Getting Personal with AMI

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50+ Gas and Electric Customers with AMI. 3 Truths.

There actually are “moments that matter” and now you can create them

All customers are valued customers...just at different times and locations

You are the trusted energy advisor so make it count
Load archetypes show you who your customers really are and how they can help you help them.
How to Deliver Personalized Insights: Disaggregation and Segmentation, AMIright?

Disaggregation

Segmentation
Highlights: ConEdison + Opower Case Study

Since 2016, Opower and Con Ed have partnered to drive new revenue streams through the promotion of energy goods and services, part of the state of New York’s Reforming the Energy Vision (REV) initiative.

**SEGMENT**
Use customer data to segment by **propensity to buy** each energy product or service.

**TARGET**
Reach **highest value customers** with offers that are most **relevant** to them, and pair offers with energy usage data and insights.

**MATCH**
Customers can purchase the products and services they want via the online **marketplace** or with qualified energy product and service **partners**.

![Image](image-url)
My BFF Daniela and her customer journey to becoming a grid resource

Online, she explores her daily and hourly energy use

Daniela gets an AMI high bill alert

A weekly rate coach (BLS) helps her track her on-peak use

The Rate Analysis Tool helps her compare her costs on TOU

She saves energy on the peak day and earns a rebate!

A welcome experience introduces her new AMI meter

Her (e)HERs now feature new AMI insights and data

A Rate Education Report teaches her how she can benefit from TOU

She reviews her peak and off-peak usage trends on the web

She is alerted about an upcoming peak day!
Data-driven personalized insights drive measurable results

**Home Energy Report**
- **1.5-2.5% EE savings**
- **2x kW reduction at peak**

**Proactive Alerts**
- **0.23-0.37% EE savings**
- **incremental to HERs**

**Energy Management**
- **1.2-1.5% EE savings**
- **incremental to HERs**

**Peak Management**
- **3% - 14% peak savings**
- **0.3% annual EE savings**
- **incremental to HERs**
THANK YOU
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