Customer Snapshot: Avista's inside-out approach to AI-enabled CX

Program Overview

In 2020, Avista Utilities partnered with Bidgley to leverage UtilityAI™ to extract appliance-level energy intelligence from its AMI data and use those insights to enhance customer service and experience.

Avista leadership made the **strategic decision to start with internal use cases first** before rolling out energy insights to customers, beginning with the call centers and high bill call support.

Avista equipped call center representatives (CSRs) with Bidgely's CSR Console, giving them visibility into disaggregated energy use for each customer across multiple appliance categories and at five-minute data intervals. This detailed behind-the-meter visibility, combined with personalized AI-recommendations in the portal, equipped the CSRs to troubleshoot high bill calls and advise customers on savings improvements.

The adoption by and feedback from CSRs was strong, as evidenced in the very cold winter of 2022, as **Avista's CSR Portal was used over 3,000 times in December alone to address high-bill and other customer inquiries**. Furthermore, Avista saw a **27% reduction in truck rolls** in the year following its CSR Console implementation.
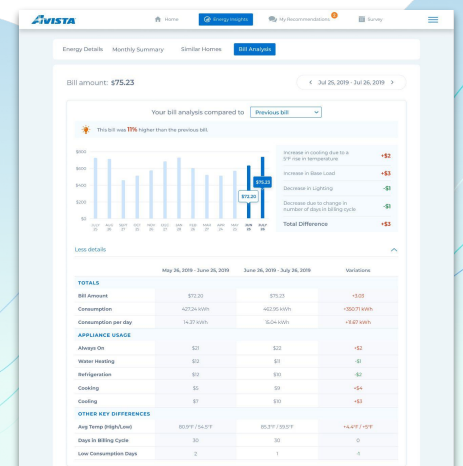
Building on the success of its internal rollout of UtilityAI tools from Bidgley, Avista eventually went live with **customer facing Bidgely widgets in their customer portal**—giving them the same insights that CSRs had, including Bill Itemization, Energy Details, Top Tips, Home Survey, Energy Details and Bill Analysis. Today, approximately **300,000 residential and SMB customers** are being served with UtilityAI insights from Bidgely.

Strategies in Focus

1. **Inside-Out Approach:** Align and equip internal teams with Bidgely insights before rolling them out to customers.
2. **Make High Bill Calls Better:** Leverage behind-the-meter energy use insights to help CSRs turn a high bill into a helpful experience.
3. **Empower Customers:** Give customers the same insights to make smarter energy decisions.
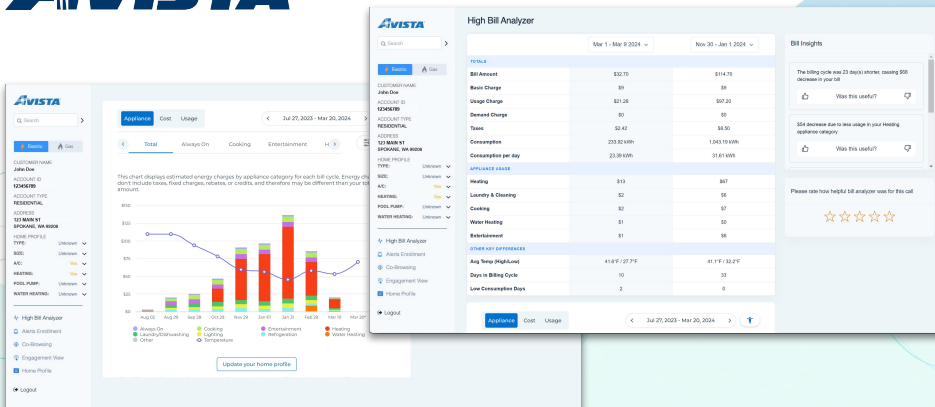
CSR High Bill Analyzer

Customer Portal Bill Analysis