



Your Energy Use By Appliance  
JUNE 26, 2019 - JULY 26, 2019 (LAST PERIOD)



Energy charges don't include taxes, fixed charges, rebates, or credits, and may vary from month to month based on your usage.

Complete your facility profile survey for a more accurate usage breakdown.

Facility Survey

Your Bill Summary

JUNE 26, 2019 - JULY 26, 2019 (LAST PERIOD)

TOTAL AMOUNT  
**\$752.23**  
\$855 kWh

VS. PREVIOUS BILL  
**↑ \$80**  
12% Higher

Projected Bill

JULY 27, 2019 - AUG 26, 2019

DAYS LEFT

**\$340**  
CONSUMER

**\$68**  
RETAILER

Jul 27

How does my bill projection work?

See more

# UTILITYAI™: SMALL-MEDIUM BUSINESS SOLUTION BRIEF

## AI-Driven Energy Insights For Business Energy Management (BEM) and Customer Satisfaction (CSAT)



Earn cash and save money with LED lighting.

### SMALL TO MEDIUM BUSINESS (SMB) SOLUTION OVERVIEW

Commercial customers are an important partner in a utility's efforts to deliver energy efficiency and load shifting aimed at enhanced grid management and decarbonization, but small and medium-sized businesses (SMB) continue to be a difficult segment for utilities to reach.

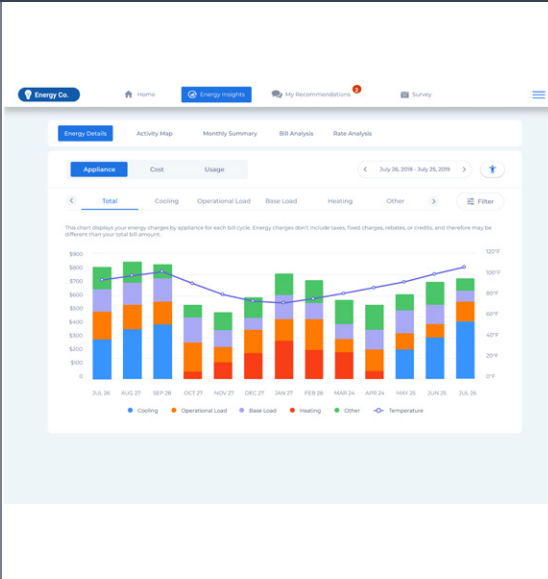
SMBs tend to be fragmented, span multiple business activities, and have few personnel and capital resources to take on retrofit projects. As a result, they require scalable solutions that are distinctly personalized and present a clear and meaningful ROI. Bidgely's patented energy load disaggregation empowers and tailors energy advice for SMBs based on their unique operations and energy use. With coverage of AMI, AMR and non-smart meter systems, we have deployed SMB digital engagement solutions across North America.

Bidgely helps utilities engage the SMB segment in energy efficiency, grid management and energy empowerment initiatives, improving SMB customer satisfaction and increasing their program adoption. UtilityAI delivers actionable insights for every customer in your service territory by utilizing patented AI and machine learning technology to understand customers across 100+ attributes just from meter data.

### BIDGELY'S UTILITYAI SUPPORTS SMB GOALS ACROSS OPERATIONAL AREAS, INCLUDING:

- 1. Higher CSAT and Engagement**
  - a. Stronger brand perception from relevant and tailored communications
  - b. Higher engagement and adoption of rates from hyper-targeting
  - c. Strengthened customer relationship by connecting every energy insight to personalized energy savings tips, best rate plans or tariffs
- 2. Higher Energy Efficiency Savings**
  - a. Increase enrollment in incentive rebates and programs
  - b. Dynamic analyses that capture changes in appliance usage and DER adoption
  - c. Efficient spending on targeted and personalized marketing and incentives
- 3. New Revenues & Resources**
  - a. Generate new revenue and reduce customer churn (for energy retailers) by offering ROI-driven tailored energy products and services such as DER, battery solutions and by connecting customers to specific financing options
- 4. Better Customer Support Performance**
  - a. Resolve high bill calls more quickly by equipping customer service representatives (CSRs) with High Bill Analyzer
  - b. Reduce escalations and truck rolls and their contribution to call center operations costs

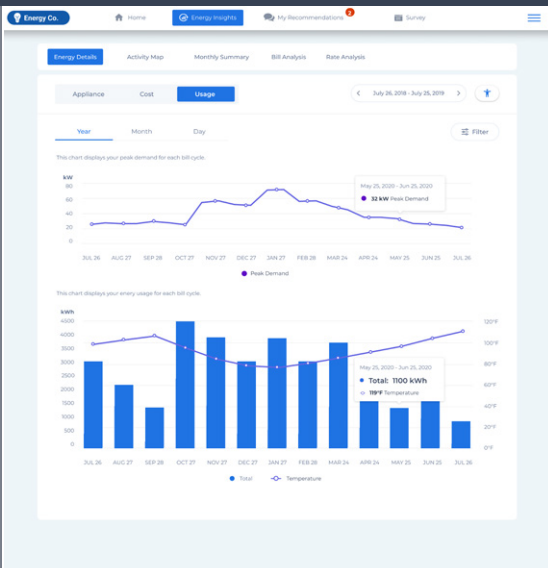
## SMB LOAD ANALYZER



Ensure that SMB owners, utility program managers and utility grid operators can understand SMB load profiles and apply data intelligence to their energy decision making processes.

- Develop an accurate and actionable profile for each SMB customer, including: appliance ownership (for 3+ categories including heating, cooling, base load and more), energy usage by appliance (in kWh, therms, CCF, cost), and time of use by appliance (daily, weekly and seasonal load profiles; peak usage; off-peak usage; etc.).
- Analysis can include the relative efficiency of a customer's appliances, the customer's lifestyle pattern, and propensity scores for adoption and engagement with programs, products and services.

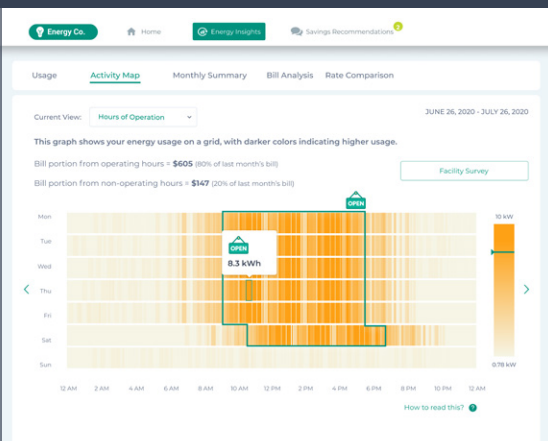
## DEMAND & USAGE TRACKING



Reduce high bill shock and empower customers with a detailed bill and usage breakdown for each charge in a single view. Provide appliance-shift opportunities to reduce on-peak usage for both AI-identified heavy energy usage and high demand appliances.

- Customers are able to compare their current bill against other bills to see why their bill has gone up or down in order to identify abnormal increases or decreases in usage.
- Energy and demand charges can be analyzed by peak and off-peak/tiers based on the user's rate, so they can understand what times/behaviors are contributing most to their bills

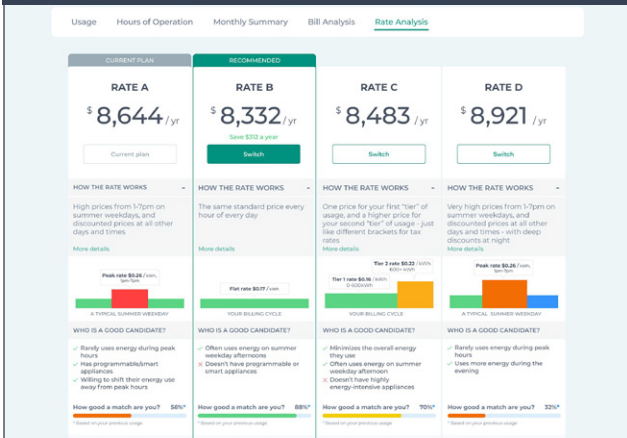
## ACTIVITY MAP



SMBs are able to see when usage is happening - i.e. during non-operating hours or on-peak usage hours. They can also determine which appliances are using energy and at what time of day. The Activity Map allows SMBs to identify energy efficiency opportunities, both behavioral and retrofit.

- Automatically detect hours of operations and help SMBs identify how much energy was used outside of operations.
- Break down average weekday usage per appliance into on-peak and off-peak usage times to show how usage impacts costs at different times of the day for each specific SMB.

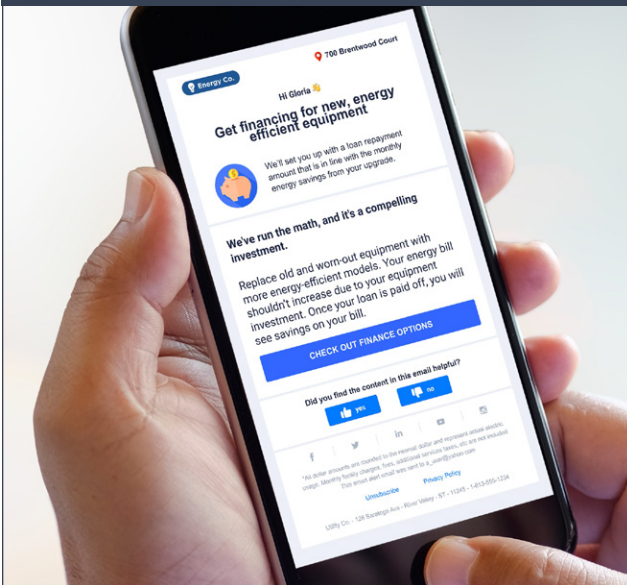
## RATE COMPARISON & OPTIMIZATION



**Ensure SMBs are on the most effective rate based on their historic usage, opportunities to shift load and more.**

- All eligible rates are analyzed to show the most cost-effective rate for each SMB with explanations as to what SMB makes a good candidate and the respective peak rate structure.
- Discover additional cost savings that can be achieved if recommended energy savings measures are taken.

## NEXT BEST INTERACTION

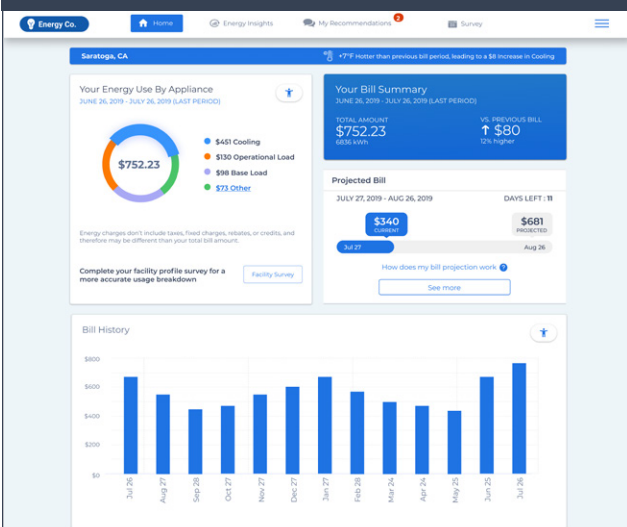


**Improve program conversion and new revenue generation in your marketplace, reduce churn, and generate higher customer satisfaction. NBI supports SMB adoption of LEDs for EE and HVAC/ Smart Thermostat for DR. Automatically identify the next best insight & action for each SMB based on their customer profile. Communicate with customers via proactive alerts.**

Interactions include:

- High usage alerts paired with energy efficiency programs with project financing
- Bill projections paired with better rate offerings
- Bill breakdown paired with new product offerings like solar panels, batteries and EVs like solar panels, batteries, EVs

## DIGITAL ENERGY WEB PORTAL FOR ALL PREMISES



**Manage all your businesses with a centralized energy management portal.**

- Track energy business bills itemized by appliance category, compare with projected bill and similar businesses
- Browse personalized energy savings tips to reduce energy spending both behavioral and appliance replacements

## GREEN-BUTTON DOWNLOAD



**Green Button  
Download  
My Data** ®

Support self-service by allowing SMB customers to securely and easily download meter data on-demand. SMB and other commercial customers can leverage the Green Button standard data format to share their energy usage with contractors, regulators and more. Reduce call center requests and manual pulls for this data.

## CALL CENTER - CARE

Usage Details

Dec 12 - Jan 10 2019    Dec 11 - Jan 12 2019

TOTALS (Monthly)		
Bill Amount	\$407.52	\$246.17
Consumption	3037 kWh	2145 kWh
Consumption per day	119 kWh	72 kWh

APPLIANCE USAGE

Cooling	\$277 (↗\$119)	\$158
Always On	\$38 (↘\$15)	\$23
Water Heating	\$36	\$28
Laundry & Cleaning	\$19	\$15
Cooking	\$12	\$10

OTHER KEY DIFFERENCES

Avg Temp (High/Low)	75.7°F / 51.4°F	77.7°F / 57.2°F
Days in Billing Cycle	30	32
Low Consumption Days	x	x

Bill Insights

\$119 increase in spend on Cooling

Was this useful?

The billing cycle was 2 days shorter, with a minimal impact on bill

Was this useful?

\$15 increase in Always On

Was this useful?

Call Notes

Write notes here

Improve customer satisfaction and average call handling time by empowering CSRs with a 360-degree customer energy advisor view so they too have AI-powered energy insights and recommendations at their fingertips.

- Use the Bill Analyzer to troubleshoot high bills together with detailed appliance level breakdowns by time of day.
- Leverage co-browsing to recommend tailored rates, programs and services to customers with confidence knowing it is backed by their business' unique usage patterns.

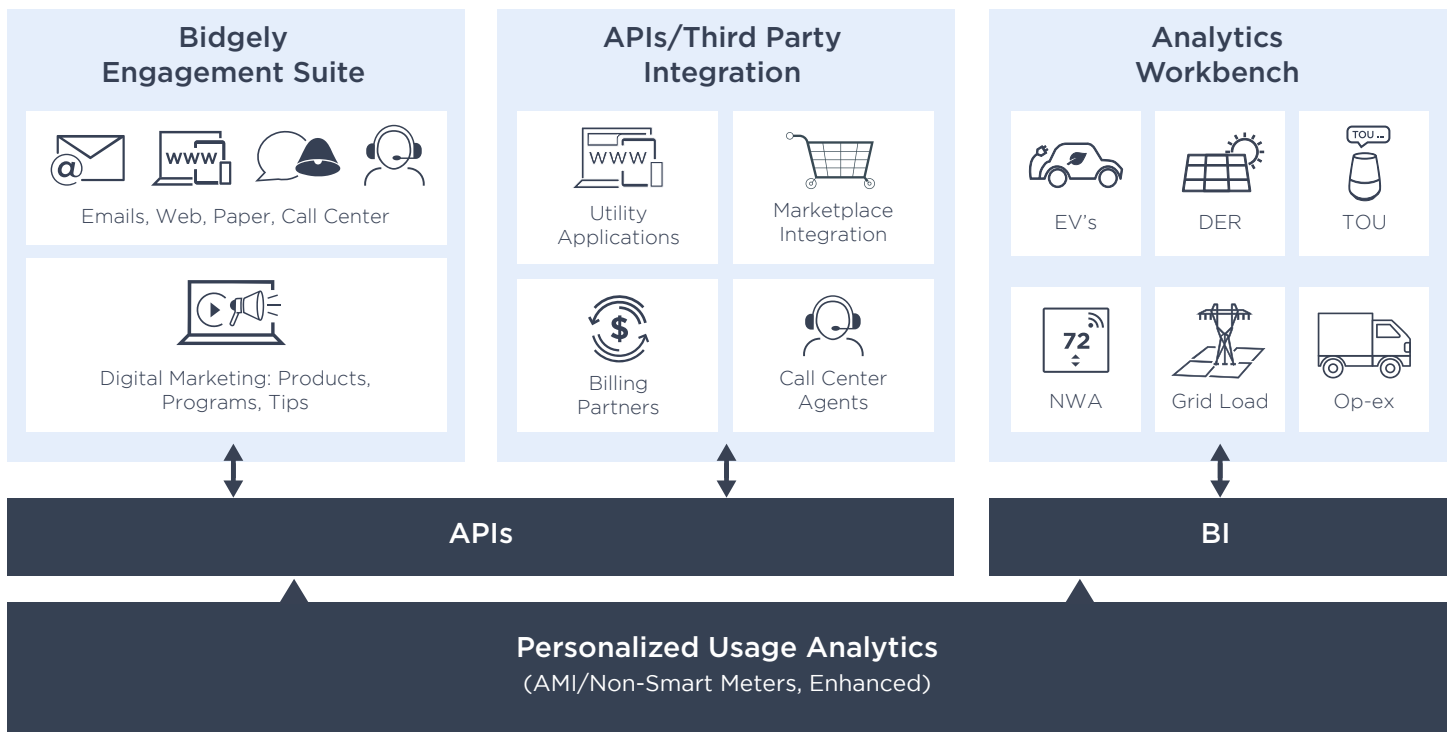
## UTILITY W FINDS POSITIVE CUSTOMER SATISFACTION FOR SMB CUSTOMERS RECEIVING BIDGELY ENERGY REPORTS

Utility W introduced a Business Energy Reports program and began to roll out welcome and monthly emails to 50,000 SMB customers in 2020. Using only non-smart meter data, the utility was able to craft monthly emails that include both a billing summary as well as personalized tips to save energy -- such as reducing always-on-loads and leveraging Utility W's energy efficiency rebates. Utility W surveyed these Business Energy Report customers to assess customer satisfaction, and found that they gave the utility higher scores across most CSAT pillars: Corporate Citizenship, Community, Environment, Energy Efficiency and Electrification. The increase in positive feedback contributed to Utility W's effort to raise its JD Power rank, which they have successfully done every year. Based on the pilot's successful outcomes, Utility W is encouraging their subsidiaries to introduce Business Energy Reports as well.

## DISAGGREGATION TECHNOLOGY

By leveraging the power of our AI platform, Bidgely has developed the world's most accurate and actionable customer energy profiles. Our AI-driven insights for each customer include detailed appliance attributes and usage characteristics, digital engagement behaviors, propensity modeling, and a multitude of customer attributes that our platform identifies -- all derived from actual customer behavior. The unique technology that enables appliance-level insights and associated lifestyle insights is called load disaggregation. Bidgely's load disaggregation uses energy usage data from existing metering infrastructure and extracts the signatures of appliances in the home to identify true usage patterns.

## FLEXIBLE DELIVERY MODEL



For utilities that want to customize and embed Bidgely's insights through other channels, want more flexibility around customer experience design or want to analyze these insights with other data sources, we provide our 100+ customer profile and all possible insights via API or Widgets. Each insight can be delivered per customer requirements as an API, widget, raw spreadsheet, or professional service custom reports to make it easy for utility teams to customize UtilityAI tools and seamlessly embed UtilityAI outputs as part of other analytic and software tools.

### GETTING STARTED

Interested in learning more about how Bidgely's UtilityAI platform and SMB Solution and how it can drive key business outcomes for your utility?

Contact one of our representatives at [utilityai@bidgely.com](mailto:utilityai@bidgely.com) to schedule a demo and see how UtilityAI can drive more value for your customers and your business.

Learn More at <https://go.bidgely.com/SMB-Solutions-Webinar>

