NEXT-GEN HERs

BEHAVIORAL ENERGY EFFICIENCY

that is Data-Driven, Personalized, Equitable and Future Proof

bidgely

Bidgely's next-generation Home Energy Reports (HERs) amplify the impact of customer intervention in a utility's modern energy management toolset. Our UtilityAI™ platform empowers energy utilities to understand what's happening behind the meter for each customer and then use that insight to deliver cutting-edge customer engagement that is hyper-personalized across all interactions. This personalization means that a new generation of HERs deliver a more effective and dynamic means of achieving energy savings and shifting load.

Utilities worldwide turn to Bidgely to facilitate their Demand-Side Management (DSM) program evolutions, upgrading to HER programs that deliver timely, personalized, and relevant energy experiences to every customer. Next-Gen HERs give them the tools to improve realization rates for energy efficiency savings, boost customer satisfaction, and increase program/service uptake.

Bidgely's HERs deliver multiple pillars of value:

Removal of Friction: Consumers today are more tech savvy and expect streamlined experiences that deliver personalized insights and recommendations they can act on immediately via their preferred channels. Bidgely's behavioral programs offer dynamic digital experiences that meet those demands while also providing more cost effective and faster-to-launch programs for utilities to implement.

Democratized EE Programs: Bidgely's program design expands participation by giving utilities an in-depth understanding of each customer's energy use profile and what appliance loads the customer is able to reshape. Low income and medium consumption households traditionally excluded from behavioral energy efficiency programs can be included in Bidgely HER programs without increasing the budget, as can consumers with Distributed Energy Resources (DERs) such as electric vehicles (EVs) and solar. Each customer has a unique capacity to reshape their consumption, and Bidgely can enable that participation.

Data-Driven Design: Traditional energy efficiency programs only treat the highest consuming homes. Using our patented disaggregation technology, Bidgely is able to identify variables beyond traditional high consumption to create superior treatment groups with the highest propensity to save. Maximum savings is determined by a combination of consumption, appliance usage, energy lifestyle, and behaviors—a customer profile that Bidgely is uniquely positioned to define.

Relevance & Impact: Through advanced AI-enabled disaggregation, we can now go beyond segmented groups, tailoring messaging to each individual customer—a segment of one. Bidgely's Next-Gen HERs can be fully customized, with dynamically changing content, to fit each recipient's energy profile, accounting for:

- DERs such as an EV or solar
- Customer-specific recommendations based on behavioral usage patterns
- Appliance efficiency, degradation and related utility program offerings
- Alignment of channels, messages, timing, incentives, and calls to action

The impact of these enhancements is greater realized energy savings that benefit both customer and utility.

Bidgely's behavioral energy efficiency HER programs employ machine learning and other artificial intelligence techniques, so our programs are self-learning and optimized to realize not only efficiency improvements but also utility objectives like electrification, DER, load shaping, TOU rate adoption, and more.

Key Benefits:

Higher Customer Satisfaction - Bidgely's holistic customer experience drives high engagement with greater than 45% open rates and 93% thumbs-up ratings.

Scalable to All Customers - We have helped our customers expand their treatment population on average by more than 40%, including low-consumption, hard-to-reach, and DER-enabled customers.

Dynamic Savings - Our ability to dynamically deliver insights to customers through more targeted and timely messaging has resulted in more savings in peak months and peak periods for utilities who implement our hybrid digital energy report programs versus paper-only programs.

DIGITAL BEHAVIORAL ENERGY EFFICIENCY ALERTS

Bidgely is the Pioneer of Dynamic Engagement, Utilizing AI for Messaging and Delivery

PROACTIVE AND IMMEDIATE
Being Top-of-Mind with Customers Requires Proactive Outreach

Utility Bill
$70.90
12/21 - 1/20
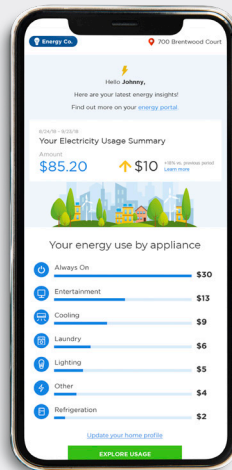
MONTHLY SUMMARY
Day 6
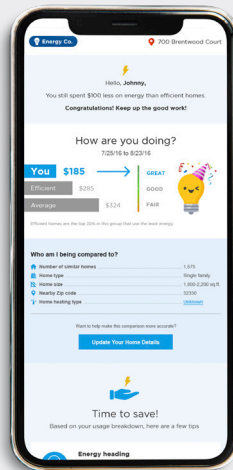
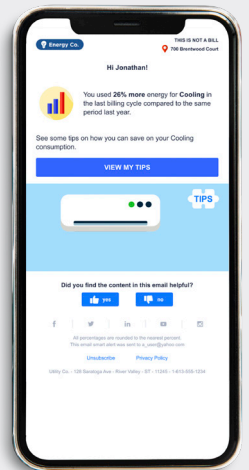PEER COMPARISON
Day 12
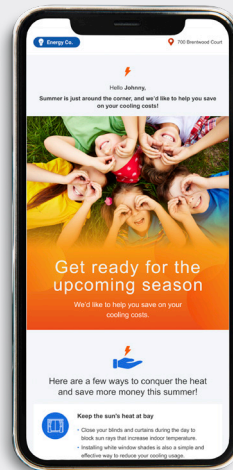
SEASONAL
Scheduled

ENERGY HIGHLIGHT
Scheduled

Bidgely's behavioral programs are omni-channel with email, SMS, paper, and dynamic, mobile-ready web capabilities. Insights are delivered by our Next-Best-Interaction engine that covers a wide library of insights and recommendations depending on each customer's profile and a utility's specific program objectives.

In addition to delivering energy savings and load shaping benefits, we've helped utilities achieve a 50% reduction in high-bill calls for customers receiving alerts, a 50% increase in online audit completions, and increased customer satisfaction indicators such as JD Power. Our behavioral alerts include:

- DER Support & Enablement
- Decarbonization Modules
- Budget Alerts
- High Usage Alert

- Rate Plan Optimization & Enrollment Alerts
- Flex Demand: TOU Alerts
- Behavioral Demand Response Alerts

BIDGELY'S NEXT GENERATION OF PAPER HOME ENERGY REPORTS

MONTHLY REPORT

SEASONAL REPORT (ELECTRIC & GAS)

PERSONALIZED RECOMMENDATIONS

At Bidgely, we believe innovation is paramount to ensuring that energy efficiency savings don't stagnate. Within each report, modules featuring personalized next best interactions guide customers to the optimal rate plan and identify high usage categories like lighting, heating, or EV charging. Equipped with a more accurate and specific assessment of their energy usage today, customers are empowered to take action on their best savings opportunities with helpful monthly challenges to motivate them to save. Paper reports are delivered at cost for utilities, saving money and achieving on average 2% energy savings for both electric and gas customers.

NEXT BEST INTERACTION ENGINE

Bidgely home energy reports take advantage of our next best interaction engine. This engine takes into account each customer's 100-point profile, context, weather and the utility's objectives in order to select the best next interaction possible for every household. Each interaction is a combination of an insight and a recommended action pulled from a library of behavioral tips, education, programs, and product offerings. This ensures that customers only see recommendations that are directly relevant to them, and are never shown recommendations upon which they can't act. Our targeted HER programs are able to take into account multiple objectives like making sure your customers are aware of other utility programs, such as behavioral demand response, that could benefit them.

BIDGELY'S LEADERSHIP IN INNOVATION MAKES US VENDOR OF CHOICE

TECHNOLOGIES DISPLACED:

OPOWER

ORACLE®

uplight™

Aclara™

APOGEE®

AT LEADING UTILITIES AROUND THE WORLD:

BEHAVIORAL / HERs PROGRAMS

ROCKY MOUNTAIN POWER

- 330k-600k treatment group expansion
- 228+ GWh savings
- 4 month launch
- CSAT expansion of 130K+
- Expanded to SMB customers

Columbia Gas of Ohio

- 700k customers treated
- 5.23MM Therms, exceeding first year target by 36%
- Non-smart meters

SoCalGas

- 670k customers treated
- 100% digital
- Tier 3 & 4 consumption customers

NVEnergy

- 240k customers treated
- 13 GWh in first 6 months
- 30+ GWh in savings to date
- 3 month launch
- 91% of customers on digital HERs
- 50% open rates
- 3.8% cross-program uplift

2023 PROGRAM LAUNCHES

SDG&E

TEP

Georgia Power

TACOMA PUBLIC UTILITIES

entergy
NEW ORLEANS

NEXT STEPS

Learn more about Bidgely's Next-Gen HERs and access additional resources at:

www.bidgely.com/solutions/home-energy-reports-her-2-0

Get the **NV Energy Case Study** and **Rocky Mountain Power Case Study** to learn how Next-Gen HERs from Bidgely are driving energy savings.

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