

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