

INDUSTRY-LEADING CUSTOMER ENGAGEMENT DIFFERENTIATES UTILITY THROUGH HIGHER CUSTOMER RELEVANCE & ACTIONABLE INSIGHTS

CHALLENGE

Raising customer engagement and brand satisfaction is one of the biggest challenges facing utilities today. Traditional billing methods, infrequently-used energy portals, and reactive customer support often fall short in enabling utilities to achieve critical customer goals, such as improving customer satisfaction or effectively leveraging dynamic rate plans.

Nothing engages customers in or satisfies their curiosity about energy usage as effectively as:

1. Enabling them to see where energy is used in the home both historically and in real time
2. Enlightening customers about what that usage costs them, by appliance
3. Alerting them to usage that may cause high bills
4. Offering personalized and prioritized savings recommendations, and
5. Providing attractive, easy-to-act-upon, 24x7 communication options.

It's simple: customers want information that makes their utility feel modern and that provides them insights into the home and additional value-added services.

A NEW APPROACH USING ENERGY DISAGGREGATION

Bidgely gives utility customers the advantage of knowing what's happening inside their home, on a historic and near real-time basis, through a web-based and mobile application. The result is increased utility customer satisfaction.

"I certainly enjoyed having a bigger picture of my appliances, and it educated me in how much power certain appliances use."

"Saved money. Got to know my usage, now I feel like I understand what in my house is costing me money, and how much."

STUDYING CONSUMER ENGAGEMENT IN A DEREGULATED MARKET

To understand the degree to which its energy disaggregation solution drives customer engagement, from June to December 2013, Bidgely conducted a user experience study with one of the leading energy retailers in a major international market. The utility operates in a deregulated marketplace and faces strong competition, and the goal of the study was to determine whether an energy disaggregation solution increased consumer engagement, thereby reducing attrition and revenue loss.

PARTICIPANT ENGAGEMENT

- 90% of participants used the platform at least once a week
- 75% prefer mobile application to the web

EXAMPLE BEHAVIOR CHANGES

- Appliance-level – Replacing an old, inefficient refrigerator
- Behavioral – Choosing to run dishwasher during off-peak hours
- Home envelope – Deciding to update insulation

RESULTS

- 41% of participants changed their behavior based on Bidgely feedback or recommendations
- Nearly all reported recommendations were effective and saved money
- 86% of participants named real-time usage as a most-valued feature
- 74% mentioned appliance itemization as a top feature they liked
- 86% of users said they would recommend the service to others

Bidgely's customer engagement platform works – it empowers utilities to communicate with customers 24x7 and it increases customer satisfaction, mobilizing customers like never before.

CUSTOMER QUOTES

“Educated children, learnt a bit myself, turned off heated towel rail when away.”

“Educated family on usage. Realized how large the hot water cylinder energy consumption is!”

“Educating children and myself around daily energy cost... more real time therefore more relevant.”

“I have identified some areas in my house where wastage is happening and this enabled me to take measures to stop this.”



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