



EmPOWER AI

ANNUAL CONFERENCE

September, 2024 | Spokane, WA

Utility Host: **AVISTA**[®]

Key Takeaways

What is EmPOWER AI?

EmPOWER AI is Bidgely's annual gathering where technology innovation and utility leadership connect to enable the clean energy transition.

Hosted with Avista, this year's event brought together utility leaders, program managers and industry experts to discuss how "Applied AI" is helping utilities innovate in real-world use cases such as customer engagement, grid planning and load shift program management.

Takeaway Themes

THEME 1:

PEOPLE ARE PRIORITY IN THE CLEAN ENERGY TRANSITION.

THEME 2:

UTILITY LEADERS ARE TURNING TO TECH TO SOLVE BIG CHALLENGES.

- How can we help our customers and our grid?
- How can we help SMB customers become energy savvy?
- How can we learn from traditional demand response to manage EV loads effectively?
- Can TOU rates help us make the case for AMI rollout?
- What is the role of gas utilities in the clean energy transition?
- How do we transform customer engagement for the clean energy transition?
- How do we empower teams to deliver great customer experience?

THEME 3:

BUILDING A DATA-ENRICHED, FUTURE-READY ENERGY TECH ECOSYSTEM IS ESSENTIAL.

[Learn more about EmPOWER AI](#)

People are priority in the clean energy transition:

A key theme shared by utility executives and program leaders alike was the importance of placing people at the center of strategic initiatives. Many of their stories highlighted the human impact of Bidgely's energy intelligence and solutions, showcasing how AI is enhancing customer services and workforce empowerment.

EXECUTIVE KEYNOTE: LATISHA HILL, AVISTA



Latisha Hill
VP, Community Affairs &
Chief Customer Officer,
Avista

Avista Vice President for Community Affairs & Chief Customer Officer **Latisha Hill** shared her take on several key trends effecting electricity demand: growing distributed energy resources (DERs) adoption; growing electrification; evolving building codes targeting greenhouse gas emission reduction.

She also addressed the crisis of consumer trust in the industry as rising energy costs and weather-related outages clash with utilities' clean energy transition goals. Avista has a goal of 100 percent clean electricity by 2045 and a carbon-neutral supply of electricity by the end of 2027.

EXECUTIVE KEYNOTE: HEMA SUNDARAM, PGE



Hema Sundaram
Division CIO, PGE

Portland General Electric Division Chief Information Officer **Hema Sundaram** shared her methodology for prioritizing AI initiatives in light of PGE's goal to reduce 80% of carbon emissions by 2030.

Her **"4M method"** focuses on Money, Megawatts, Minutes of Operation, and Metric Tonnes of Carbon to successfully drive innovation projects at PGE. But more importantly, she emphasized the "why" behind utility innovation—making a real difference in customers' lives.

4M Strategic Initiative Analysis

- | | |
|-------------------------|----------------------------|
| 1. Money | 2. Megawatts |
| 3. Minutes of Operation | 4. Metric Tonnes of Carbon |

Utility leaders are turning to tech to solve big challenges:

EmPOWER AI highlighted the critical role that Bidgely’s utility partners play in driving innovation, enabling and scaling the adoption of Bidgely’s AI-driven technologies to solve their most pressing challenges.

HOW CAN WE HELP OUR CUSTOMERS AND OUR GRID?

Avista Products and Services Manager Andrew Barrington

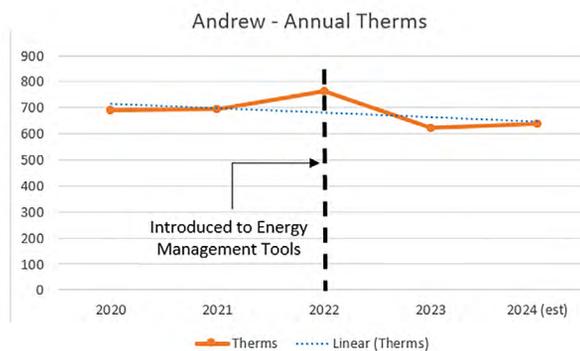
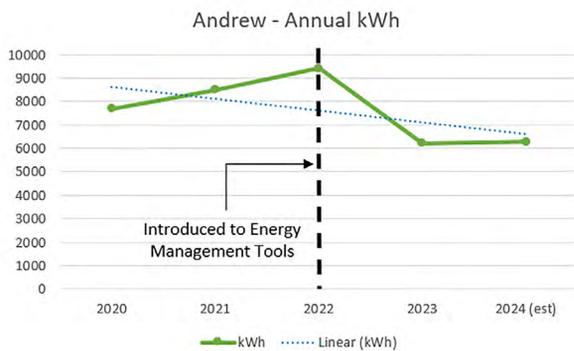
shared his personal journey of reducing his electricity costs by 25% since starting to use Bidgely’s energy management insights for his household. He shared how Avista has used Bidgely intelligence to boost EV detection by 65%, identify 22,000 homes on constrained feeders for home energy audits that could save 1.2 GWh, and cut one customer’s \$400 heating bill in half year over year.



Andrew Barrington
Manager, Products and Services, Avista

The key lesson from Avista is that behind-the-meter energy intelligence can make a real-world impact on customer lives, which aggregates to grid performance.

~25% in kWh and ~10% in Therms since using Energy Management Tools



[Hear more from Andrew on the topic](#)

HOW CAN WE HELP SMB CUSTOMERS BECOME ENERGY SAVVY?

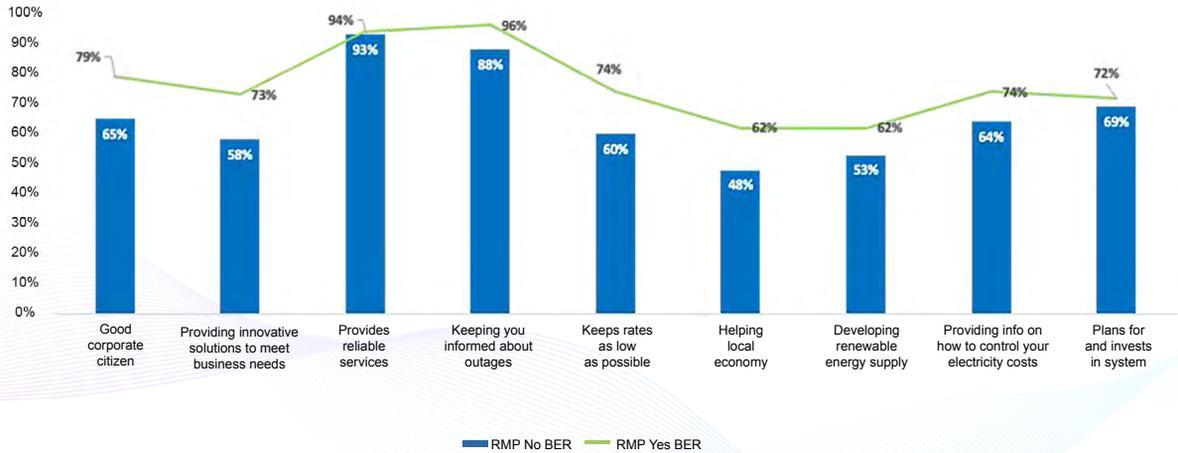
PacifiCorp Customer Satisfaction Market Research

Manager Barb Modey shared how Pacific Power and Rocky Mountain Power are using Business Energy Reports with energy use insights from Bidgely to send 390,000 and 360,000 annual touchpoints to SMB customers respectively, driving a 45+ J.D. Power score jump among business customers. More important, their perception as a community partner among SMB customers that received Business Energy Reports outpaced non-recipients by more than double digits in many categories.



Barb Modey
Manager, CSAT Market Research, PacifiCorp

Impact of Business Energy Reports Rocky Mountain Power Escalent Commercial 2023



[Hear more from Barb on the secrets of SMB success](#)

HOW CAN WE LEARN FROM TRADITIONAL DEMAND RESPONSE TO MANAGE EV LOADS EFFECTIVELY?

Rocky Mountain Power Program Manager Sierra Gentry

shared how she is leveraging Bidgely EV intelligence to pilot an EV Demand Response program that is completely non-disruptive to customers and empowers Rocky Mountain Power to shed EV load in small intervals.

By focusing on small-increment, frequency-based calls to pause EV charging, she is seeing early signs of success in piloting EVDR in a way that doesn't disrupt customer lives.



Sierra Gentry
Program Manager,
Rocky Mountain Power

Electric Vehicle Managed Charging Program



Frequency Based

Rather than a capacity based program, events are called in short durations—5 minutes of paused EV charging.



Location Agnostic

Charging is paused anywhere the vehicle is charging, including public chargers, Tesla superchargers, etc.



Non-Invasive

This program is designed to be non-invasive, so the customer doesn't even notice any impact.

CAN TOU RATES HELP US MAKE THE CASE FOR AMI ROLLOUT?

PNM's Digital Customer Experience Manager **Patty Torrez** and CX/TOD Program Manager **Denine Rothman** shared how PNM is leveraging Bidgely TOU intelligence to pilot a Time-of-Day (TOD) program that will help justify an AMI rollout with regulators. By using household energy intelligence from cellular meters in their pilot to identify the best candidates for TOD load shift, they are demonstrating the ability of TOD rates to shift load effectively and make the case for a broader AMI rollout.



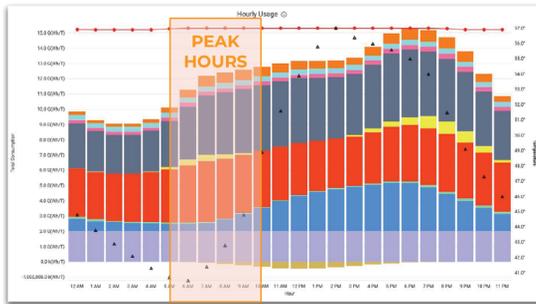
Patty Torrez
Manager, Digital CX
PNM



Denine Rothman
Manager, CX / TOD
Program, PNM

TOD Program Targeting

Customer-Level Usage Analysis & TOU Savings Potential



Bidgely's **hourly disaggregation** allows us to target customers with the most "shiftable" load during peak hours to achieve **greater peak demand reduction**.

Load Type	Appliances
Shiftable	Heating, Cooling, Water Heating, Electric Vehicles, Pool Pumps
Non-Shiftable	Always On, Lighting, Refrigeration, Others

Not all customers offer the same value...

Potential savings for enrolled customer

Non-EV Owner

EV Owner

0.35 kW

1.90 kW

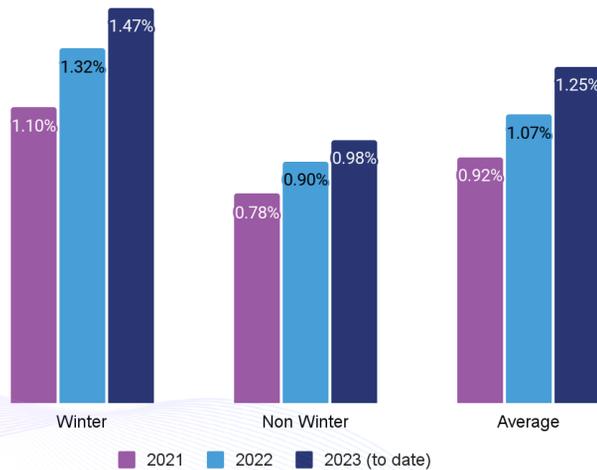
WHAT IS THE ROLE OF GAS UTILITIES IN THE CLEAN ENERGY TRANSITION?

SoCalGas Energy Management Supervisor **Dr. Maria Liza Legaspi** shared her perspectives from how SoCalGas has mobilized customers to save 7,582,894 Therms to date. Among SoCalGas's keys to success:

1. **Positive and personalized experience for similar home comparison**
2. **Digital-first HERs continue to increase savings - 15% boost in average savings per customer**
3. **Digital engagement stands the test of time, with a 59% open rate on 33 million emails sent to date**



Dr. Maria Liza Legaspi
Energy Management Supervisor,
SoCalGas



Residential Therms saved per customer

HOW DO WE TRANSFORM CUSTOMER ENGAGEMENT FOR THE CLEAN ENERGY TRANSITION?

TEP Director of Customer Care and Experience Denise Taylor and **APS Director of Customer Experience Operations Danielle Evans** joined Bidgely on stage as panelists for a discussion about redefining CX for the clean energy transition.

The key CX objective that both utilities are focusing on ... personalization. Treating and engaging each customer as an individual is central to their CX strategies. And they are investing in technology to give them the insights and tools needed to deliver this next level of engagement.



Denise Taylor
Director of Customer Care and Experience, TEP



Danielle Evans
Director of Customer Experience Operations, APS

HOW DO WE EMPOWER TEAMS TO DELIVER GREAT CUSTOMER EXPERIENCE?



Connor Hennesey
Customer Service Representative, Avista

Avista Customer Service Representative

Connor Hennesey gave utility leaders at the event a ground-level view of what it's like to resolve customers inquiries with the help of behind-the-meter energy insights.

Walking them through a true-to-life high bill inquiry by an Avista customer, Connor demonstrated how Bidgely insights and tools help customer service reps turn potentially bad experiences into positive interactions.

Building a data-enriched, future-ready energy tech ecosystem is essential:

Utilities are navigating a dizzying array of tools, partners, and operational complexities. They need technology partners who continue to innovate while making it easier to extract value from data and improve operations.

EmPOWER AI put Bidgely's continuing investments in energy tech innovation on display.

Itron + Bidgely

Itron VP of Product Management, Outcomes Stefan Zschiegner joined Bidgely Chief of Staff Shriram Ramanathan to highlight the two companies partnership in Itron's Distributed Intelligence platform.

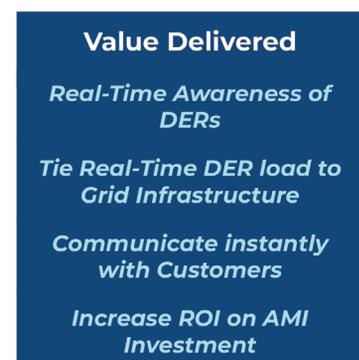
Bidgely has developed DI "agents" for Itron's next-generation meters that can detect and monitor EV charging and Solar PV. Already being rolled out at several utilities, value outcomes in focus include:

- Real-time awareness of DERs
- Real-time DER load to Grid infrastructure insights
- Real-time engagement with DER-owning customers
- Increased ROI on AMI Investment

[Learn More](#)



Stefan Zschiegner
VP, Product Management,
Outcomes, Itron



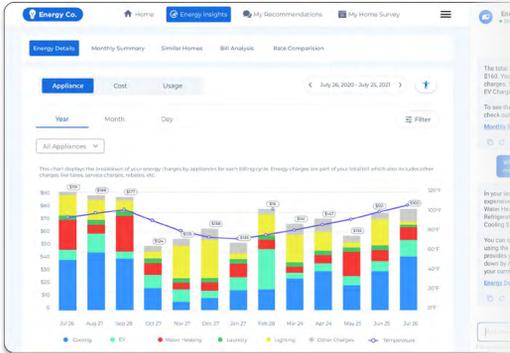
Bidgely Announces GenAI Enhancements

There is a lot of “buzz” around Generative AI (GenAI) today, and utilities need solution partners that can help them leverage GenAI in safe, reliable ways that deliver value to operations.

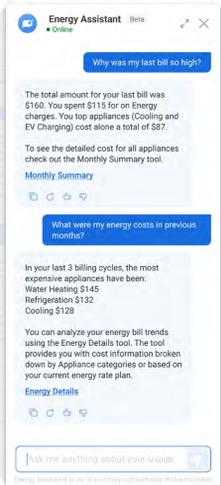
During EmPOWER AI, Bidgely announced and showcased the investments we are making to enhance our proven UtilityAI™ platform with GenAI capabilities to make behind-the-meter energy intelligence more interactive, explainable, and automated for both utility teams and their customers.

UtilityAI + GenAI: Takes Insight & Engagement Further

UtilityAI™ enables:
Appliance-level energy insights across time



GenAI Energy Assistants:
Personalize explanations & recommendations based on customer interactions & context



Why was my last bill so high?

The total amount for your last bill was \$160. You spent \$115 for on Energy charges. You top appliances (Cooling and EV Charging) cost alone a total of \$82.

To see the detailed cost for all appliances check out the Monthly Summary tool.

Monthly Summary

What were my energy costs in previous months?

In your last 3 billing cycles, the most expensive appliances have been:

- Water Heating \$145
- Refrigeration \$132
- Cooling \$128

You can analyze your energy bill trends using the Energy Details tool. The tool provides you with cost information broken down by Appliance categories or based on your current energy rate plan.

Energy Details

Ask me anything about your usage

[Read the Press Release from EmPOWER AI](#)

[Catch our GenAI Webinar on Demand](#)

[Visit bidgely.com/genai](https://bidgely.com/genai)

To learn more about Bidgely’s EmPOWER AI events, visit bidgely.com/empower-ai.

If you are interested in attending a future EmPOWER AI event, we’d love to hear from you at empower@bidgely.com.