

# HER 2.0

## REIMAGINING PAPER HERs: 5 FUNDAMENTAL IMPROVEMENTS



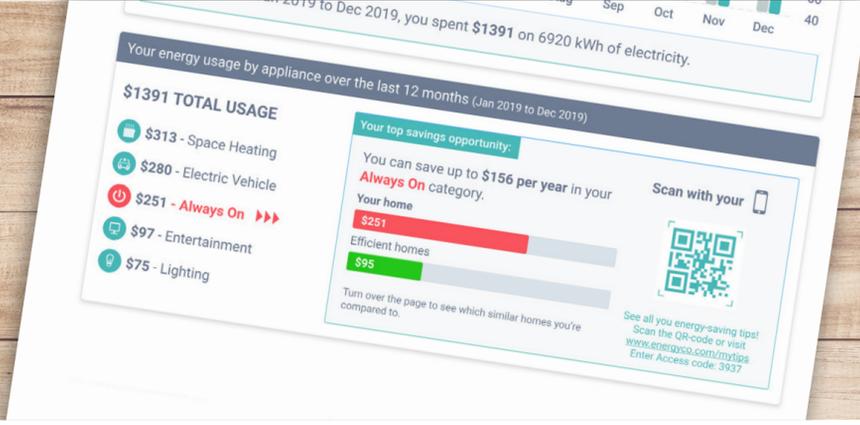
Paper HERs continue to be an important delivery mechanism for energy customers. The trouble is, paper HERs have evolved very little since they were first introduced a decade ago, resulting in a stagnation in energy-saving behaviors among long-time recipients.

Until now.

With 5 fundamental improvements, Bidgely has reimagined legacy paper HERs to be more engaging and effective -- delivering both an improved customer experience and greater savings.

### 1) EMPOWERMENT vs SHAMING

In place of blanket home-to-home neighbor comparisons, Bidgely's next-gen paper HERs empower customers with appliance-specific, hyper-personalized recommendations that allow them to take meaningful and immediate action.



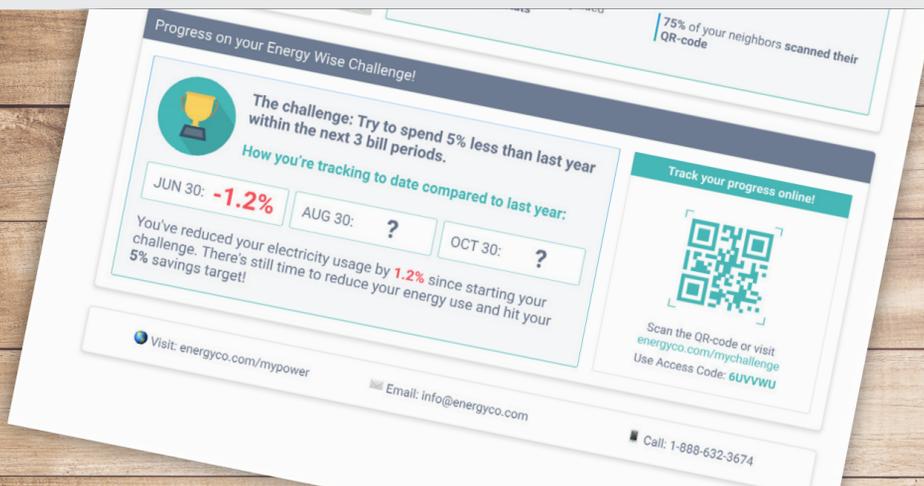
### 2) FRESH & ALWAYS RELEVANT REPORTS

Bidgely replaces one-size-fits-every-season reporting with an evolving series of reports designed to deliver the most pertinent information and recommendations at optimal times. Our paper HERs deliver an ongoing customer journey that consistently engages customers with fresh, actionable content all year long.



### 3) GAMIFICATION

To further inspire energy savings actions, Bidgely's paper reports feature gamification, whereby customers are challenged to accomplish more in their homes with social proof points.



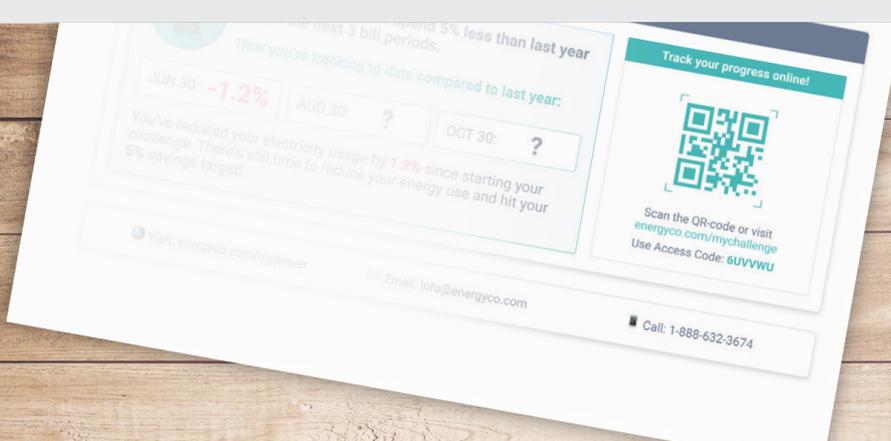
### 4) BETTER SOCIAL BENCHMARKING

Traditional social benchmarking by home comparison has proven to be one of the thorniest topics in legacy HER design. To eliminate that friction, Bidgely has reinvented social benchmarking with a more equitable comparison of homes by cost-per-square-foot of consumption. These metrics, combined with additional community-level insights, deliver social benchmarking that is more tangible and actionable for the customer.



### 5) INTERACTIVE PAPER

Because ultimately digital HERs offer the greatest opportunity for customer engagement and energy savings at a lower program cost, Bidgely's reimagined paper HERs incorporate multiple ways to motivate customers to seamlessly move from a paper channel to digital channels where they can benefit from alerts and other online tools.



To learn more, visit:

<https://go.bidgely.com/Next-Generation-AI-Powered-HER-On-Demand.html>

