



CASE STORY

Think Big, Start Small, Scale Fast:

The Compounding Benefits of UtilityAI for Energy Management, Customer Satisfaction, EV Intelligence, and Grid Outcomes

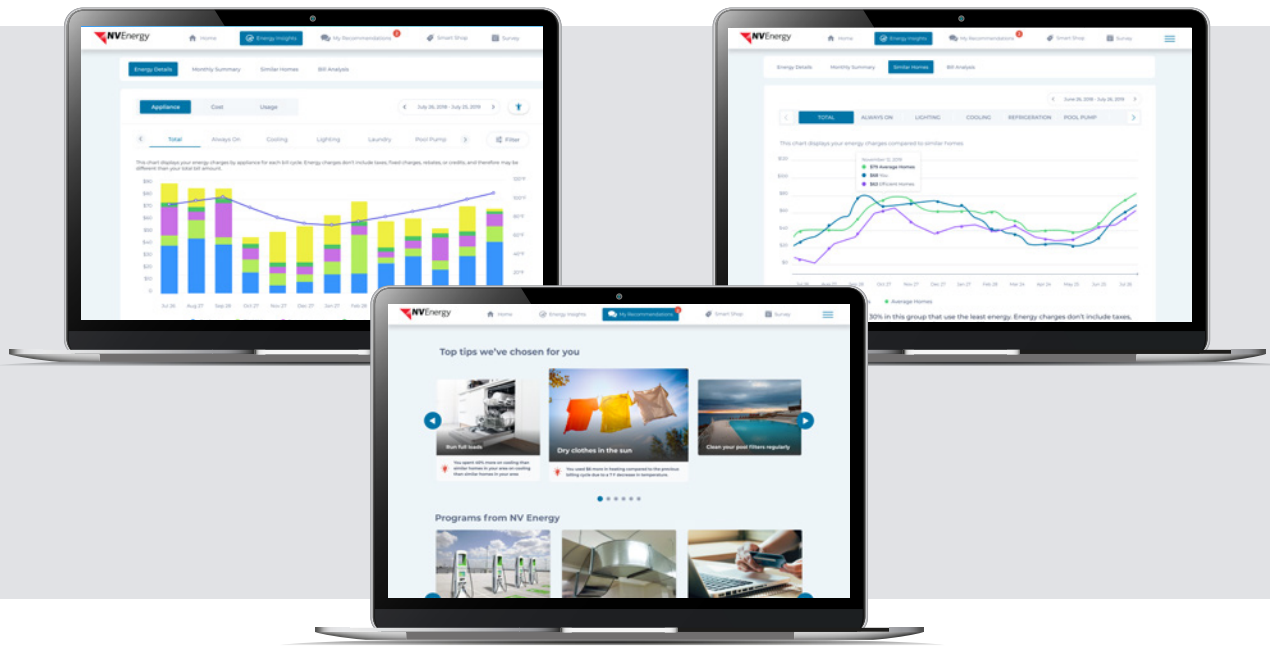
Two Berkshire Hathaway Energy investor-owned utilities — NV Energy and Rocky Mountain Power — have long been among the most progressive in the industry when it comes to using disaggregated AMI data as a foundation to improve and advance their programs.



NV Energy

NV Energy was one of the first utilities to deploy AMI smart meters to its entire customer base. The utility began working with Bidgely in 2016 to transform its AMI data into a single source of truth to inform programs across operational areas.

First, NV Energy rolled out a UtilityAI-powered online portal that provided its customers with appliance disaggregation, personalized energy savings tips, and similar home comparisons.



“We were looking to really advance the technology we were using to engage with customers about their daily energy use,” recalls Adam Grant, Director of Electrification and Energy Services at NV Energy.

Then, NV Energy introduced UtilityAI’s HER 2.0 program, sending UtilityAI-informed paper reports to 200,000 customers and achieving 13 GW in savings in the first year. In 2019, the program was expanded to include 300,000 customers and report delivery via both paper and digital channels. A program evaluation conducted by ADM revealed that customers who received both Bidgely-powered HER paper+email reports saved 1.8X more energy than customers who received paper alone.

NV Energy also began using UtilityAI’s personalized, relevant communication capabilities to improve the success of its program targeting.



“We uncovered some really good opportunities to target our customers and get the most value out of them based on AI-powered intelligence that told us when specific appliances were using more energy than a properly functioning appliance would use,” Adam explains. “Maybe there was something wrong with their air conditioner, or we could tell that they had a single speed pool pump vs. a variable speed pool pump. Those insights gave us an opportunity to offer a solution to customers who either have a problem or who didn’t have the optimal equipment.”

Now the utility is leveraging its experience using AMI-data-driven customer engagement to foster a partnership with EV drivers.



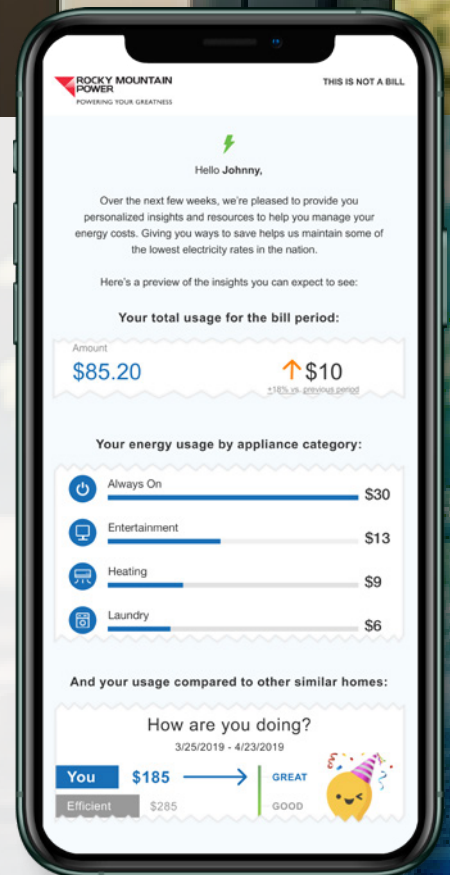
“We’re working with Bidgely to really engage customers by first understanding their charging habits and what type of chargers they’re using at home. Our AMI data provides us with those foundational insights,” Adam says. “And then more importantly, in the future, we’ll be better able to partner with customers to connect with their vehicles and establish managed charging capabilities so that we can manage load during the hottest part of the summer or an emergency curtail event, or so that we can generally shift charging to off peak times. We see personalized, relevant communication as a way to engage our EV owners in all of our grid optimization efforts. We really want to turn our communication with customers into a dialogue.”

Rocky Mountain Power

“We began working with Bidgely in 2018 to take our legacy Home Energy Reports to the next level using disaggregation to help customers understand where their usage was going,” explains Shawn Grant, Customer Innovations Manager at Rocky Mountain Power. “It was a cool insight that nobody had done before. It was new and different, and it created a lot of engagement. That engagement generally created action. Customers were more aware. And it motivated them to make different energy use decisions.”

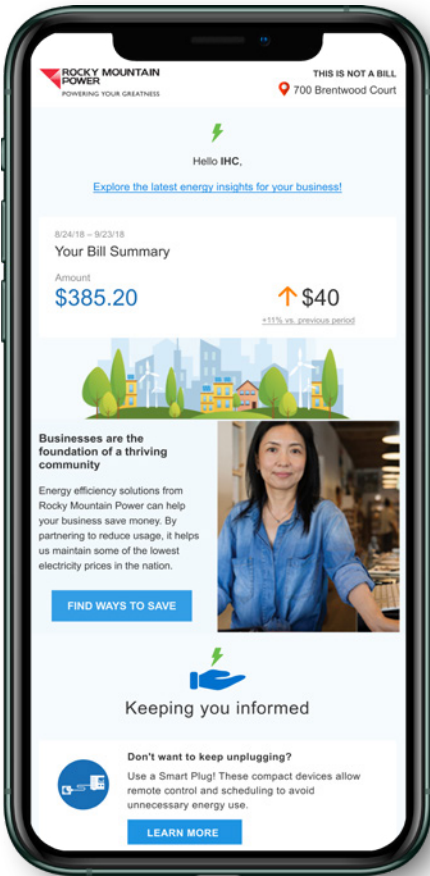
Improved customer engagement and expanded participation resulted in significant, measurable savings. In less than one year, customers were empowered to save 41 GWhs of energy — including savings of one percent among average consumption customers

“As we’ve continued on our journey with Bidgely, we’ve kept innovating and looking for new ways to expand our program,” Shawn continues. “Since we first started, we’ve more than doubled — maybe tripled or quadrupled — the number of people who participate in the program, and found a way to provide reports to all of our residential customers and the majority of our non-residential SMB customers. So that has been a game-changer.”





In 2020, Shawn and I worked with Bidgely to create digital Business Energy Reports that went out to our small- and medium-sized business customers in three states,” says Barb Modey, Customer Satisfaction Market Research Manager at PacifiCorp. “And the engagement was really more than we expected. We didn’t use it as a savings tool. We pushed out communications that were not necessarily traditional energy efficiency messages. Sometimes they would be reliability messages or messages about pricing, messages about community involvement — just a variety of things that we wanted our customers to know about. And after a full year of these reports, we received our best JD Power business scores ever. I think that engagement, that regular cadence, the reports going out every month, to the same people, I think the messages really started to resonate. It worked so well that we rolled it out to our sister company Pacific Power the following year.



Interestingly, SMB customers who received the Business Energy Report demonstrated an increase in awareness and satisfaction in unexpected areas.

“In our surveys, customers who had received the Business Energy Report had higher scores across a wide range of measures — not just energy efficiency, but also environmental awareness, awareness about reliability pricing, and even better experiences with outages,” Barb says. “I think it comes down to the benefit of that regular communication. Which is in line with JD Power’s finding that says if customers are informed, they tend to be more satisfied.”

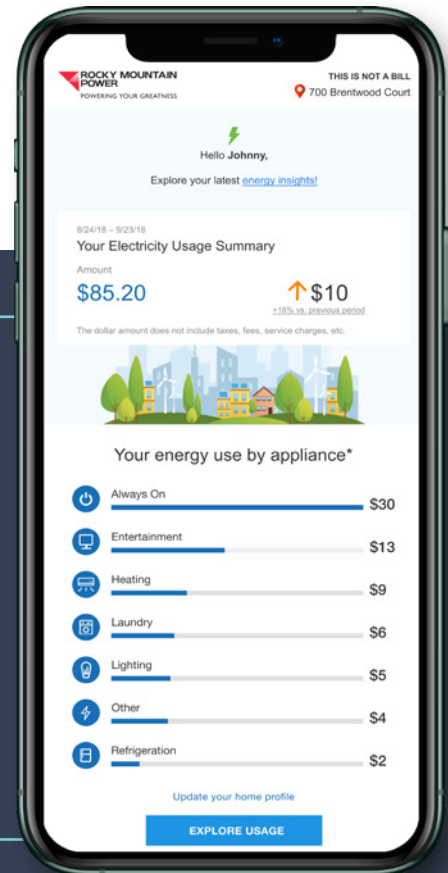
For Rocky Mountain Power, the ability to precisely target and personalize messaging has been key to their engagement success story. Different personas and segments require unique approaches.

“If a customer continues to get the same report every month, they’re going to stop looking at it and disengage,” emphasizes Shawn. “So if we can refresh the content, make it interesting, make it realistic and applicable — then they’ll want to engage. That’s where we see the biggest benefits.”

“In California, we’re getting ready to roll out a low income program with Bidgely that will focus on customers who are on a program called CARE, which is California Alternate Rates for Energy,” explains Barb. “Our communications will only go to the CARE group and customers who are on tribal lands. So it’s a very targeted equity program. And we’re eager to see how it goes. Because it’s a pretty small group.”

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“In this utility space, the world is changing very rapidly with the transition to clean energy — including renewable energy adoption and electrification,” says Shawn. “When we develop programs, we need to be fast and we need to be flexible, because that’s what our customers expect. So at Rocky Mountain Power, we want to work with vendors that have that same goal and that same vision.”



“We need to keep moving forward,” Barb agrees. “Customers are changing. And their expectations continually evolve, especially as they engage with other entities outside the utility space like Amazon or Google and come to expect certain services. We have to keep up.”

“As we look at grid optimization and distributed energy resources, we’re focused on establishing relationships to make sure that we have the most reliable and capable grid,” adds Adam. “That means working with partners and advanced technology like Bidgely to optimize our efforts to target the needs of our customer base and engage them, especially as our potential need for demand response, managed EV charging and curtailment grows.”



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