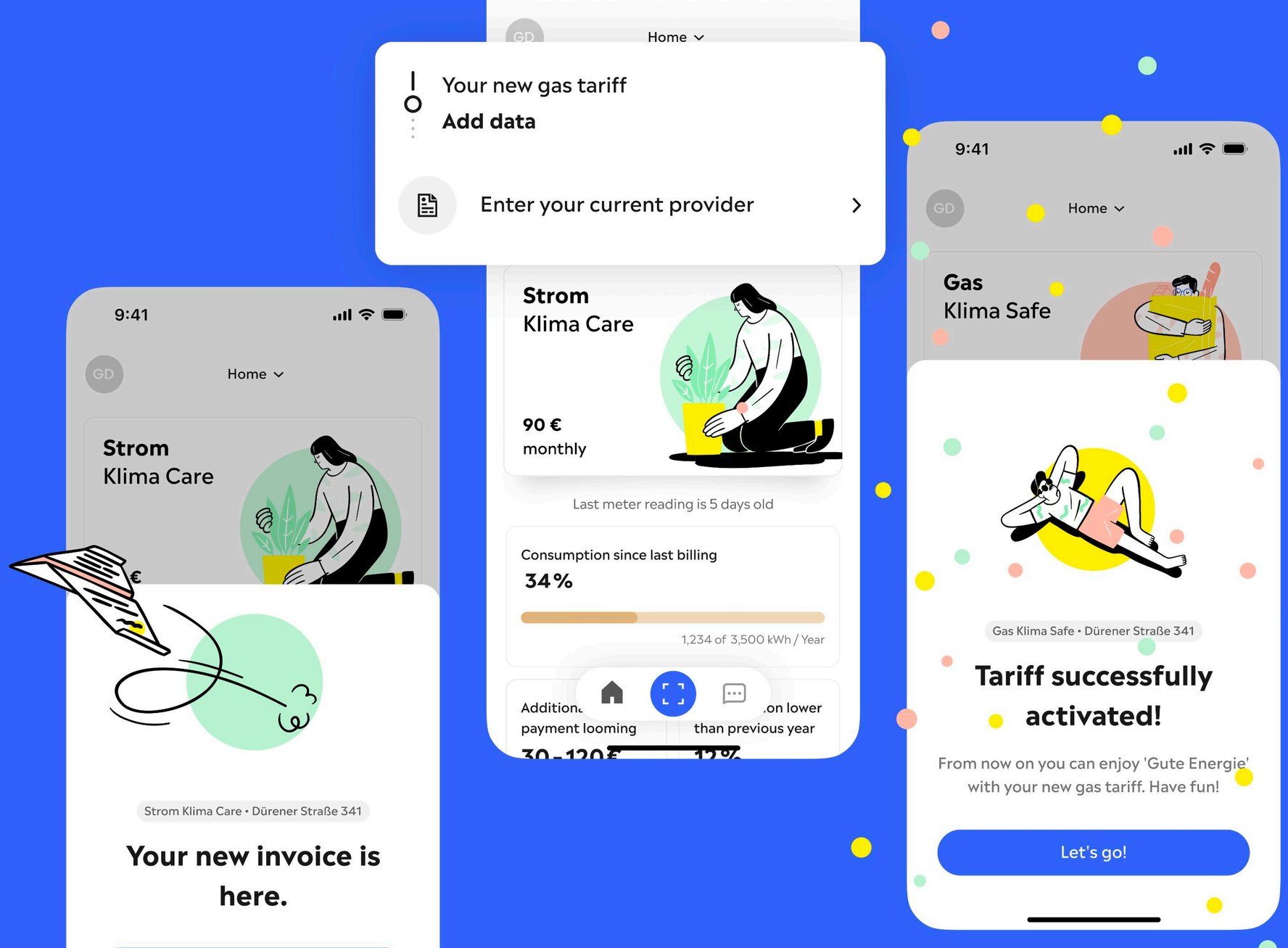
With DUMBO we have found a partner who stands by our side with the highest quality standards, excellence in design and commitment.

Henrik Ehrhardt
Product Owner – Yello



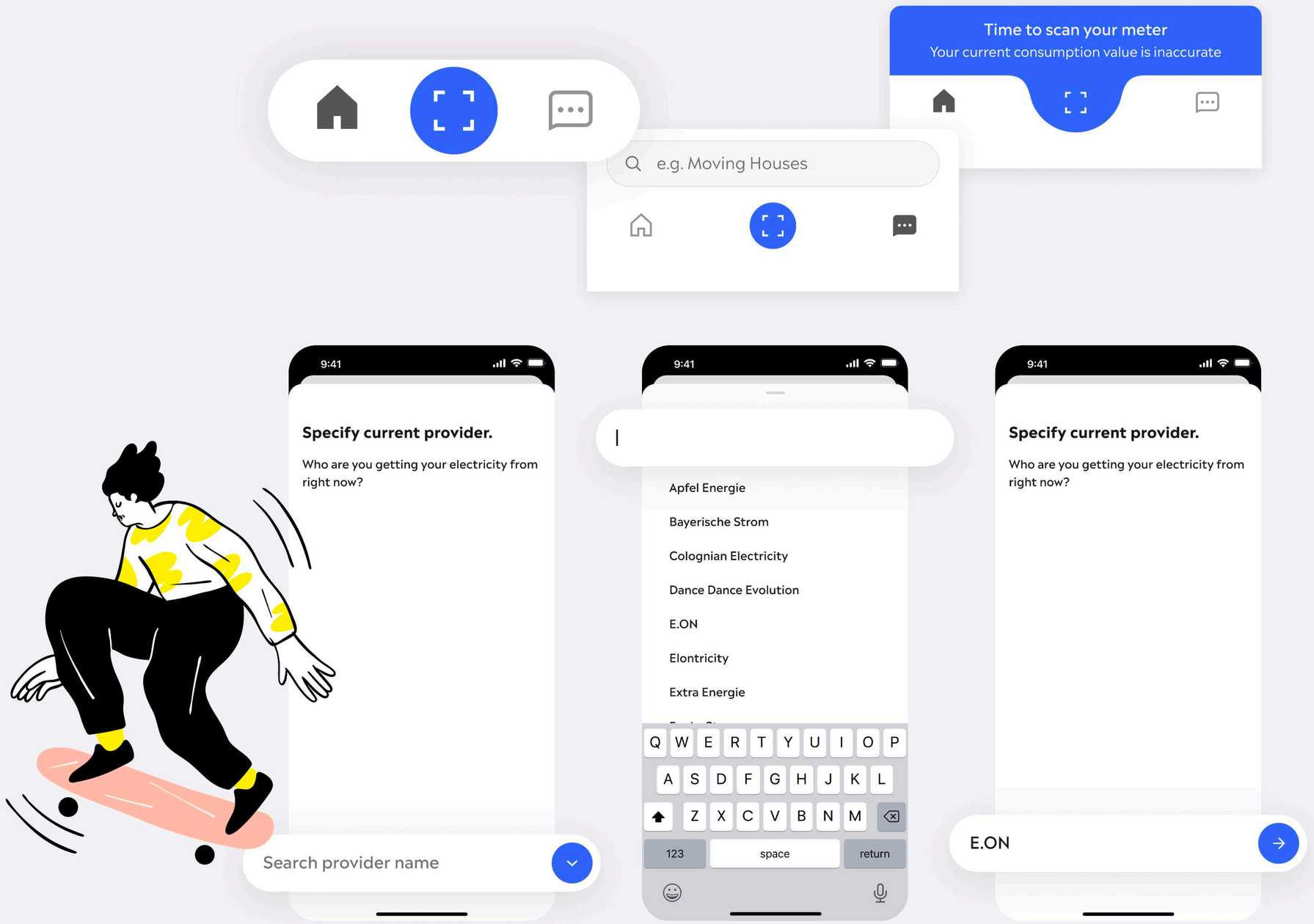
Fast solutions through efficient self-service

Yello particularly good at recognising the intent of their customers, in order to tailor their offerings to individual needs. To reduce the cost to serve, we have taken self-service to a new level. By leveraging the existing capabilities, we empower users to find the right help in the right context and at the right time, so that they can resolve contract-related issues quickly and independently.

Full of good energy! Yello’s Branded Interaction

Yello is bursting with good energy! As an energy provider, Yello has a distinctive brand voice that is direct, easy to understand, and sees customers eye-to-eye.

DUMBO reinterpreted these principles in the app to create a streamlined, user-centric app flow. In doing so, we placed special emphasis on micro-interactions and motion to create delightful moments, and convey speed and lightness.



We are DUMBO