



CONSUMER CASE STUDY

The Stromberg Family

HomeBeat™ makes utility customers happier by providing not just insights, but money-saving solutions that actually work

THE PROBLEM

WHERE DOES MY ENERGY GO?

The Stromberg family has a fairly typical energy “footprint”: two parents and three kids living in a three-bedroom home with all the usual appliances and electronic gadgets. Lisen Stromberg paid the family’s utility bill each month, but she always wished there was an easy way to get more information on how much energy each appliance was using. She thought about buying a device that could analyze energy usage for each appliance, but once she found out she would have to plug it into each appliance one-at-a-time, she decided it was just too complicated and time-consuming to go that route.

THE SOLUTION

HOMEBEAT GIVES ENERGY USAGE INSIGHTS...

When Lisen heard about the HomeBeat mobile app, she thought it would fit her wish list: simple appliance-level energy information. After downloading and using the app, Lisen liked the level of energy consumption detail the app provided, and she also learned that some of the family’s appliances and devices – stereo, XBox, and a big-screen plasma TV, for example – use electricity even when they’re not in use. “I could see right away that our always-on energy consumption was higher than it needed to be,” Lisen recalls. The HomeBeat app estimated that the Stromberg family’s home consumed nearly 50 percent more electricity with always-on gadgets compared to their neighbors’ homes, resulting in \$225 in excess energy costs per year.

Sure, the family could have turned off all their devices when they weren’t using them, but this was impractical. “Turning everything off individually each day? We could never have done that consistently,” said Lisen. “You know what they say about old habits!”

...AND IDENTIFIES REAL WAYS TO SAVE ENERGY

HomeBeat did more than just measure excess power consumption; it gave Lisen a recommendation to install a smart power strip, along with other helpful information:

- ▶ The estimated cost and time for installation
- ▶ A link to an commerce site where she could buy a highly-rated model

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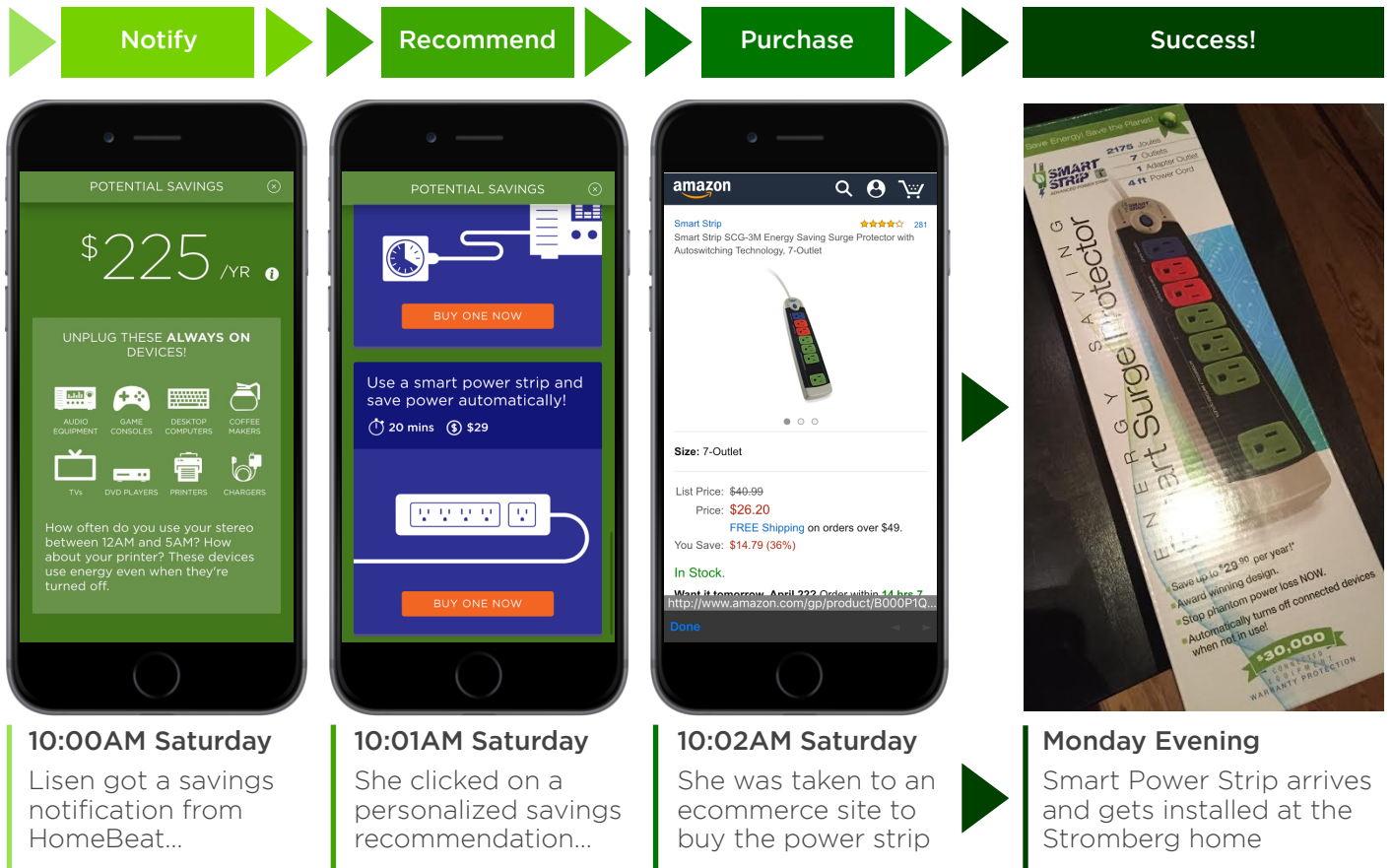
- Lisen Stromberg

HOMEBEAT NOTIFICATIONS More Than Just a Pretty Face

HomeBeat sends Always On savings notifications at **10am on Saturdays**, which Bidgely research has shown is the time when consumers are most likely to take action.

Once a consumer decides to take action, it’s just a couple of clicks and their purchase is on its way. Lisen was able to complete her purchase in a matter of minutes.

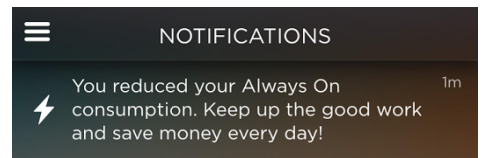
HOW THE PROCESS WORKED



THE RESULT

MONEY SAVED, CONVENIENCE ADDED

One week after Lisen installed the smart power strip, HomeBeat sent her another message to congratulate her on her action and to report that the family's always-on usage had dropped. The system analyzed the savings and determined that the Stromberg family would save \$104 per year, thanks to the smart power strip.



"I didn't know anything about smart power strips, so it was helpful to get the recommendation and link."

- Lisen Stromberg

"I'd seen those electricity bill inserts about how to use less, but I always figured it wasn't worth the trouble," says Lisen. "Downloading and installing the HomeBeat app was barely any trouble at all. More than anything, I like the fact that I have a handy app that helps keep me on track. It's kind of like my Fitbit but for energy."