Getting Personal with AMI
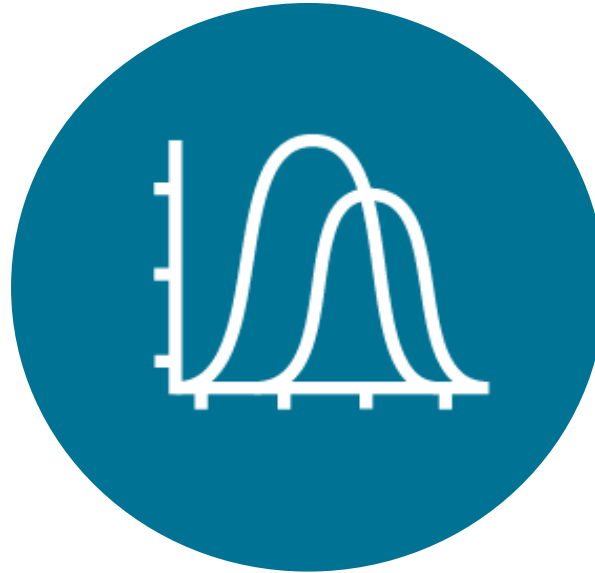
Julia Friedman
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50+ Gas and Electric Customers with AMI. 3 Truths.

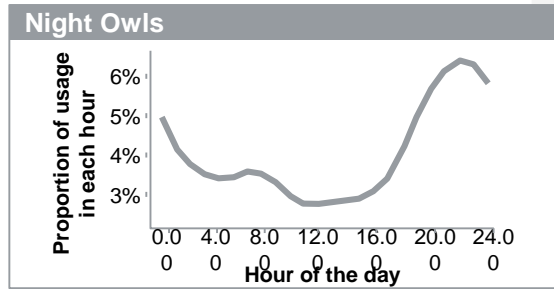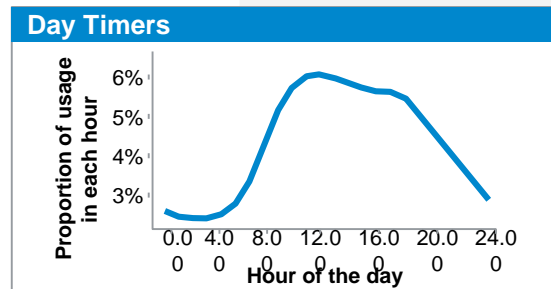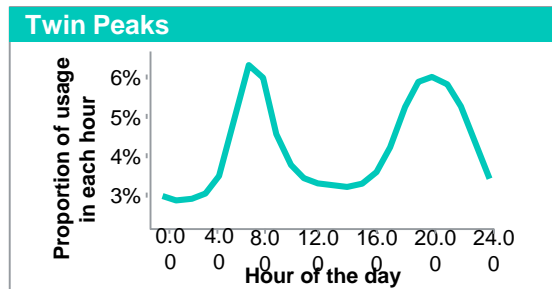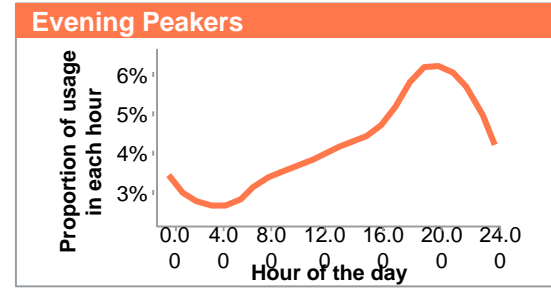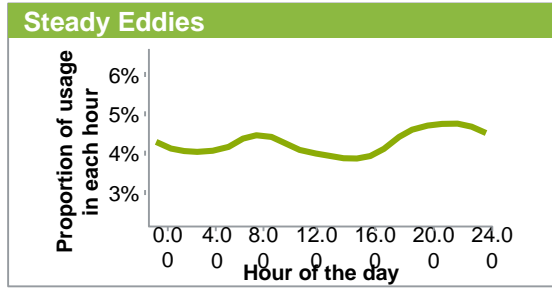**There actually are "moments that matter" and now you can create them**

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

You are the trusted energy advisor so make it count

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Load archetypes show you who your customers really are and how they can help you help them

Steady Eddies

Evening Peakers

Twin Peaks

Day Timers

Night Owls

NEW INSIGHT!

We've identified you as an Low Daytime User.
89% of your weekday electricity use is in the morning and evening.

| High Morning 6a-noon | All Day consistent | Low Daytime noon-6p | High Evening 6p-midnight |

Your Home Profile

Home type: Single family home
Home size: 1000-1200 sq. ft.
Heat system: Natural gas
Fuel service: Electricity and Natural gas
# of people: Unknown

1515 Bryant Road

Usage Pattern: High Evening

The majority of your energy use occurs in the evening, from 6pm to midnight.

When you use the most electricity

Weekdays

Weekends

This is based on your average daily use in the last billing period.

On weekdays, you're a twin peaker.
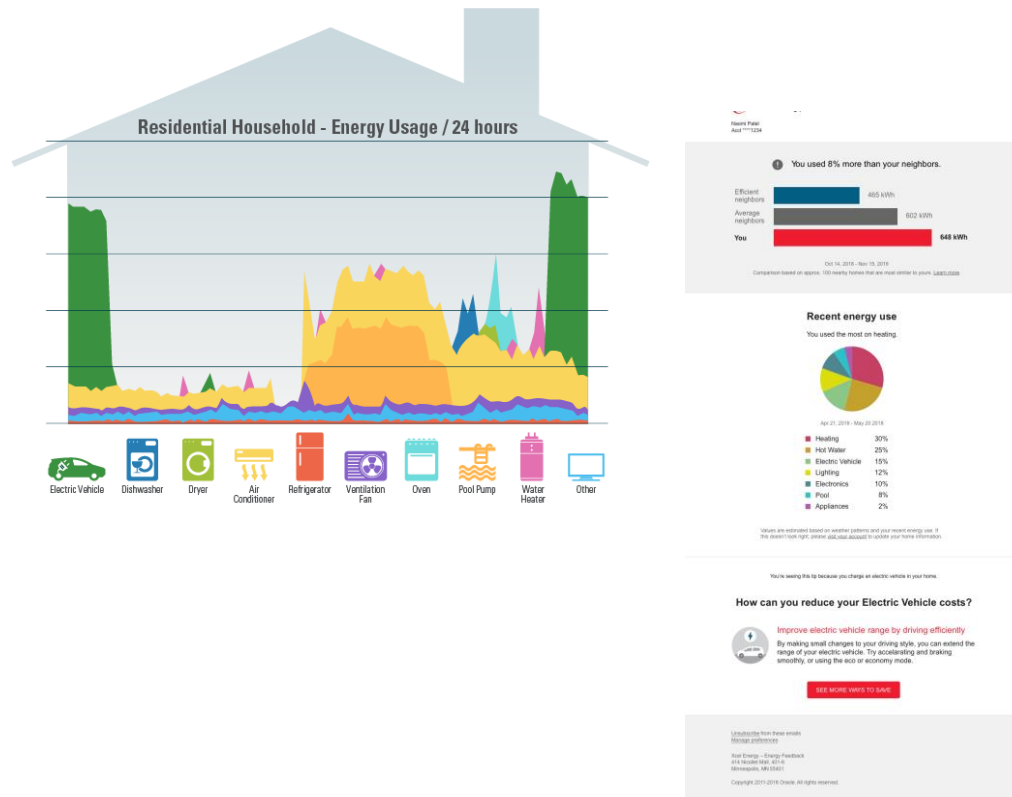
On weekends, you're an evening user.

Educate   **Engage**   **Innovate**

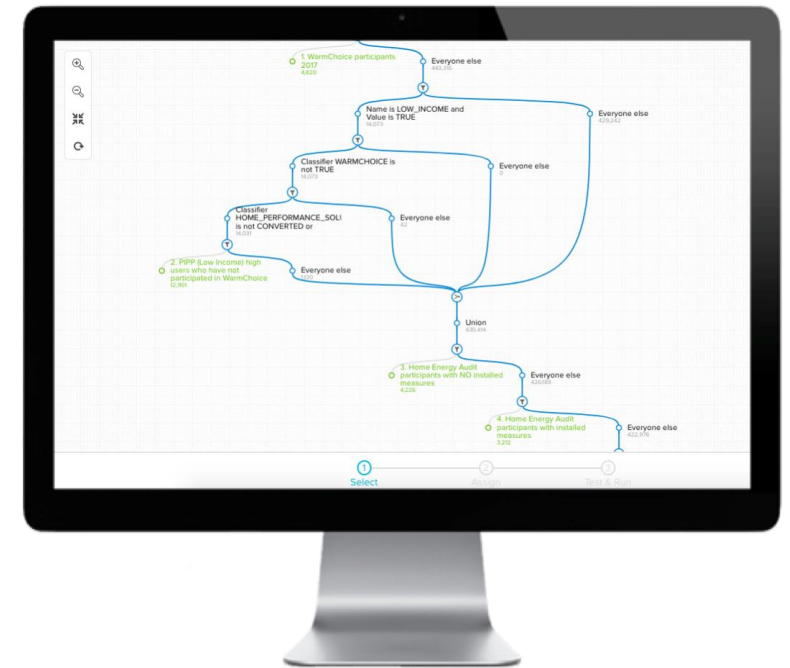ORACLE®

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**

nest.
SUNPOWER®
SEALED

Opower Disag-based Promotion

Your home's energy use — at your fingertips

How much energy could you save by controlling your home with a smart thermostat?

1. Your current heating and cooling use accounts for approximately **50%** of your total annual energy use

Aug 1, 2013 – Aug 1, 2014

68

Reduce your heating and cooling use by up to **15%** with a smart thermostat

BROWSE SMART THERMOSTATS
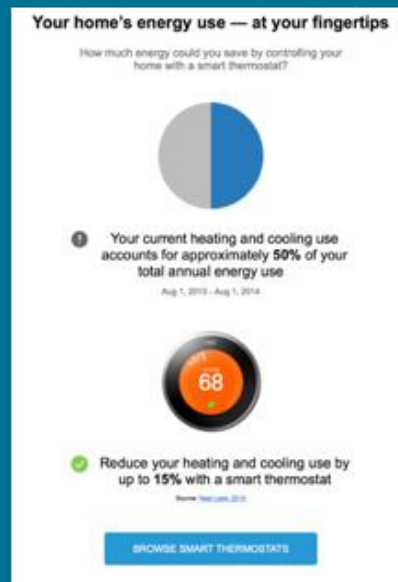
61%

Higher smart thermostat sales than any other marketing channel

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My BFF Daniela and her customer journey to becoming a grid resource

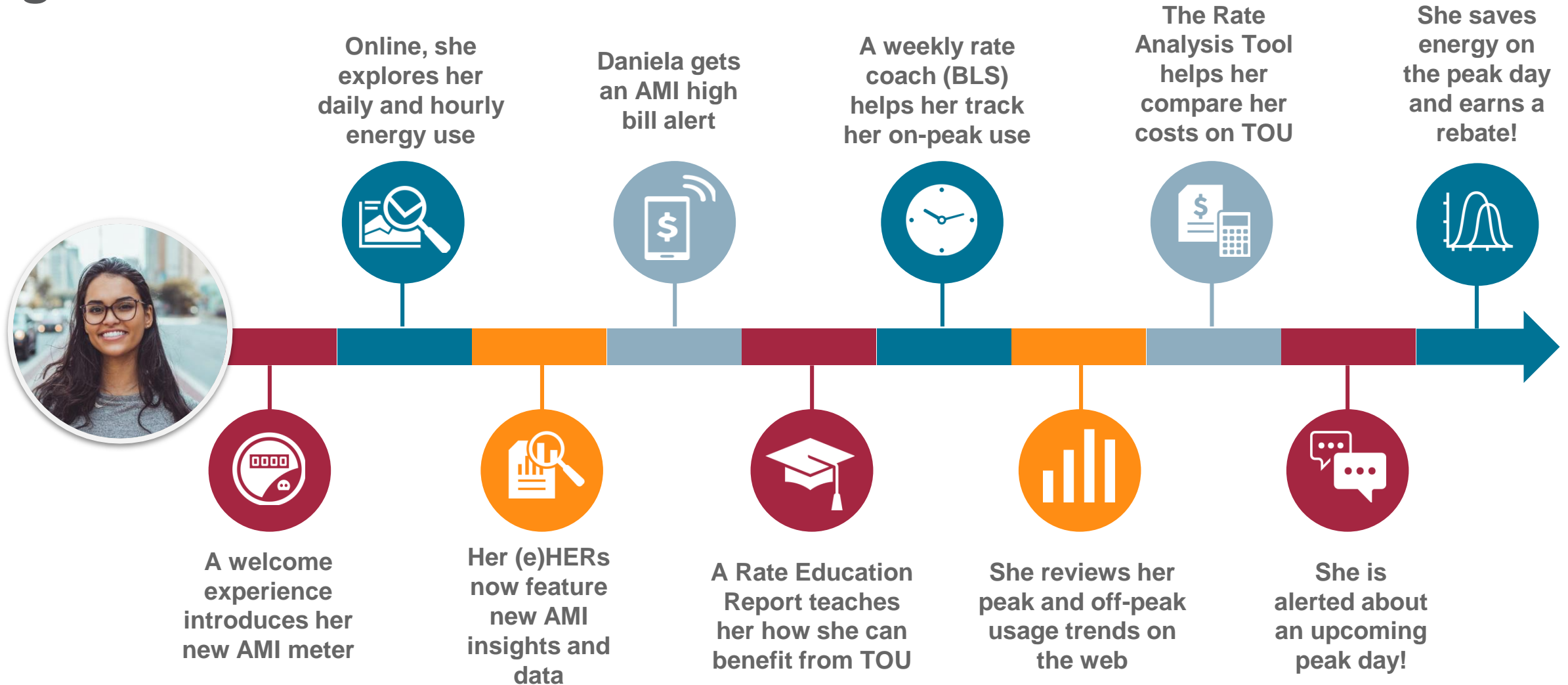**Online, she explores her daily and hourly energy use**

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

Safe Harbor Statement

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