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

## **Program Overview**

In 2020, Avista Utilities partnered with Bidgley to leverage UtilityAl<sup>TM</sup> 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.

|                     | <i>TISTA</i> °  |   |                       |                      |                         |   |                    | Energy Details Monthly Summ          | ary Similar Homes            | Bill Analysis                               |  |
|---------------------|---|---|-----------------------|----------------------|-------------------------|---|--------------------|--------------------------------------|------------------------------|---|--|
|                     |   | Avista  | High Bill Analyzer    |                      |                         |   | Bill amount: \$75. |                                      |                              | ( • •                                       | lul 25, 2019 - Jul 26, 2019 - >  |
|                     |   | Q Seath   |                       | Mar 1 - Mar 9 2024 ~ | Nov 30 - Jan 1 2024 - + | Bill Insights   |                    |                                      | our bill analysis compared   | to Desident NE or                           |  |
|                     |   |   | TDIMLE                |                      |                         | · · · · · · · · · · · · · · · · · · ·   |                    |                                      |                              | 10 111100001 +                              | 1  |
|                     |   | 🕴 Execute 🔥 Gas                                     | Bill Amount           | \$32.70              | \$114.70                | The billing cycle was 23 day(s) shorter, causing 505<br>decrease in your bill |                    | This bill was 11% highe              | then the previous bill.      |   |  |
|                     |   | CLEROMER NAME<br>John Doe                           | Basic Charge          | 39                   | 59                      |   |                    | 8000                                 |                              | Increase in cool                            | in the last of the |
| ISTA                |   | ACCOUNT D<br>122456789                              | Usage Charge          | \$21.25              | \$97.20                 | 🖒 Was this useful? 🖓  |                    | 1.11                                 | 1.1                          | STF rise in temp                            | enture +52   |
| Search              | Appliance 0x87 Usage - 3ul 27, 2023 - Mar 20, 2024  | > ACCOUNT TYPE                                      | Demand Charge         | 80                   | 50                      |   |                    |                                      | 1 1 1 1 1 1                  | Increase in Base                            | +\$3   |
|                     |   | RESIDENTIAL<br>ACOTESS                              | Taxes                 | \$2.42               | \$8.50                  | S54 decrease due to less usage in your Heating<br>oppliance category          |                    | \$400                                |                              | Decrease in Light                           | R- geis  |
| A Gas               | Cooking Entertainment H >   | T23 MAIN ST<br>SPOKANE, WA HIDDE                    | Coroumption           | 233.82 killh         | 1,043.19 KWh            | th Was the useful?  |                    | \$200                                |                              | 872.20<br>Decrease due to<br>number of days | change in -50  |
| NAME                |   | HOME PROFILE  | Consumption per day   | 23.39 kWh            | 31.61 kWh               |   |                    | 51                                   |                              |   |  |
|                     |   | TYPE: Unknown w                                     | APPLIANCE EXAMP       |                      |                         |   |                    | 107 AUG SUP 007 10<br>20 20 27 20 20 | 101 MA 10 MA APR 10          | B B Total Differen                          | ice +\$3   |
| 0                   | This chart displays estimated energy charges by appliance category for each bill cycle. Energy-<br>don't include texes, fixed charges, rebates, or credits, and therefore may be different than your<br>amount.   |   | Heating               | \$13                 | 967                     |   |                    |                                      |                              |   |  |
| 291                 | annan.  | HEATING Yes 🗸                                       | Loundry & Cleaning    | 52                   | 58                      | Please rate how helpful bill analyzer was for this call                       |                    | Less details                         |                              |   | ~  |
|                     | 810   | HOOL PLANP: Universe V<br>WATER HEATING: Universe V | Cooking               | 82                   | 87                      |   |                    |                                      | May 36, 2019 - June 25, 2019 | June 26, 2019 - July 26, 2019               | Variations   |
| VA RIDOR            | 805   | Relational Career V                                 | Water Heating         | 51                   | 50                      | мимии   |                    | TOTALS                               |                              |   |  |
| URINE V             |   | 4 Hoh Bil Analyzer                                  | Entertainment         | 81                   | 55                      |   | /                  | Bill Amount                          | \$72.20                      | \$75.23                                     | +3.05  |
| Unicount V          |   | A Arta Eccolment                                    | OTHER KEY DIFFERENCES |                      |                         |   |                    | Consumption                          | 427.24 kWh                   | 462.95 kWh                                  | +350/71 kW/h   |
| <b>***</b> •        |   | Co-Browsing   | Ang Temp (HighLow)    | 41.8°F/27.7°F        | 41.1°F/32.2°F           |   |                    | Consumption per day                  | 14.37 kWih                   | 3604 kWh                                    | +1627 kWh  |
| Ven V<br>University |   | Chappement Vew                                      | Days in Billing Cycle | 10                   | 33                      |   |                    | APPLIANCE USAGE                      |                              |   |  |
| 192: Uticovi V      |   | Home Profile  | Low Consumption Dops  | 2                    | 0                       |   |                    | Always On                            | \$21                         | \$22  | -52  |
|                     |   |   |                       |                      |                         |   |                    | Water Heating                        | \$12                         | \$1   | -61  |
| Analyzor            | 10 Aug 02 Aug 29 Sep 28 Oct 29 Nov 29 Jan 61 Jan 31 Feb 29 Mar 18 Mar 2   | · Logout  | Appliance Cost Usage  | 4 10/27.20           | 23 - Mar 20, 2024 >     |   |                    | Befrigeration                        | \$12                         | \$10  | -62  |
| voliment            | Alvaya Dn Cooking |   |                       |                      | 00                      |   |                    | Cooking                              | \$5                          | 52  | -54  |
| orien               | Other Other Other   |   |                       |                      |                         |   |                    | Cooling                              | \$7                          | 810   | +\$3   |
| ment View           |   |   |                       |                      |                         |   |                    | OTHER KEY DIFFERENCES                |                              |   |  |
| tofile              | Update your home profile  |   |                       |                      |                         |   |                    | Avg Terrp (High/Low)                 | 80.977/54.577                | 85.377/59.577                               | 14.477/157F  |
|                     |   |   |                       |                      |                         |   |                    | Days in Billing Cycle                | 30                           | 30  | 0  |

## **CSR High Bill Analyzer**