SPOKANE | WA
SEPTEMBER 17-19, 2024

Hosting Utility: **AVISTA**®

PRE-CONFERENCE
Tuesday, September 17

4:30pm - 6:00pm

Catalyst Spokane Tour

Join us for an exclusive look at Catalyst Spokane, a pioneering project in sustainable urban development within the South Landing Eco-District. Experience firsthand the cutting-edge technologies and energy-efficient innovations spearheaded by Avista Utilities that are shaping the future of clean energy and smart infrastructure. Limited to 25 participants, with transportation provided—reserve your spot now!

6:00pm - 9:00pm

EmPOWER AI Welcome Reception @ Skyline Ballroom

DAY 1
Wednesday, September 18

START	END	
7:00am	7:45am	**Morning River Walk/Hike (Avista Hydro Tour)**

Begin your day with a refreshing morning walk through Spokane's Riverfront Park! Connect with fellow conference attendees and connect with Avista's hydro history on this guided stroll. Discover the stories behind the integrated water power system that has energized Spokane for over a century, all while enjoying the park's scenic beauty. We'll meet in the hotel lobby and head out together for this enriching morning experience. Bring your walking shoes and your curiosity—let's start the day connected and inspired!

8:00am	8:30am	*Breakfast Opens*
8:30am	9:00am	*Welcome Keynote:* Bidgely CEO, Abhay Gupta

9:00am	9:45am	HOST UTILITY SPOTLIGHT

Innovating with AI: Avista's Blueprint for Data-Driven Customer Engagement Success

Avista exemplifies innovation in leveraging analytics to drive smarter energy decisions. Beginning their partnership with Bidgely in 2020, Avista sought to enhance customer experience and soon discovered the expansive potential of their data. This led to broader AI applications and strengthened cross-functional collaboration. On the call center front, Avista's analytics-driven approach resulted in operational efficiencies, including a 27% reduction in truck rolls. As they progressed their analytics strategy, Avista used behind the meter intelligence to segment and target customers, finding 3x the EV customers relative to traditional methods, enabling a gold-standard for customer engagement. Avista's journey is truly inspiring. Hear from Latisha Hill, Vice President Community Affairs and Chief Customer Officer at Avista, as she shares their story of continuous innovation and commitment to asking, "What else can we do?" powered by Bidgely's advanced analytics.

(MODERN CX)

9:45am	10:30am	CTO INSIGHTS

Achieving 10X Efficiency: Leveraging AI and GenAI to Enhance Utility Business Goals

As the excitement surrounding Generative AI (GenAI) reaches new heights, it becomes evident that creating substantial and enduring value presents significant challenges. This session, delivered by Bidgely Chief Technology Officer, Vivek Garud, will provide a comprehensive blueprint illustrating how various business functions across the utility, including customer experience, grid planning, and load management teams, can benefit from AI and GenAI technology. We will outline a long-term vision and present a detailed, step-by-step roadmap for achieving it through a series of milestones.

(TECHNOLOGY)

10:30am	11:00am	*Break*

11:00am	11:30am	UTILITY PANEL AND DISCUSSION

The Clean Energy Transition Requires a New Customer Experience

The energy industry is transforming with trends like decarbonization, DERs, electrification, and AI. Energy providers must adopt a customer-centric approach to navigate these changes. Success requires understanding and engaging customers during this transition. In this interactive session, Denise Taylor, Director of Customer Care and Experience at Tucson Electric Power and Danielle Evans, Director of Customer Experience Operations at Arizona Public Service, will share insights on enhancing customer experiences. We'll explore how personalized interactions can build trust through key moments like EV adoption, rate changes, and high bill management, and discuss future developments.

(MODERN CX)

11:30am	12:00pm	UTILITY INSIGHTS

CSR Deep Dive: The Power of Analytics

High utility bills are a pressing concern for both utilities and customers, often causing dissatisfaction and increased call center interactions. Customers need clear answers to questions like, "Why is my bill so high?" – and they won't accept vague responses such as "change in weather" from call center representatives. Discover firsthand from an Avista Senior CSR how their team leveraged Bidgely's UtilityAI™ High Bill Analyzer and Co-Browsing tool to provide detailed energy insights and personalized recommendations to customers, leading to a remarkable 27% reduction in truck rolls and over 3,000 uses of the CSR Portal in December 2022 alone.

(MODERN CX)

12:00pm	1:30pm	*Lunch*

1:30pm	2:00pm	FIRESIDE

Transforming the SMB Customer Experience

Explore effective strategies for enhancing customer satisfaction and trust among SMBs. Learn how advanced analytics can drive significant improvements in customer engagement, resulting in increased CSAT and deeper customer relationships. Hear from Barb Modey, Customer Satisfaction Market Research Manager at PacifiCorp to learn strategies for optimizing SMB programs, leveraging data-driven approaches to personalize experiences and maximize impact in underserved markets.

(MODERN CX)

2:00pm	2:30pm	PARTNER SPOTLIGHT

Distributed Intelligence: Revolutionizing Grid Edge Analytics with Smart Meters

Explore how embedded analytics in next-generation smart meters deliver increased value through distributed intelligence at the grid edge. Learn about the transformative potential of these innovations for enhancing grid efficiency and reliability.

(GRID PLANNING)

2:30pm	4:30pm	INTERACTIVE ROUNDTABLE

UtilityAI In Action

Engage with your peers and AI-experts to discuss the topics that matter most to you.

⚡ **Customer Experience:** Engaging Customers via AI-Enabled Hyper Personalized Experiences
⚡ **Building a Resilient Netzero Grid:** A Data-Centric Approach
⚡ **Intelligent Demand Side Management:** Squeezing More Mileage Out of Your Existing Grid
⚡ **Driving Electrification** by Engaging the Right Customers

(TECHNOLOGY)

4:30pm	4:45pm	*Closing Remarks*
6:00pm	9:00pm	*Dinner: Chateau Rive*

END OF DAY 1

TOPICS

🟧 **MODERN CX: DER-ENABLED AND ENGAGED CUSTOMERS** 🟦 **TECHNOLOGY** 🟩 **GRID PLANNING** 🟪 **LOAD SHIFTING**

DAY 2
Thursday, September 19

START	END	
7:00am	7:45am	**Morning River Walk**
		Begin your day with a refreshing morning walk through Spokane's Riverfront Park! Connect with fellow conference attendees and connect with Avista's hydro history on this guided stroll. Discover the stories behind the integrated water power system that has energized Spokane for over a century, all while enjoying the park's scenic beauty. We'll meet in the hotel lobby and head out together for this enriching morning experience. Bring your walking shoes and your curiosity—let's start the day connected and inspired!
7:45am	8:45am	*Breakfast Opens*
9:00am	9:15am	*Opening Keynote*
9:15am	9:45am	*Executive Keynote*

Prioritizing Your AI Roadmap with the 4Ms

Join Hema Sundaram, division chief information officer at Portland general electric, as she shares her methodology to prioritize her AI initiatives. Given Portland General's goal to reduce 80% of carbon emissions by 2030 a strong methodology for prioritization of use cases is needed. The 4M method focuses on Money, MW, Minutes of Operation, and Mtonne of Carbon and has been utilized to prioritize successful projects at PGE.

TECHNOLOGY

9:45am	10:30am	HOST UTILITY SPOTLIGHT

From Data to Resilience: How Analytics Drive Grid Stability and Customer Empowerment

Hear from Andrew Barrington, Products and Services Manager at our host utility, Avista, as he shares practical tips on scaling analytics to integrate customer data with grid operations, fostering grid resilience and enhancing customer engagement. Discover how behind-the-meter segmentation and targeting, along with EV intelligence, provide enhanced visibility and enable proactive strategies. Optimize operations and support sustainable energy practices in today's dynamic energy landscape.

GRID PLANNING

10:30am	11:00am	*Break*
11:00am	11:30am	EXPERT INSIGHTS

Shaping a Distributed Energy Future: Strategic Management of DER Adoption for Utility Leaders

Join Tyler Moragne, former Tesla Home Energy head and Bidgely's Chief Strategy Officer, as he shares expert insights on the evolution and future of solar, EVs, batteries, and DERs. Discover actionable strategies for managing rapid changes in consumer behavior, peak demand, and grid complexity. Learn how utilities are adapting and prepare for a future with higher consumer participation in the grid and increased home electrification and smart device adoption.

MODERN CX

11:30am	12:00pm	EXPERT INSIGHTS

Forecasting the Future: Cost-Effective Grid Mod Investments and Peak Demand Management Amidst Electrification

As electrification surges, utilities face unprecedented demand growth with limited budgets for grid upgrades. This session explores how to use data—like smart meter insights, feeder data, and substation analytics—to forecast load growth and customer adoption of EVs, battery storage, and solar. Learn strategies for managing peak demand, optimizing infrastructure investments, and deploying non-wires alternatives (NWAs) to maintain grid resilience. Join us to discover how a data-driven approach can help utilities navigate this evolving energy landscape.

GRID PLANNING

12:00pm	1:30pm	*Lunch*
1:30pm	2:00pm	UTILITY INSIGHTS

Introducing Time of Use Rates: Learn How to Build Trust Over Tension With Your Customers While Maximizing the Load Shape Shift

Discover how AI-driven TOU/TOD programs leverage targeted enrollment to identify ideal candidates, personalized messaging to engage customers, and ongoing coaching to ensure long-term success. Learn about how PNM is testing TOD rates ahead of their AMI deployment and why they chose Bidgely to help them deliver this program.

2:00pm	2:30pm	**Managing Peak Loads in Upcoming EV Revolution**

As EVs gain traction, grid operators are worried about what would happen if all EVs decide to plug in at the same time. Many utilities are already investing in managed charging programs. In this session, we will learn why managed charging may not be the most efficient way to tackle EV load shifts especially as the number of EVs grow exponentially and why you need to layer multiple solutions on top of each other to achieve the best results.

LOAD SHIFTING

2:30pm	3:00pm	GAS UTILITY INSIGHTS

From Awareness to Action: Mobilizing Gas Customers in the Decarb Era

This session will explore how SoCal Gas, with insights from Dr. Liza Legaspi, Energy Management Supervisor at Southern California Gas, engages customers in the decarbonization process, focusing on innovative strategies that enhance customer understanding and participation in gas utility decarbonization.

MODERN CX

3:00pm	4:45pm	INTERACTIVE ROUNDTABLE

UtilityAI In Action

Engage with your peers and AI-experts to discuss the topics that matter most to you.

TECH

4:45pm	5:00pm	*Closing Remarks*
6:00pm	9:00pm	*Dinner*

END OF PROGRAM

TOPICS

🟧 MODERN CX: DER-ENABLED AND ENGAGED CUSTOMERS　🟦 TECHNOLOGY　🟩 GRID PLANNING　🟦 LOAD SHIFTING