



SIMPLE  
energy


# Marketplace Overview

February 2019

# A Simple, Delightful eCommerce Customer Experience

## LIGHTING BUYER'S GUIDE

**WHAT'S WATT IN LIGHTING?**  
Use this lighting buyer's guide to help you decide.



## A SIMPLE GUIDE TO LIGHTING

Are you looking to save a lot of energy at a low cost? Retrofitting light bulbs is your best bet. But which bulbs are the best for your needs?


Luckily for you, we've done the research and compiled the results in this Lighting Buyer's Guide. We'll teach you about the benefits of different bulb types, compare features and options, and what instant rebates are available when you purchase a better bang for your buck.

## PRODUCT FEATURES

Meet the 3rd Gen Nest Learning Thermostat.

The Nest Thermostat programs itself, automatically helps you save energy, and can be controlled from anywhere.


And now the 3rd gen Nest Thermostat is thinner, sleeker and its display is even bigger and clearer.



## INSTALLATION

Before you purchase the Nest Learning Thermostat, make sure your heating, cooling system(s) are compatible. You can easily check our [thermostat buyer's guide](#).

Installing the Nest Learning Thermostat



### C-wire is not required

A c-wire (also referred to as a common wire) is a low-voltage wire that most thermostats require for their features to work.

## Apply Rebates Step 2/2

Enter the physical address where you want service from Georgia Power:

Address

Apt, suite, etc. (optional)

City  State  Zip

[Check Eligibility](#)

3rd Gen Nest Learning Thermostat T3007ES

\$249

\$100 Instant Rebate Available

\$249

[APPLY REBATES](#)

Grand Total:

## CONTACT US

Do you have questions regarding products, rebates or checkout? You can chat, call or email us at [service@georgiapowermarketplace.com](mailto:service@georgiapowermarketplace.com).

<a href="#">CHAT</a>	Monday - Friday: 9am - 9pm (EST)	Ideal for quick questions and order support
<a href="tel:(844)354-9962">(844) 354-9962</a>	Monday - Friday: 9am - 9pm (EST)	Ideal for checkout help and product questions
<a href="#">EMAIL</a>	We'll reply by the end of the next working day, often much sooner	Ideal for checking order status & product questions

### Frequently Asked Questions

What is the Georgia Power Marketplace?	Is everyone eligible for a rebate?
What is a C-wire?	How do I track my order?
When will I receive my order?	How do I create a return?

# Simple Energy's Marketplace Solution

The screenshot shows the Simple Energy Marketplace website. At the top, there's a navigation bar with 'ComEd MARKETPLACE', a shopping cart icon, and links for 'Account', 'Products & Services', and 'Support'. Below the navigation bar is a hero section with the headline 'SAVE MONEY. SAVE ENERGY.' and a sub-headline 'Get Instant Online Rebates & Discounts On:'. A list of eligible products and services includes Smart Thermostats, Energy-efficient Lighting, Advanced Power Strips, Water Saving Products, Home Installation & Maintenance Services, EV Chargers, and Connected Home Devices. A woman is shown sitting on a couch, using a laptop. Below the hero section is a 'FEATURED ENERGY-SAVING PRODUCTS & SERVICES' section. It displays five products with their original and discounted prices, and the rebate amount. The products are: ECOBEE3 HOMEKIT-ENABLED WITH REMOTE SENSOR (original \$249.00, discounted \$174, after a \$75 instant rebate), HUE STARTER KIT (original \$199.00, discounted \$194, after a \$5 instant rebate), EMBERTEC EMBERPLUG AV+ (original \$79.00, discounted \$69, after a \$10 instant rebate), a water-saving showerhead, and a smart thermostat. The bottom right of the featured section shows a man and a woman looking at a laptop.

**SAVE MONEY. SAVE ENERGY.**  
Get Instant Online Rebates & Discounts On:

- Smart Thermostats
- Energy-efficient Lighting
- Advanced Power Strips
- Water Saving Products
- Home Installation & Maintenance Services
- EV Chargers
- Connected Home Devices

Plus, get free shipping on all orders!

**FEATURED ENERGY-SAVING PRODUCTS & SERVICES**

Product	Original Price	Discounted Price	Rebate
ECOBEE3 HOMEKIT-ENABLED WITH REMOTE SENSOR	\$249.00	\$174	After a \$75 instant Rebate
HUE STARTER KIT	\$199.00	\$194	After a \$5 instant rebate
EMBERTEC EMBERPLUG AV+	\$79.00	\$69	After a \$10 instant rebate

Other featured products include a water-saving showerhead and a smart thermostat.

## Configure, curate, operate

Turnkey, customers transact more when given fewer choices

## Utility branded storefront

Your branding, rebate eligible products, other energy/water products

## Instant online rebates, program enrollments

Validate eligibility, customers get rebate at purchase, validated submission

## Direct purchase & fulfillment

Minimize drop off associated with referral model

## Understand your customers

Data analytics on marketing funnel and channels

Beyond simply adding new revenue streams, a marketplace like this helps to change the paradigm for utilities. It moves them on from simply selling raw resource and turns them into a central energy resource – advice, supply and products, all from one vendor.

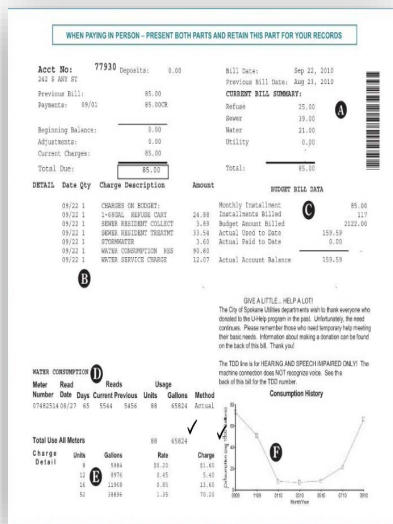
- *Forbes "Simple Energy Helps Utilities Hyper-Personalize Consumer Offers"*  
February 26, 2015



Computing is evolving again...



... and so is the Utility relationship with its Customers



# Marketplace Delivers High Customer Satisfaction

90%

"My Utility is a brand I trust"

96%

"Will do another transaction"

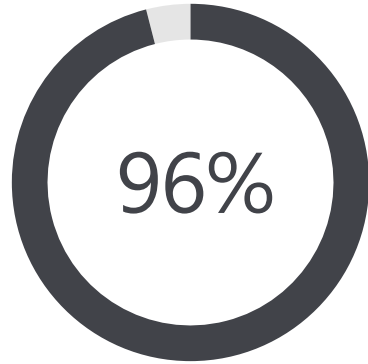
>71

Net Promotor Score  
for participating customers

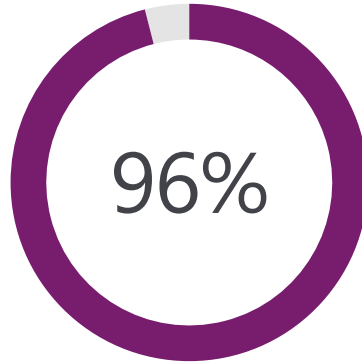


# Customer Survey Results

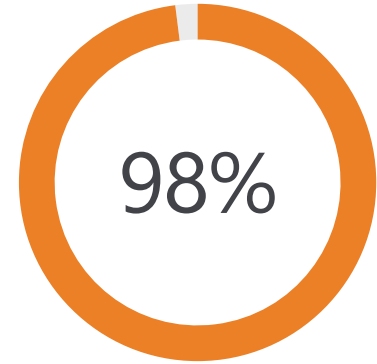
Percent of customers who responded "Satisfied" or "Very Satisfied"



Product Quality



Ease of Purchase



Price of Product



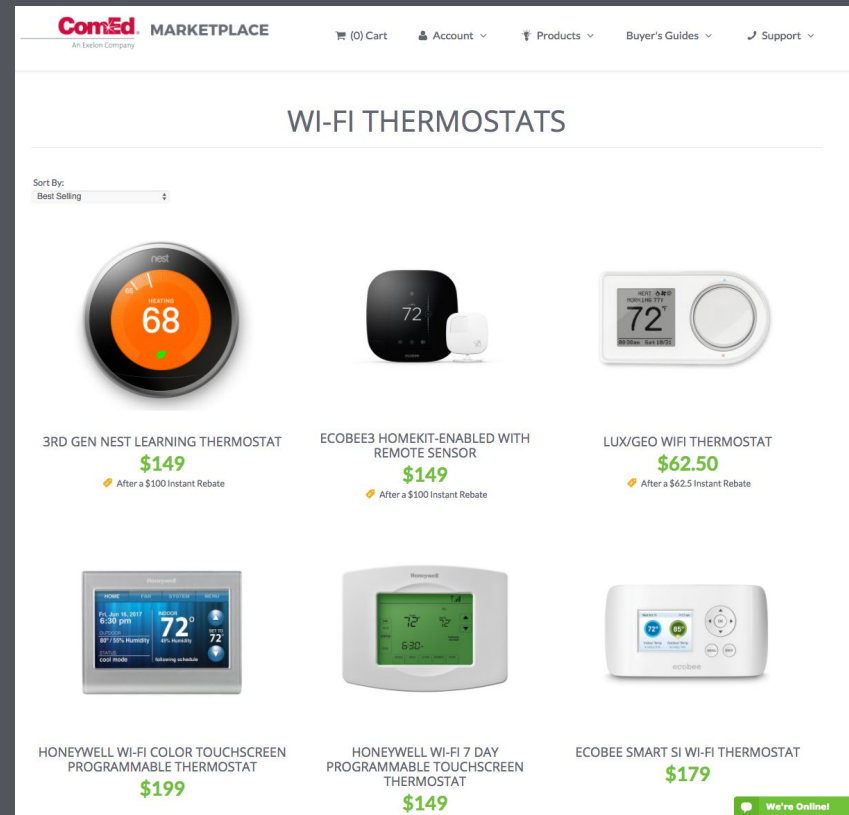


"The launch of ComEd Marketplace is a key step to building a premier, trusted customer experience.

In the near term, this service will enhance the customer experience by simply and effectively providing our customers with new ways to manage their home energy-use. Over time, the Marketplace will evolve as a **cornerstone of our utility** where our customers can transact with us and other parties for a wide range of energy-related products and services."










# Testimonial: ComEd Marketplace Customer Molly Coers

"Thanks again for making it easy to purchase the energy efficient nest with the rebate directly applied. I would be much less likely to take advantage if I had to pay the full cost and separately apply for the rebate, especially if I had to mail something in."



# Marketplace Value Summary

Transforming the way utilities engage and transact with their customers  
Driving millions of dollars in quantifiable value

-  Engage, Empower and Enable Customers
-  Customer Acquisition, Satisfaction and Retention
-  Accelerated KWh and KW Savings
-  Enhanced Existing Customer Engagement Platforms (i.e. Mobile App)
-  More and Better Program and Rate Enrollments
-  Reduced Cost to Serve
-  Enhanced Regulatory Perception
-  Business Model Evolution and New Revenue Streams
-  New, Innovative Offers, Products, and Programs