

A woman with curly hair is sitting on a light-colored couch, looking down at a tablet computer she is holding. She is wearing a yellow t-shirt and blue jeans. The background is a bright, modern interior with large windows and a potted plant. The overall tone is warm and professional.

# UTILITY AI

Personalize. Optimize. Modernize.

Discover how leading utilities are integrating  
the latest in AI and digital outreach.

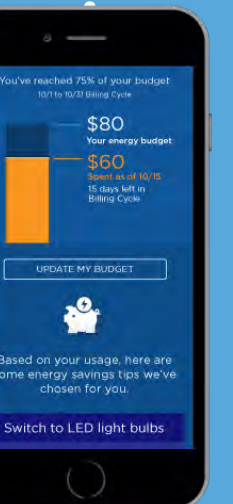
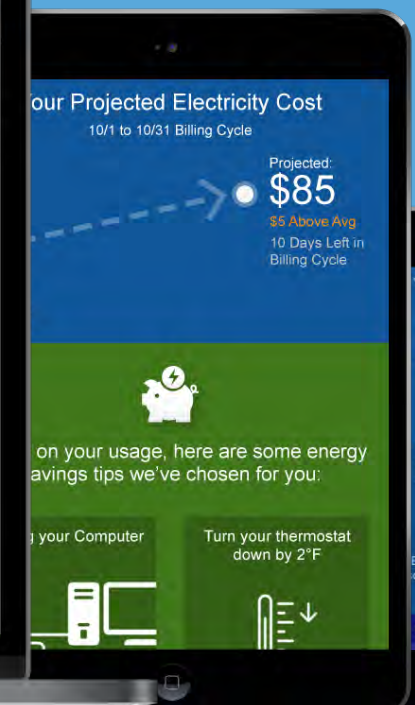
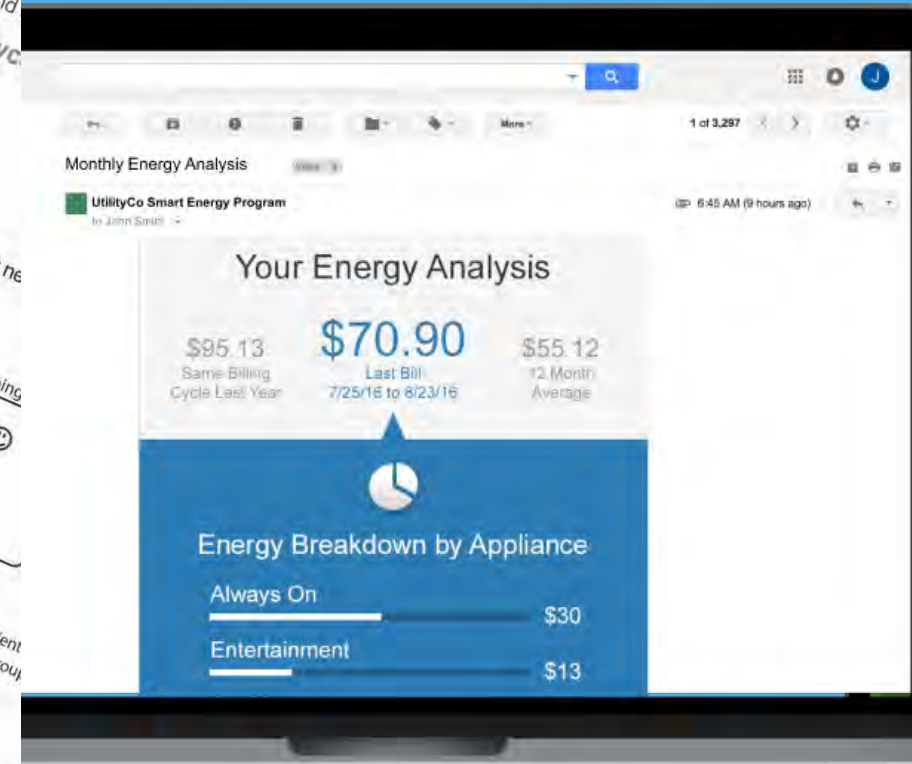


# THE OLD WAY

Snail mail. Once a month. Yawn.

# THE NEW WAY

Create an ongoing journey that provides every customer with personalized information, helping them reach their unique energy goals.

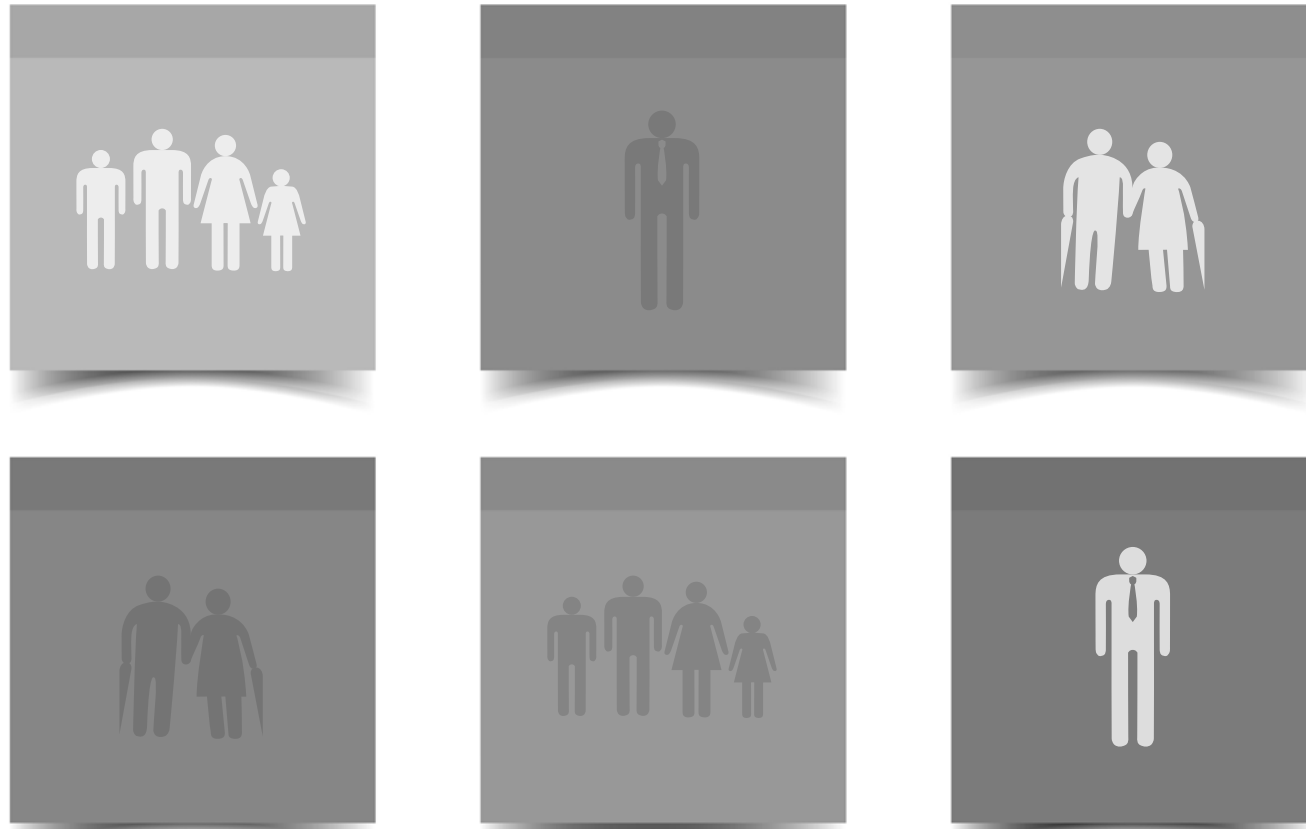


## THEN: SOME HOMES

- Disaggregation for smart meter homes
- Energy Reports for only a percentage of homes

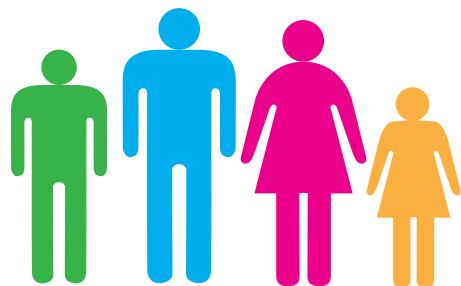
## NOW: ALL HOMES

- Disaggregation for smart meter and non-smart meter homes
- Omni-channel engagement for all customers including underserved segments



# AI ENABLES PERSONALIZED OUTREACH

Treating all customers the same is not a good way to build rapport or trust.




Family that uses higher than average lighting.

## TIPS: THE OLD WAY

One size fits all

Popular Actions



Use LED decorative light strings

Add to your to-do list


Mark as completed

cost  
\$10  
est savings  
\$15/yr


## TIPS: THE NEW WAY

AI-powered recommendations


Install a dimmer switch




Turn off the lights!



Consider task lighting



Switch to LED lights




LED bulbs last three times as long as CFL bulbs, and use a fraction of the energy.



Single professional who takes long showers.

Popular Actions




Use LED decorative light strings

Add to your to-do list

Mark as completed


cost  
\$10  
est savings  
\$15/yr

Lower the temperature on your water heater to 120°F




Save from 3 to 5% on your water heating costs by reducing the temperature by 10°F.


Install low-flow showerheads

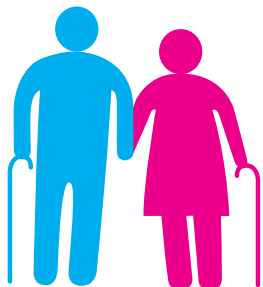


Get your water heater service




Install a water heater timer





Seniors who use higher than average heating.

Popular Actions




Use LED decorative light strings

Add to your to-do list


Mark as completed

cost  
\$10  
est savings  
\$15/yr


Improve your insulation




Run ceiling fans in reverse d...



Shut your flue



Use a portable heater



Save money by using a portable space heater in rooms your spend the most time in.



# ALL TOUCHPOINTS COUNT

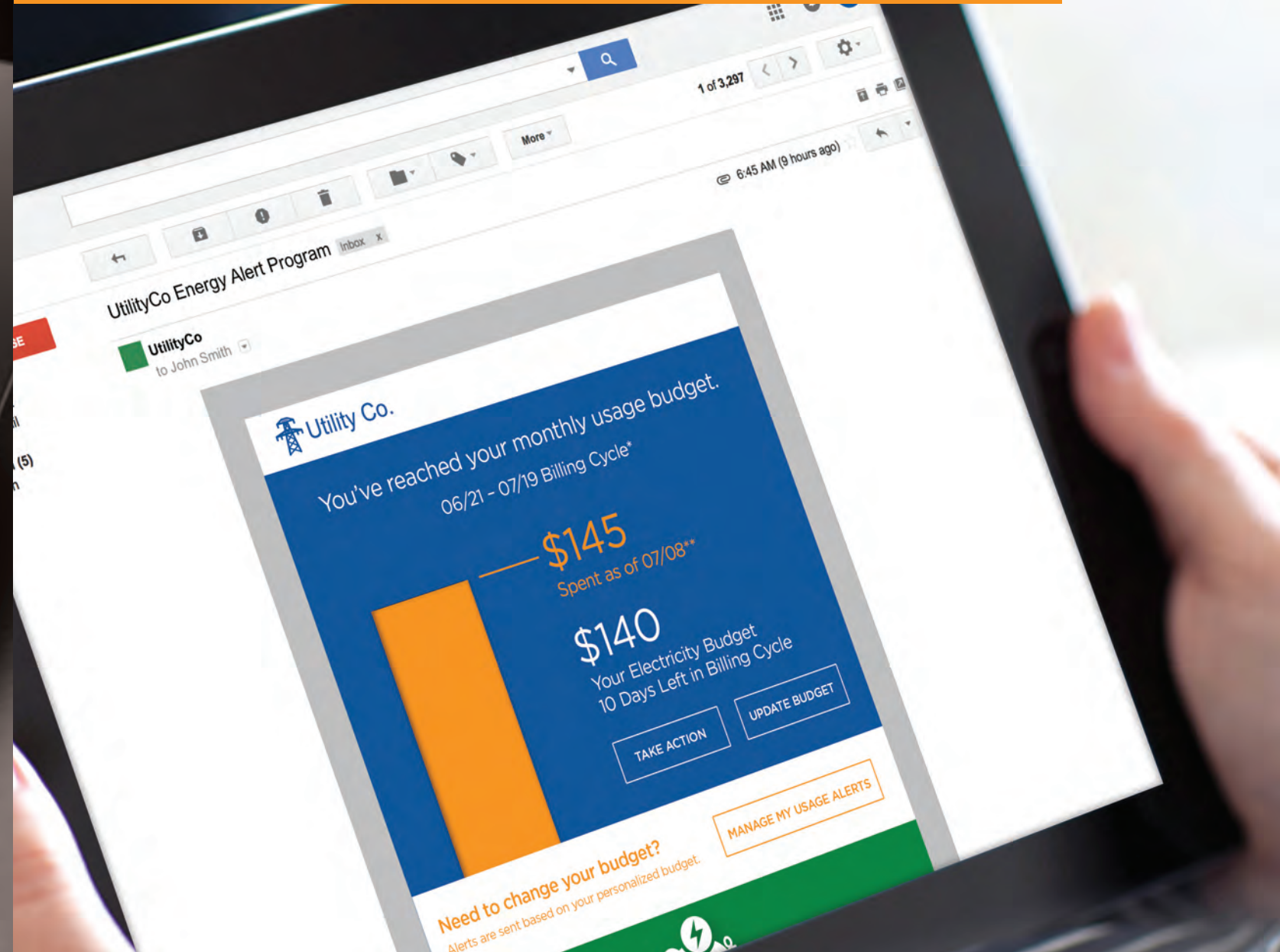
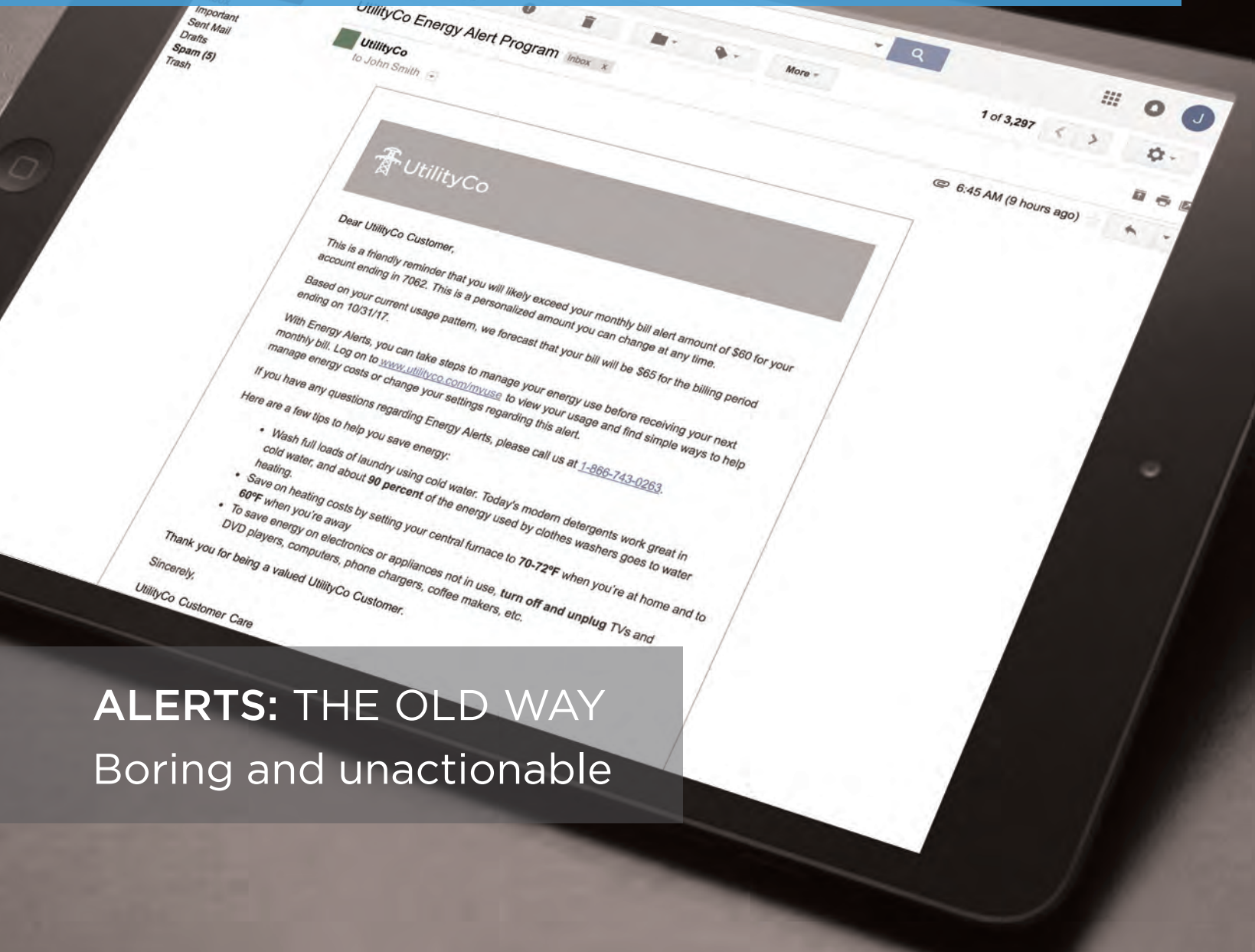
You can capture—or lose—customer attention in a matter of seconds.

## ALERTS: THE NEW WAY

Engaging alerts and personalized guidance.

## ALERTS: THE OLD WAY

Boring and unactionable





# SURVEYS: THE OLD WAY

Lots of questions. Low completion rates.  
Wasted, unsync'd data.

# SURVEYS: THE AI WAY

- Modernize delivery with AI-enabled predictive answers
- High completion rates
- Single source of customer truth

Customer Name \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_ Address \_\_\_\_\_  
Account/Premise # \_\_\_\_\_ Meter #: \_\_\_\_\_ Phone \_\_\_\_\_ Reading \_\_\_\_\_ Rent \_\_\_\_\_ Company \_\_\_\_\_

**BUILDING ENCLOSURE** **EXTERIOR/INTERIOR**

House Type: Single family \_\_\_\_\_ Yr Built \_\_\_\_\_ Multi Family \_\_\_\_\_ Roof \_\_\_\_\_ S. Wall \_\_\_\_\_ W. Wall \_\_\_\_\_ N. Wall \_\_\_\_\_  
Living Area: Sq-Ft \_\_\_\_\_ Shading/wind block: Yes \_\_\_\_\_ No \_\_\_\_\_ Double pane \_\_\_\_\_ Drapes \_\_\_\_\_ Roof type \_\_\_\_\_ Triple \_\_\_\_\_ Glazing \_\_\_\_\_ Color: Light \_\_\_\_\_ Medium \_\_\_\_\_  
Door Construction: Fiberglass \_\_\_\_\_ Metal \_\_\_\_\_ Insulated \_\_\_\_\_ Blinds \_\_\_\_\_ Solar Screen(s) \_\_\_\_\_  
Wall: Construction \_\_\_\_\_ Single pane \_\_\_\_\_ Tinted \_\_\_\_\_ No \_\_\_\_\_ Duct in condition \_\_\_\_\_ Fair \_\_\_\_\_ Poor \_\_\_\_\_  
Windows: Single pane \_\_\_\_\_ Tinted \_\_\_\_\_ No \_\_\_\_\_ Duct in condition \_\_\_\_\_ Fair \_\_\_\_\_ Poor \_\_\_\_\_  
Weather Stripping: Yes \_\_\_\_\_ No \_\_\_\_\_ Duct in condition \_\_\_\_\_ Fair \_\_\_\_\_ Poor \_\_\_\_\_  
Attic Area: Sq-Ft \_\_\_\_\_ Insulation type \_\_\_\_\_ Ventilation \_\_\_\_\_ Inches \_\_\_\_\_ R-value \_\_\_\_\_ est. R-value \_\_\_\_\_ Condition/Installation: Good \_\_\_\_\_ Fair \_\_\_\_\_ Poor \_\_\_\_\_  
Duct Work: Insulated \_\_\_\_\_ Unfinished \_\_\_\_\_ Insulated \_\_\_\_\_ Insulated slab \_\_\_\_\_ Apt.: \_\_\_\_\_ Upper \_\_\_\_\_  
Floor: Slab \_\_\_\_\_ Raised \_\_\_\_\_ Unfinished \_\_\_\_\_ Insulated \_\_\_\_\_ Insulated slab \_\_\_\_\_ Apt.: \_\_\_\_\_ Upper \_\_\_\_\_  
Basement: Finished \_\_\_\_\_ Raised \_\_\_\_\_ Unfinished \_\_\_\_\_ Insulated \_\_\_\_\_ Insulated slab \_\_\_\_\_ Apt.: \_\_\_\_\_ Upper \_\_\_\_\_

**SUB-SYSTEMS**

Heating/Cooling Fuel type: \_\_\_\_\_ Gas \_\_\_\_\_ Electric \_\_\_\_\_ other \_\_\_\_\_  
Dampers: Open \_\_\_\_\_ Closed \_\_\_\_\_ Additional ventilation used (window cracked \_\_\_\_\_) Fireplace \_\_\_\_\_  
Heating/Cooling unit: Force air Furnace \_\_\_\_\_ HP Pump \_\_\_\_\_ Model# \_\_\_\_\_ Other \_\_\_\_\_  
Wood Stove: Outside combustion unit \_\_\_\_\_ # Gal. \_\_\_\_\_ Re-set element, yes \_\_\_\_\_ No \_\_\_\_\_ Electric kW \_\_\_\_\_ Insulating Blanket \_\_\_\_\_  
Water heater: Type \_\_\_\_\_ Recommended 120 degrees \_\_\_\_\_ slab leaks \_\_\_\_\_ Measured Temp \_\_\_\_\_ Cooling \_\_\_\_\_ Heating \_\_\_\_\_ circulating system \_\_\_\_\_  
Thermostat: Setting \_\_\_\_\_ Return air temp \_\_\_\_\_ Condition of air flow at return: Good \_\_\_\_\_ Fair \_\_\_\_\_ Poor \_\_\_\_\_ Return air filter: yes \_\_\_\_\_ No \_\_\_\_\_  
If HP Pump, type of T-Stat \_\_\_\_\_ Available Yes \_\_\_\_\_ No \_\_\_\_\_ does it match manufacturer's recommendation in operation manual \_\_\_\_\_

**APPLIANCES & OTHER**

Energy Star Refrigerator: \_\_\_\_\_ Age of refrigerator \_\_\_\_\_ Coils cleaned \_\_\_\_\_ How many loads per week \_\_\_\_\_  
Dishwasher \_\_\_\_\_ Eliminate extra refrigerator \_\_\_\_\_ fill it if empty \_\_\_\_\_ Energy setting used in refrigerator \_\_\_\_\_  
Washing Machine: \_\_\_\_\_ Energy Star Yes \_\_\_\_\_ No \_\_\_\_\_ full loads Yes \_\_\_\_\_ No \_\_\_\_\_ # of CFLs \_\_\_\_\_ # of Pumps \_\_\_\_\_  
Dryer: Gas \_\_\_\_\_ Electric \_\_\_\_\_ Wattage Size \_\_\_\_\_ Pump HP \_\_\_\_\_ Well Pump \_\_\_\_\_ CO Detector \_\_\_\_\_  
Lighting: # incandescent \_\_\_\_\_ No \_\_\_\_\_ full loads Yes \_\_\_\_\_ No \_\_\_\_\_ # of CFLs \_\_\_\_\_ # of Pumps \_\_\_\_\_  
Swimming Pool/Spa: Yes \_\_\_\_\_ No \_\_\_\_\_ Pool/Spa heater \_\_\_\_\_ Pool/Spa heater \_\_\_\_\_  
Solar: Water heater \_\_\_\_\_ Low-Flow Shower heads # \_\_\_\_\_ received a copy \_\_\_\_\_

Customer initials: \_\_\_\_\_ Additional P \_\_\_\_\_

BIDGELY CONSOLE

Back to Customer Details

GO OFFLINE

FIELD AUDIT

Field Audit for JOHN SMITH

HOME PROFILE

Is the home owned or rented?   0 of 7 Answered

What is the house type?

Is the house single story or multi-storied?

What's the size of the home (square feet)?

How many people live in the home?

How many bedrooms are in the home?      0 of 6 Answered

Does the home have a solar photovoltaic system?   7 of 17 Answered

BUILDING ENCLOSURE

APPLIANCES

HEATING AND COOLING

WATER HEATING

SAVE & FINISH AUDIT

Logout



## CUSTOMER SUPPORT: THE OLD WAY

Annoyed customers and high call center costs.

## CUSTOMER SUPPORT: THE NEW WAY

Customer Service is streamlined and automated with AI, reducing call center costs and increasing customer satisfaction.



### ALERT

Personalized alerts pre-empt questions that trigger phone calls



### ANSWER

A Voice Advisor answers questions to further reduce phone calls.



### ASSURE

Reps quickly have the analytics to diagnose and resolve issues.



# DON'T BE FOOLED BY IMPOSTER DISAGGREGATION

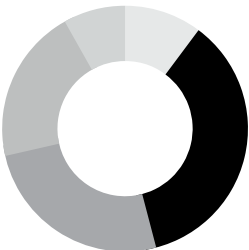
When investing in disaggregation, don't be fooled by static models that claim to be 'disaggregation.' AI-powered disaggregation is dynamic—reflecting the changing life journey of your customers, such as moving to a new home, going on vacation, or having a baby.



## NON AI-POWERED DISAGGREGATION

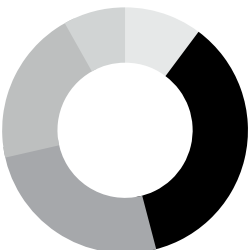
Fixed allocation or simplistic weather-based models.

### MAY 2017: NEW HOME



The simple model says their cooling is **35%**. Pretty close.

### JUNE 2017: VACATION



The simple model still thinks their cooling is **35%**.

### JUNE 2018: NEW BABY



The simple model? Yup, still at **35%**!

## AI-POWERED DISAGGREGATION

Algorithms that analyze per-home meter data.

### MAY 2017: NEW HOME



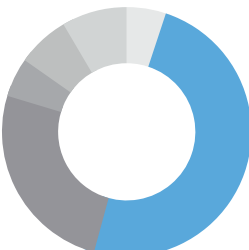
True AI-disaggregation knows their cooling is **42%**.

### JUNE 2017: VACATION



True AI-disaggregation knows their AC is **OFF**.

### JUNE 2018: NEW BABY



AI detects that they're at **49%** AC to keep baby cool.



# AI ADDRESSES THREE UTILITY CHALLENGES:

## 1. Personalization

Amazon-like customer experience

## 2. Optimization

Revenue-model and cost-to-serve

## 3. Modernization

Grid stability and Utility 2.0

**EVOLVE YOUR  
CUSTOMER ENGAGEMENT**

Contact [info@bidgely.com](mailto:info@bidgely.com) to learn how.

