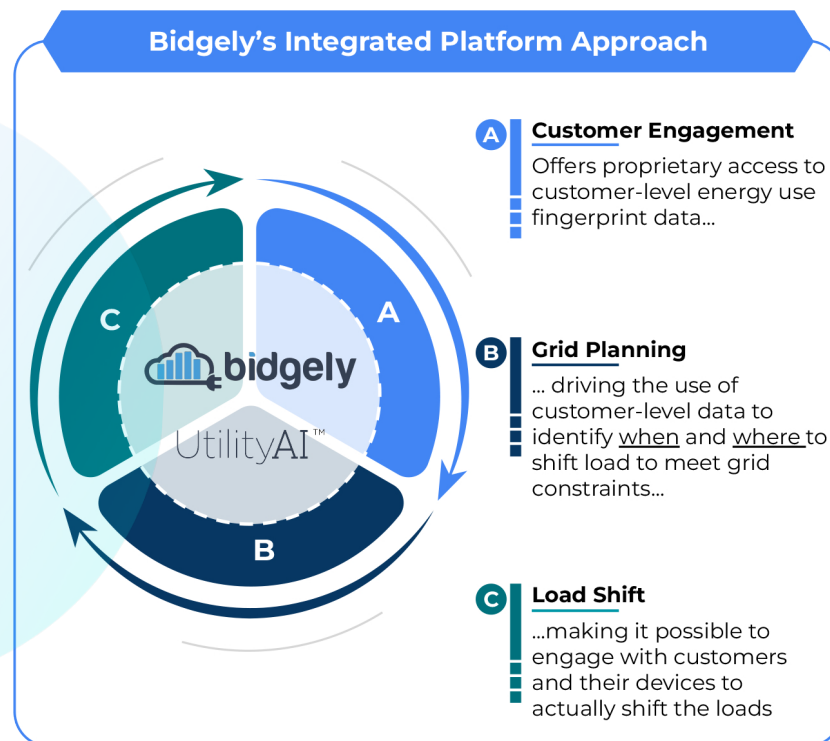


UTILITYAI IN ACTION ROUNDTABLES

- ⚡ ***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***



Customer Experience: Engaging Customers via AI-Enabled Hyper Personalized Experiences

As Apple, Netflix and now ChatGPT become fully enmeshed in our lives, the very idea of customer experience is changing. How will customer engagement in the utilities space evolve in the coming years? How can the utility industry create experiences that rival those offered by Apple and Netflix? How can utilities benefit from individual energy use profiles in a world where Behind-the-Meter (BTM) generation and Electric Vehicles (EVs) become more prevalent? What role will AI and GenAI have in this regard?

- **How is customer engagement in the utilities space evolving?**
- **What role is / will digital, big data, and AI play in customer engagement?**
- **Design Thinking Exercise**
- **What are some roadblocks and risks that you see when it comes to using digital and AI in customer engagement?**
- **What benefits does enhancing customer experience offer in other parts of the utility business?**

ROUND TABLE 2

Building a Resilient Netzero Grid: A Data-Centric Approach

Many utilities have committed to aggressive timelines when it comes to building a netzero grid. As more EVs and renewables come online as part of the netzero grid initiative, how can utilities use a big data and AI-centric approach to planning their grid needs? How can GenAI boost this even further?

- **Where are different utilities in their netzero journey today?**
- **What role is / will digital, big data, and AI play in achieving netzero goals?**
- **Design Thinking Exercise**
- **What are some roadblocks and risks that you see when it comes to using digital and AI in achieving netzero?**
- **How do customer engagement and netzero interplay with each other?**

Intelligent Demand Side Management: Squeezing More Mileage Out of Your Existing Grid

The growth of EVs and DERs are exacerbating demand-supply imbalances and threaten to disrupt the grid. Upgrading grid infrastructure can be prohibitively expensive while traditional demand side management (DSM) can be hit or miss. How can utilities use AMI data in conjunction with AI to implement intelligent DSM programs that are (i) more likely to achieve load shifting goals (ii) at lower costs? How should utilities stack different approaches to DSM - active device control, behavioral shifting, TOU? In the long term, how critical will grid edge intelligence be to run such intelligent DSM programs?

ROUND TABLE 4

Driving Electrification by Engaging the Right Customers

Home and transportation electrification are foundational to the clean energy transition. Utilities serve a very diverse population and not all customers are candidates for electrification. How can big data and AI help target the right demographic for electrification programs? Can big data techniques help match the right incentives with the right customers? Can disadvantaged customers also be encouraged to participate in the clean energy transition?

- **What are some challenges related to the distribution grid that are keeping you up at night?**
- **What role is / will digital, big data, and AI play in addressing grid challenges?**
- **Design Thinking Exercise**
- **What are some roadblocks and risks that you see when it comes to using digital and AI in Intelligent DSM?**
- **What role will stellar customer engagement play in Intelligent DSM?**