

## THE CHALLENGE

Today's energy providers face growing pressure to improve customer engagement and satisfaction. According to a PriceWaterhouse report<sup>1</sup>, there is hard data supporting the fact that customer satisfaction translates into bottom-line value for energy providers, even those with captive customer bases. But improving customer engagement and satisfaction is not without its challenges.

First, the only point of interaction many customers have with their energy provider is via the monthly energy bill, which is inherently not a positive point of engagement. Second, finding genuine points to engage customers is difficult given their lack of interest in – or understanding of – their energy usage. Last, poor customer experiences are amplified due to the *negativity bias*<sup>2</sup> inherent in social media, where negative information is three times more likely to be clicked on than positive information.

*“Consumers have grown accustomed to receiving up-to-the-minute alerts on the status of at-home deliveries and being able to make checking account deposits with the cameras on their phones, but interacting with their utilities—whether to check usage, pay a bill or report an outage—often seems like a step back into the dark ages of technology.”*

**Andrew Heath, Senior  
Director, Utilities Practice,  
J.D. Power**

## EXPERT INSIGHT: HOW TO IMPROVE CUSTOMER ENGAGEMENT

J.D. Power has identified **proactive** customer engagement programs as an effective way to increase customer engagement and satisfaction<sup>3</sup>, with three key elements for successful customer outreach:

**Personalized** | Information must be specific to individual customers rather than referring to a “typical” customer

**Actionable** | Customers will respond to useful information that shows them specific actions they can take to reduce their energy bills

**Timely** | The information must be provided at the right time. For example, notifications about high usage must be sent promptly so customers can alter their usage behavior in time to avoid high bills.

Mapping out a “customer journey” that includes regular touchpoints exhibiting all three of these elements makes greater customer satisfaction much more likely.

<sup>1</sup> **Beyond the hype: What is the value of customer satisfaction to a regulated utility?**

<https://www.pwc.com/us/en/industries/power-utilities/library/regulated-utility-customer-satisfaction.html>

<sup>2</sup> **Addressing Negativity Bias' Impact on Social Media**

[https://www.bridgealliance.us/addressing\\_negativity\\_bias\\_impact\\_on\\_social\\_media](https://www.bridgealliance.us/addressing_negativity_bias_impact_on_social_media)

<sup>3</sup> **Customer Impact Report: Proactive Customer Communications and Alerts**

<https://store.jdpower.com/products/customer-impact-report-proactive-customer-communications-and-alerts>



## THE SOLUTION

Bidgely's flexible platform helps energy providers build and enhance customer engagement, transitioning from a monthly bill to a multi-touch digital customer journey. The core of the platform is Bidgely's AI-powered disaggregation technology, which provides highly personalized insights and recommendations to each customer. The personalized customer experience is augmented by an omni-channel communications approach, delivering timely, actionable alerts and notifications proven to help customers better manage their energy usage.

## RESULTS

Below are sample results from two U.S. utility deployments of Bidgely's solution. Both utilities saw significant early results in terms of greater customer satisfaction and are in the process of validating those results with additional testing.

### UTILITY A

A large utility launched an engagement program to assess customer interactions with – and perceptions of – the Bidgely disaggregation solution. An industry-leading third-party consultant was hired to conduct the post-pilot survey, which yielded the following results:

**53%** of respondents rated their likelihood of participating in a similar program in the future a **10 out of 10**

**64%** of respondents rated their likelihood of recommending this type of program to friends or family an **8 or higher**

**TAKEAWAY:** *Customers like receiving daily or real-time usage information and usage disaggregation*

**64%** of respondents with improved satisfaction cited a **better understanding of their usage** as the primary reason

**TAKEAWAY:** *Customers reported positive feedback toward the accuracy of usage information*

**63%** of respondents reported increased utility satisfaction due to their experience with the Bidgely program

**TAKEAWAY:** *The Bidgely solution improved customer sentiment toward their utility*

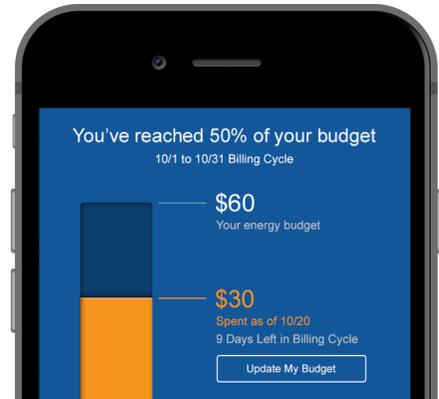


## UTILITY B

A multi-million home utility deployed the Bidgely solution to provide their customers various energy usage alerts. This usage alerts program utilizes meter data to automatically send customers both their estimated electricity cost to date and their projected cost for the month, halfway through their billing cycle. The program also offers customers the option to enroll in budget alerts.



*Sample Bill Projection Alert*



*Sample Budget Alert*

To date, more than 6 million alerts have been sent to customers, with the following results:

**11%** uplift in scores in the “Bill and Pricing” category of the utility’s industry-standard customer satisfaction surveys

**92%** positive customer reviews when asked for feedback on these alerts

## SUMMARY

The cases described above are examples of forward-thinking utilities that have taken an innovative and proactive approach to engaging their customers. Recognizing the opportunity for improvement, they decided to supplement their existing customer communications with a new approach and chose Bidgely as their partner. Bidgely’s AI-powered disaggregation and flexible notifications and alerts solution has shown highly promising early results to these utilities in improved customer engagement and satisfaction.