

bidgely AI-POWERED SMART ALERTS

OVERVIEW

More and more utilities are in the process of transitioning customers from a static to a more dynamic engagement approach. This is due to rising customer expectations as seen in IDC's 2020 Utility Consumer Survey where almost 50% of energy customers indicate they do not receive the right information at the right time and 47% complain that utility digital channels are inadequate. Bidgely has worked with utilities of all sizes to send a suite of utility branded, personalized emails designed and timed to provide a complete user experience to a diverse customer base. Now, with just meter data, utilities can take advantage of energy disaggregation and apply it to AI engines in order to produce alerts that are not just data rich but smart - taking into account weather, customer life stage, appliance time of use, efficiency, propensity for EV, Solar or DIY solutions and more.

Key Benefits

- 1) **Save Consumers Energy & Cost:** *Customers that receive personalized tips & recommendations on ways to save energy are much more likely to take action*
- 2) **Change Energy Behavior:** *Understanding your usage behavior just at a month level, but by the hour and peak usage times helps customers shift usage*
- 3) **Become a Trusted Energy Advisor:** *Bidgely creates sophisticated energy insights for you, so that it no longer requires building engineering acumen or special analysis tools.*
- 4) **Offer Products & Services:** *Bidgely suite of over 20+ product and service categories presents the best solutions for the right customers*
- 5) **Digitalize Touch Points & Increase Data Consent:** *Digital first strategy ensures all preferred channels are smarter - email, sms, mobile app while complying to regulations*

PHILOSOPHY OF CUSTOMER JOURNEYS AND LEVELS OF PERSONALIZATION

Bidgely provides an end-to-end customer journey through digital alerts. To provide the most relevant information at the right times, Bidgely emails are scheduled around the billing cycle and can also be dynamically triggered (mid-cycle, budget, high usage, seasonal, etc). Every journey consists of personalizing the types of alerts that will go to the customer, when & how often they will be delivered, and the types of insights & recommendations within the alert.

LEVELS OF PERSONALIZATION

Your Always-On consumption decreased by 20% over last few months. Great Job!

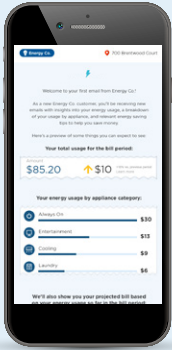
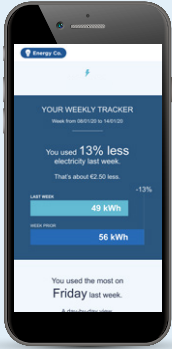
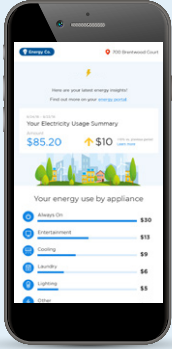
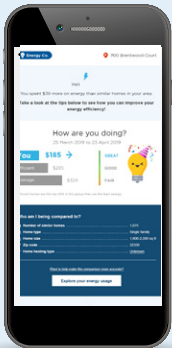
You used 40% more in space heating compared to your regular usage.

You have consumed 36% more energy last month compared to previous month.

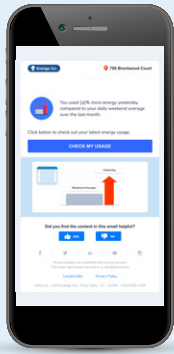
Winter is approaching. Generally, you consume 60% more energy in winter compared to summer.

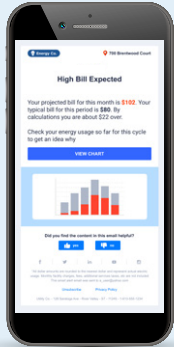
BIDGELY SMART ALERTS LIBRARY

	ALERT TYPE	AMI DATA	NON AMI-DATA	DESCRIPTION	OUTCOME
Recruiting (pre-program, pre-consent)					
	Program Opt-In	✓	✓	A series of alerts to motivate as many customers as possible to enroll / consent	Enrolls customer into receiving alerts or can be used to sign up for related utility programs

	ALERT TYPE	AMI DATA	NON AMI-DATA	DESCRIPTION	OUTCOME
On-Boarding (post-consent, move-in, or joining with limited data history)					
	Welcome Email	✓	✓	A one off email made of static text and images to welcome customers to their new program or service.	Ensures positive reinforcement post consent and manages customers expectations on next steps
	Weekly Tracker	✓	✓	A weekly report made of weekly usage insights.	Provides value to customers from day 1, despite limited data history and do such despite limited data history
Scheduled Engagement (post-consent with data history)					
	Monthly Bill Summary	✓	✓	Sent early (e.g., day 6) in a billing cycle, summarizing usage from the previous cycle, including itemization of spending and relevant energy-saving recommendations, as well as program/product offers.	Empowers customers with an appliance-level view of energy spending -- and motivates customers to save through insights and recommendations* specific to the appliance categories with the highest spending
	Similar Home Comparison	✓	✓	Sent midway (e.g., day 12) into the billing cycle, displaying usage as compared to similar homes or business sites and relevant energy-saving tips, as well as program/product offers.	Presents customers with a useful benchmark (similar homes in terms of size, type, location, and appliance profile) -- and motivates customers to save through insights and recommendations* specific to the appliance categories with the highest spending

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	Weekly Highlights	✓	✓	A set 35 possible nudges triggered based on the most relevant insight and action for any given customer each week	Designed to drive customers to take action more frequently and with realistic goals
	Challenge Alert	✓	✓	A regular nudge to let customers know where they are at in their energy saving challenge	Gamifies and motivates customers to improve their energy efficiency and meet their goals
	Seasonal Alerts	✓	✓	Sent twice an year at the onset of summer and winter informing the customer about the past year's heating or cooling usage and ways to save this year, as well as program/product offers.	Proactively informs customers of actions that help ensure bill savings persist across a season
	Bill Projection	✓		Sent midway into the billing cycle, informing the customer of energy costs so far and estimated cost for the billing cycle.	Proactively informs customers of expected spending and how it compares to their typical spending -- reducing bill shock and highlighting the opportunity to reduce their bill

	ALERT TYPE	AMI DATA	NON AMI-DATA	DESCRIPTION	OUTCOME
	Best Rates	✓		A quarterly nudge letting customers know if they are on the best tariff or how much they could save by switching to a new one (this email requires rates integration)	Ensures customers are on the best rate for them, helps reduce churn
Ad Hoc Triggered Engagement (post-consent with data history)					
	High Usage Alert	✓		A triggered alert whenever a customer's usage is unusual	Proactively helps customers take charge when usage is amiss
	Peak Usage Alert	✓		A triggered alert whenever a customer EV peak time usage is higher than the utility recommendation	Implements EV charging demand response program without hardware
	Budget Threshold Alerts	✓		Triggered when energy costs in the billing cycle approach and reach the budget set by the customer, usually at 90% but customizable by the user.	Proactively informs customers of when they're approaching the budget they've set -- reducing bill shock and highlighting the opportunity to reduce their bill

	ALERT TYPE	AMI DATA	NON AMI-DATA	DESCRIPTION	OUTCOME
	High Bill Alert	✓		A triggered alert whenever a customer seems to be on track for a high bill	Reduces bill shock and highlights the opportunity to reduce their bill

CUSTOMER SUCCESS



50%

Average Email
Open Rate



80%

“Likes” for
Digital Her
Communications



12%

Usage Rate
For Bidgely
Mobile App



85%

Satisfaction
Rating As Assessed
By Third Party
Evaluators

DSM Savings
Surpassed Target
for Program Year By

~33.3%



97%

Of Customers
Opted in to
Continue Receiving
Bidgely Personalized
Communications

GET STARTED

Interested in learning more about how **Bidgely's UtilityAI Platform for Hyper-Personalization** can improve your utility programs? Contact one of our representatives at utilityai@bidgely.com to schedule a demo and see how UtilityAI can drive more value for your customers and your business.

<https://www.linkedin.com/company/bidgely/>

