

HER
2.0

NEXT GEN HERs: The Multiplier Effect

Most legacy HER programs offer narrow program treatment to only the highest consumption quartile of customers, limiting energy efficiency savings. Bidgely's AI-powered HER programs have a proven track record of generating savings across all consumption tiers over time, enabling utilities to realize greater long-term efficiency gains at a lower cost.



7. IMPROVE COST EFFECTIVENESS

AI-powered HERs multiply the ROI of every program dollar spent -- both due to greater energy efficiency gains as well as ancillary benefits such as improved customer engagement and satisfaction. As such, AI-powered HERs improve cost effectiveness for not only energy efficiency efforts, but also across the entire portfolio of utility programs.

6. SUSTAIN SAVINGS LONG-TERM

AI-powered HERs are responsive in content and design, providing customers with an always-fresh hyper-personalized perspective that sustains ongoing savings and realizes new efficiencies over time.

5. REALIZE GREATER SEASONAL SAVINGS

Digital HERs enable multiple touchpoints and hyper-personalization to encourage customers to take energy savings steps, which has translated into 2x savings realized by paper-only programs in peak summer months.

4. ACHIEVE MORE IMMEDIATE SAVINGS

Because of the immediacy of email HER delivery, digital HER programs deliver meaningful energy savings instantaneously, as customers take savings actions from day one.

3. PROVIDE EQUITABLE ACCESS TO ALL CONSUMPTION TIERS

Engage middle and low consumption and income customers who are not typically treated with HER programs, without added program costs.

2. EXPAND PAPER-ONLY TO PAPER + EMAIL

Bidgely's Paper + Email HER program generates 80% higher savings than paper-only groups as measured by M&V.

1. HARNESS THE POWER OF HYPER-PERSONALIZATION

The most effective HERs should be crafted on a one-to-one basis, with unique hyper-personalized energy efficiency journeys for every customer that yield greater participation overall and higher savings per customer.

ACCELERATE BEYOND STATIC HER PROGRAMS FOR ONLY HIGH QUARTILE CUSTOMERS