

# UtilityWeek



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## First Utility app allows 'point and shoot' meter readings

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First Utility customers will be able to submit meter readings by simply photographing their meter with a smart phone via the supplier's app.



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The supplier said it has introduced the first “point and shoot” meter reading feature in the industry to its smart phone app.

The feature will make it easier for customers to submit readings and to receive accurate bills rather than estimates.

To submit a reading customers will point their smart phone camera at the meter. The app will use optical character recognition technology to read the most common meters and submit the information to First Utility.

First Utility said it was introducing the feature as the installation of smart meters in most customers’ homes, which will automatically submit meter readings, “is still years away”.

First Utility’s chief technology officer Bill Wilkins, said: “We believe our new feature will help improve the relationship between customers and their energy spend - giving them greater control and confidence over what they use and pay.

“It’s just one of many technological innovations from First Utility to help engage customers and with constant developments to our service, there are many more to come.”

The launch comes as First Utility’s smart phone app has hit 250,000 downloads, meaning just under a third of the supplier’s customers have downloaded the product.

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Channel: [Customers](#)

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