DELIVERING ENERGY EFFICIENCY TO MEDIUM CONSUMPTION GAS CUSTOMERS

SOUTHERN CALIFORNIA GAS COMPANY CASE STUDY WITH BIDGELY

PROGRAM HIGHLIGHTS

SoCalGas's deployment of UtilityAI™ home energy reports exceeded energy savings goals and yielded cost savings for the utility:

- **565K therms** saved in the first program year
- **Digitalization Advantage**, with more than 405,000 customers receiving HERs digitally, eliminating paper, and improving outreach
- **Customer Engagement**, including 50% open rates, and 81% "Like" ratings from digital communications received
- **Rate Payer Equity**, through AMI meter disaggregation, medium consumption customers receive the gold standard in customer experience and savings opportunities

BACKGROUND ABOUT SOUTHERN CALIFORNIA GAS COMPANY (SoCalGas)

Based in Southern California, this utility is the nation's largest natural gas distribution utility, serving 21.8 million consumers through 5.9 million meters in more than 500 communities. Their service territory encompasses approximately 24,000 square miles in diverse terrain throughout Central and Southern California, from Visalia to the Mexican border.

For more than 150 years, the utility has been committed to providing exceptional customer service with clean and reliable energy. To accomplish this, they began offering home energy reports (HERs) designed to help customers save energy and money. These reports have historically been delivered to high consumption residential customers to motivate them to conserve energy via social comparison of their total whole-home gas usage for a given month with that of both efficient and average usage neighbors.

By 2019, the utility had deployed AMI meters to 100% of its customers, and understood that utilizing the power of AI and data would empower them to build on their HER program and expand it to the next level.

CHALLENGE

SoCalGas wanted to test its hypotheses that a) energy savings can be achieved from treating average consumption customers and b) a digital only channel can serve as a vehicle to deliver cost-effective savings.

They sought a solution that delivered:

INCLUSION

Democratizing and expanding its HER program to a greater number and broader cross-section of customers -- including medium consumption customers.

GAS DISAGGREGATION

Simplifying and facilitating customers' efforts to reduce gas consumption and maximize savings by moving beyond conventional methods of general peer comparison reporting to reporting that delivers a wider variety of more personalized appliance-level energy use information and specific conservation recommendations.

COST EFFECTIVENESS

Prioritizing digital engagement to allow the engagement of greater numbers of customers without the high additional cost of paper reports.

SPEED TO INNOVATION

Leveraging AMI data to deliver next level insights to customers while also being flexible and nimble with a pay-for-performance approach that would yield savings in less than 3 1/2 months.

SOLUTION

SoCalGas selected Bidgely's AI-Powered UtilityAI™ home energy reports to deliver therms savings among medium consumption customers via digital alerts.

405,000 customers received outbound monthly summary itemized home energy reports and similar home comparison reports with personalized recommendations. The program was set to run for 12 months to cover the winter season and measure a full year's savings. The new digital communications featured greater and more helpful detail, as well as positive, proactive messaging to better inspire and empower customers to save energy.

Of particular importance in this deployment was demonstrating the ability to provide the same level of insight to gas customers as has been possible for Bidgely's electric customers. Machine learning from more than 50 billion smart meter reads made possible consumption disaggregation of AMI gas meter reads and allowed the generation of accurate appliance-level insights for all customers.
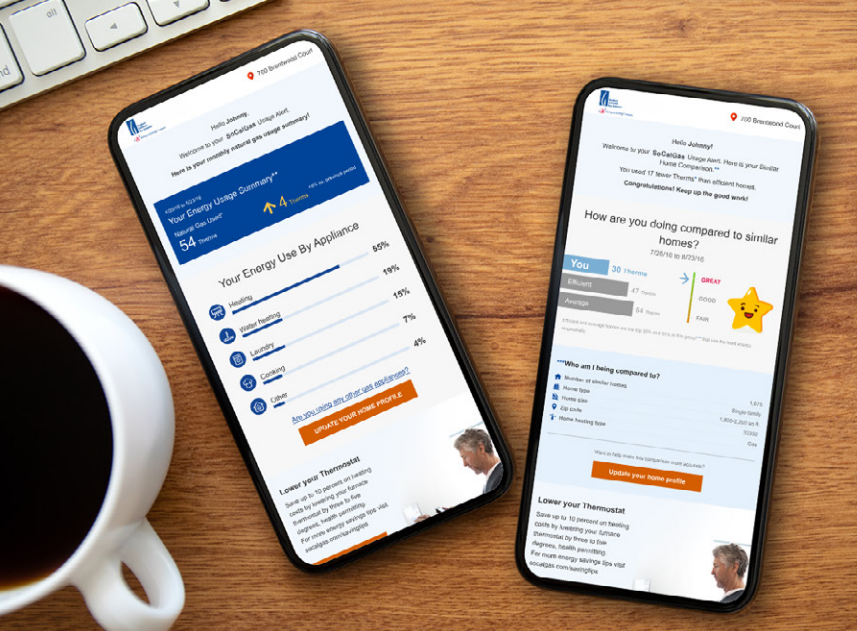
> "Sometimes we look at them as consumers and customers but they are people, people have motivations, each and every one of us, reacts differently to different products. So understanding that is very important in order to drive my goal of energy savings. If my goal is to drive energy savings I need to understand what drives them, what motivates them and in order to do that I need, to go one by one and understand them."
>
> - Dr. Liza Legaspi, Program Manager at SoCalGas

RESULTS

SoCalGas successfully deployed Bidgely's UtilityAI™ in less than three-and-a-half months. In just four months Bidgely is set to exceed program goals.

565,000
THERMS SAVED
IN THE FIRST PROGRAM
YEAR (DEC 2019 - DEC 2020)

81%
LIKES

50%
AVERAGE EMAIL
OPEN RATES

LAUNCHED IN
LESS THAN
3 MONTHS

Customer satisfaction and engagement with the Bidgely home energy report program demonstrated early and consistently positive results. Over the course of thousands of emails disseminated to the utility's gas customers, email open rates averaged 50 percent -- double the utility industry norm. Email recipients also gave the email communications they received 81 percent "likes" via thumbs up and thumbs down voting buttons included with every message.

Improved customer engagement and expanded participation resulted in significant, measurable savings. In less than one year, customers were empowered to save 565K therms of energy -- equivalent to eliminating CO_2 emissions from more than 3,304,151 pounds of coal burned or 6,921 barrels of oil consumed.

SoCalGas's HER success illustrates the paradigm shift that is underway in home energy reporting and other behavioral programs. Now, artificial intelligence and digital-first platforms are delivering cost effective and measurable savings by facilitating more inclusive and intelligent services that provide greater numbers of more diverse customers with a superior level of service, insight and personalized support.

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.

Learn more at https://go.bidgely.com/GasSolnBrief_Download-Now.html

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