

iHERs™

Itemized | Interactive | Inclusive

THE NEXT GENERATION IN HERs

For the past decade, leading utilities have been using traditional Home Energy Reports (HERs) to better engage their customers. As the customer has evolved, however, so too has consumer engagement.

In order to successfully become a trusted advisor to today's customers, Bidgely believes that utilities are best-served by adopting key aspects of modern consumer engagement: providing **personalized** service, utilizing clear and **actionable** messaging, and leveraging an **omni-channel** communications approach with customers.

One seamless way to start along the path of becoming a trusted advisor is by modernizing the HER.

INTRODUCING IHERS

Bidgely's solution for the next generation HER is the iHER, where "i" stands for itemized, interactive, and inclusive:

ITEMIZED

Utilizing artificial intelligence to itemize energy usage by appliance category takes personalization well-beyond the inherent limits of traditional demographic information or generic statistical models. And since itemization is able to further identify and guide energy savings opportunities that are specific to each home, customers switch from feeling that they are being "energy shamed" via normative influence, to being "energy empowered" via personalized information on their specific usage.



Your Home Energy Report

2/22/18 - 4/20/18

This personalized energy report provides ways to help you save money so you can live better.

How you compare to similar homes

2/22/18 to 4/20/18

Efficient	\$77
You	\$80
Average	\$120

You're being compared to 219 nearby homes of similar housing type, size and appliances. Efficient homes are the 30% of this group that use the least energy.

GREAT
GOOD
FAIR



So close! You're just \$3 away from being **GREAT!**

Your top costs by appliance category

2/22/18 to 4/20/18

\$20 Always On	Savings Opportunity! ▶
\$12 Cooking	
\$11 Laundry & Cleaning	
\$10 Refrigeration	
\$9 Entertainment	

Based on your usage, we recommend

Use a Smart Plugs to automate your devices.

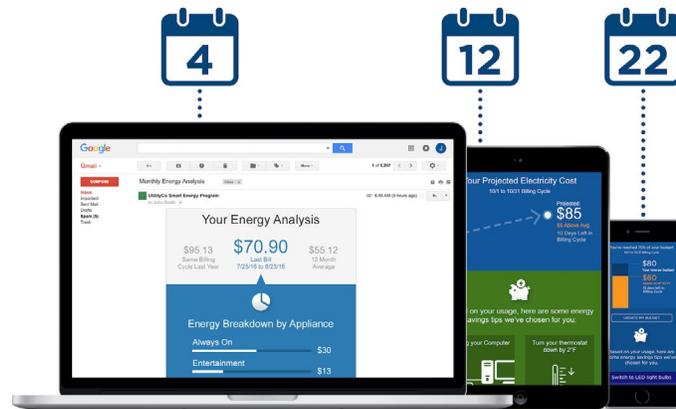
These compact devices allow you to schedule when devices turn on and off.



INTERACTIVE

iHERs go beyond static, once-a-month paper reports to foster an ongoing interactive dialogue with customers. As is the case with leading consumer services such as Instagram, Uber, and others, iHER customers can provide immediate feedback to help shape future offerings, choose their preferred channel, or to create a personal plan of action.

We are entering a new era of energy efficiency, and HER programs should evolve to reflect technology advancements that enable an interactive experience.



INCLUSIVE

Traditional HER programs have typically targeted high usage customers (often highest income) resulting in sizable populations being excluded from the treatment group. Further, these approaches rely primarily on paper which can be more expensive per home and often suggest energy efficiency remedies that involve financial investments beyond the reach of many.

iHERs support all homes, and disaggregation enables behavioral recommendations that are specific to the usage profile but match the demographics of the consumer. And moving away from an expensive, paper-based approach to digital can reduce program costs, enrich the experience, and improve engagement for all customers (not just large homes).



SUMMARY

RESULTS



92%

**positive customer
sentiment**

Large North American IOU

Modernized iHER programs have benefits beyond measurable behavioral energy efficiency, as these efforts can contribute to an increase in CSAT and an improved customer experience, which are highly correlated to JD Power scores. Additionally, utilities with high customer satisfaction ratings are more likely to gain approvals on rate changes from regulators, have higher customer acceptance of new tariffs, and show increased customer participation in programs. As consumer expectations evolve and choices increase, it's critical for utilities to ensure their customer engagement evolves commensurately.