



Bidgely CARE: AI-Powered Call Center Solution

CARE OVERVIEW

Bidgely CARE is an Artificial Intelligence (AI) powered call center solution enabling an elevated customer experience

CARE is part of Bidgely UtilityAI™ Platform, energy industry's only AI-powered Platform for *Hyper-Personalization*.

UtilityAI delivers actionable insights for every customer in your service territory by utilizing patented AI and Machine Learning technology to understand customers across 100+ attributes just from meter data.

Bidgely has developed the world's most accurate and actionable customer energy insights based on actual energy habits.

A proactive, personalized customer experience should be available for all customers no matter how they engage with utilities. That's why we've built tools specifically for Call Centers to ensure every interaction utilizes the best customer intelligence to deliver the best experience possible. CARE is designed to help IOUs rise to realities of increasing cost-to-serve and rising expectations of customer services. It can also help energy retailers with new customer acquisition, and churn reduction by empowering customers to take control of their energy usage through utility programs, services and product offerings.

CARE is centered around 3 value pillars:

Increasing Customer Satisfaction

- Empower CSRs to deliver personalized energy insights to help establish the CSR as the expert energy advisor with Action Advisor
- Strengthen customer relationship and value on every call by recommending personalized energy savings tips, best rate plans or tariffs
- Increase enrollment to incentive rebates and programs that serve underrepresented groups like LMI
- Generate new revenue and reduce customer churn by offering ROI driven tailored energy products and services
- Increase JD Power scores by building customer awareness of opportunities personalized to them, and digital services to help manager customer usage

Reduce Cost to Serve

- Resolve high bill calls quicker by equipping customer service representatives (CSRs) with High Bill Analyzer
- Reduce escalations and truck rolls, which reduce the call center operations costs
- Answer questions with one customer 360 view rather than transferring calls to a specialized team or relying on multiple systems of record

Increase Customer Self Service

- Eliminating large volumes of repeat calls and high bill calls by enrolling customers into home energy alerts
- Drive customers to utility marketplaces by offering products & services through trusted vendors

CARE SOLUTION

Bidgely's AI-powered CARE Solution enables call centers to resolve high bill inquiries and other critical customer issues efficiently and effectively, improving customer satisfaction with personalization, recommendations and targeted incentives, while maximizing the customer experience.

RESULTS

50% increase in online audit completion

Reduced Average Handling Time (AHT) for high bill call by

2:50 (min:sec)

Tier1 IOU-SOUTHEAST

Key Benefits

Call Center solution to elevate the customer-experience by empowering CSRs to:

- Reduce Cost to Serve
- Increase Customer Satisfaction
- Increase Self-Service

+ Action Advisor

- Personalized insights and recommendations to increase CSAT
- Increase program enrollment to improve customer retention & engagement
- Targeted rebates, incentives and rate plans to drive customer loyalty

+ High Bill Analyzer

- AI-powered appliance level energy disaggregation
- Arm CSRs with customer usage comparative models and patterns to solve high bill calls
- Customer 360 view of customer usage behaviors

+ Alerts Enrollment

- Enroll customers in use set budget alerts & bill projections to avoid high bill shock
- Manage alert preferences for email and SMS
- Call Avoidance - proactive alerts approach for reducing repeat calls coming into the call center

+ Engagement View

- See how customers interact with the alerts, and if they opened and clicked on it, and when

+ Remote Audit & Co-Browse

- Get the full view of what the customer sees as part of the customer engagement journey (email, SMS, paper, web)
- View their web dashboard and update their home assessment along with them

ACTION ADVISOR

Top Actions

SCORE

- 87** **Enroll in TOU Plan-C to save up to \$325 / year**
Insight: AC operating regularly during peak hours
- 83** **Install a smart thermostat (\$50 instant rebate)**
Insight: High AC use
- 74** **Register in a BYOT program**
Insight: High peak load
- 68** **Check A/C tuning offer - A/C tuning service**
Insight: \$170.00 saving per year
- 59** **Perform a plug load test**
Insight: \$55.00 saving per year
- 57** **Enroll in digital payment plan for \$10 bill credit**
Insight: \$1C.00 saving

[VIEW MORE](#)

For CSRs, every customer call can either result in great value or become a lost opportunity. CSRs are looking to become a trusted advisor and go beyond resolving regular customer support calls, to provide **personalized insights and recommendations**. CARE empowers CSRs to create the "wow" factor for customers, exceed their expectations and serve value that they never anticipated, whatever may be the reason for their call. With its AI-powered recommendations engine, **Bigdely finds the highest value offers, rebates, products and insights, and empowers CSRs to end each call on a high note** and convert the customer into a big fan and an avid marketer for the utility. It may be a rebate that they did not know about and is relevant for their home, a better rate plan that saves them money, a product offering that can save them hundreds of dollars on their energy bill or even how they could shift their load to off-peak hours.

HIGH BILL ANALYZER

Usage Details

Jun 12 - Jul 10 2019 | Jun 11 - Jul 12 2018

TOTALS (Monthly)	Jun 12 - Jul 10 2019	Jun 11 - Jul 12 2018
Bill Amount	\$407.52	\$246.17
Consumption	3931 kWh	2145 kWh
Consumption per day	116 kWh	72 kWh
APPLIANCE USAGE		
Cooling	\$277 (↘\$119)	\$158
Always On	\$38 (↘\$15)	\$23
Water Heating	\$36	\$28
Laundry & Cleaning	\$19	\$15
Cooking	\$12	\$10
OTHER KEY DIFFERENCES		
Avg Temp (High/Low)	85.7 °F / 62.4 °F	77.7 °F / 57.2 °F
Days in Billing Cycle	30	32
Low Consumption Days	3	3

Enables CSRs to access the precise information required to rapidly resolve calls, often triggered by higher-than-expected customer bills. About 50% of call center calls are bill related, with a smaller subset being high bill calls. Bigdely's CARE solution empowers CSRs with detailed insights into customers' actual usage at an appliance level to **quickly identify reasons for high bills and reach a timely resolution**. The tool extends beyond the consumption of each appliance, and is able to arm CSRs with comparative models and patterns of usage and consumption (month-to-month, year-over-year) to respond with more accuracy and help the customers to get a better understanding. **CSRs can reduce escalations and truck rolls, while driving improved engagement and customer experience with the call center.**

ALERTS ENROLLMENT

Energy Co. | 11039 S SAND

NFW

Welcome to your Home Electric Review from Energy Co

You'll now receive personalized emails that help you understand your electricity usage and how you can save money.

Your Projected Electricity Cost
01/08 to 02/05 Billing Cycle*

Projected: **\$79**
\$4 Below Avg
12 Days Left in Billing Cycle

\$45
Spent as of 01/24**

What if you could reduce the number of calls coming into the call center? With alerts enrollment, CSRs can reduce the total number of incoming calls into a call center by reducing the number of repeat calls i.e. call avoidance. Many of these calls come about because the customer is "surprised" or "not informed". These repeat calls can be avoided if the call center system is used by the CSR to **proactively inform and educate the customer and reduce the element of surprise**. Bigdely enables CSRs while on a call to proactively enroll customers into **alerts that have proven to reduce high bill shock and as a result reduce call center calls**. These alerts include a budget alert set whose threshold is set by the customer and is triggered whenever the customer approaches the limit and a bill projection alert which will inform the customer of what their upcoming total bill will be. More alerts, notifications can be added such as high usage alerts, similar home comparisons, monthly home energy reports etc.

ENGAGEMENT VIEW

LAST 90 DAYS

EMAILS: 6 | PAPER: 2 | FAILED: 0/8

Date	Channel	Type	Status	Opened	Clicked
10/22/19	Email	Budget Alert	DELIVERED	✓	
10/09/19	Paper	Home Energy Report	MAILED	N/A	N/A
09/17/19	Email	Neighbourhood Comparison	DELIVERED	✓	✓
08/21/19	Email	Monthly Summary	DELIVERED	✓	
08/15/19	Email	Neighbourhood Comparison	DELIVERED	✓	✓
07/22/19	Email	Budget Alert	DELIVERED	✓	✓
07/18/19	Paper	Home Energy Report	MAILED	N/A	N/A
06/24/19	Email	Budget Alert	DELIVERED	N/A	N/A

Get a **360 view of all customer interactions from email, calls, portal logins** so your CSRs can understand the full journey of each customer. Pair this information with your Call Center reporting tools to better understand why customers come to the call center, what information they saw previously and what information was sent to them after the call that could help increase CSAT and reduce cost to serve.

REMOTE AUDIT & CO-BROWSE

What kind of heating appliances do you have?

Pick One

Heat Pump

Central Electric Heater

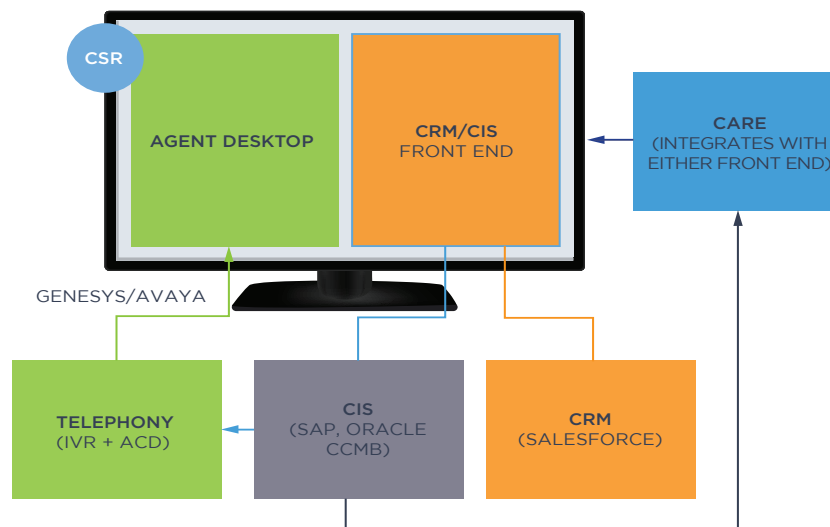
Gas Heating

None

Help customers **complete their home energy audit/assessment** so that their recommendations can be further tailored. Use remote audit details to schedule on-site audits or follow up. Feed this information back into your data lake for a comprehensive customer view. Bidgely's co-browsing allowing the CSR to view the customer's energy management portal and troubleshoot any questions or concerns the customer may have from using the tool.

FLEXIBLE INTEGRATION MODEL

CARE is provided with a user interface delivered via a SaaS model (software as a service) with regular updates to meet the latest consumer trends, regulations, language requirements, accessibility and more. The platform is modular, allowing a utility to activate desired programs and features according to its unique strategic goals. There is no need for representatives to log into a different application. We make the switch easy by integrating CARE into your existing call center tools whether that be your agent desktop or CRM/ CIS front end.



GETTING STARTED

Interested in learning more about how Bidgely's UtilityAI Platform for Hyper-Personalization can improve your utility programs? Contact one of our representatives at utilityai@bidgely.com to schedule a demo and see how UtilityAI can drive more value for your customers and your business.

https://go.bidgely.com/UtilityAI-Platform-Brief_Download-Now.html
<https://www.linkedin.com/company/bidgely/>

