

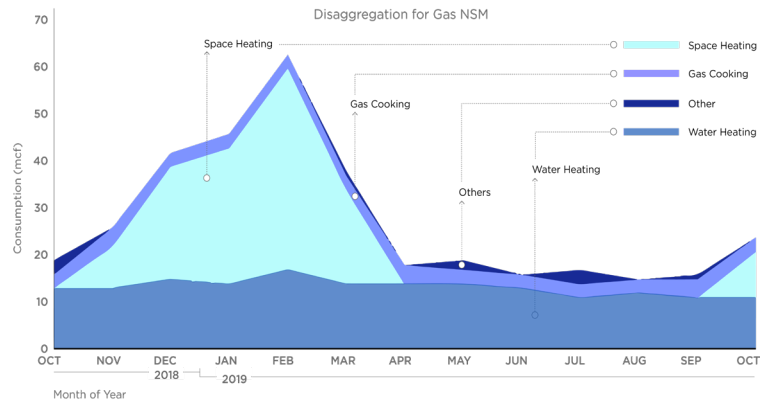


Gas Utility Solutions

UTILITYAI™ INSIGHTS & ENGAGEMENT PLATFORM
FOR GAS & DUAL FUEL UTILITIES

UtilityAI™ Takes Gas Insight & Engagement Further

For more than a decade, Bidgely has pioneered the use of machine learning-based artificial intelligence (AI) to “disaggregate” energy loads. Our patented UtilityAI™ platform delivers actionable insights for every gas customer by utilizing patented AI and Machine Learning technology to understand customers across 100+ attributes from meters and supporting contextual data.

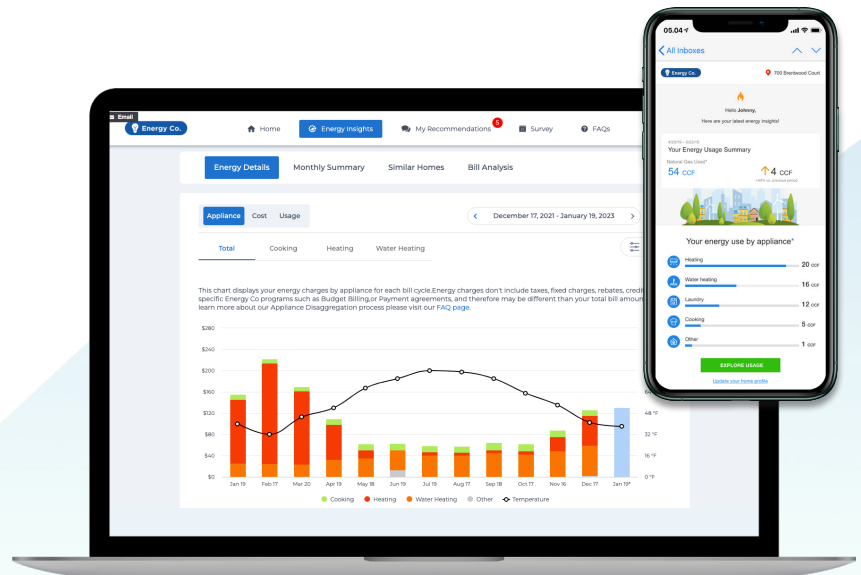


These energy insights are used to deliver enhanced, hyper-personalized experiences to gas customers, which directly impacts the value drivers for gas utilities, such as: cost to serve, digitization, distribution/grid management, energy efficiency and new revenue generation.

Digital Customer Experience

Bidgely’s Web Portal and Virtual Audit solutions allow gas utilities to engage customers in a personalized, disaggregation-enriched, digital channel that drives improvements in satisfaction, audit completions, and self-service outcomes.

- Solutions: **Web Portal, Virtual Audit, Digital Alerts**
- Value: **Increase CSAT; decrease cost-to-serve**



Energy Efficiency

Deliver Home Energy Reports and Digital Alerts packages that lead customers to take specific actions. Enabled by Bidgely's Next Best Interaction (NBI) framework and derived from disaggregated end-use analysis, these solutions help gas utilities capture energy savings and reduce operational costs through proactive and tailored messaging to customers.

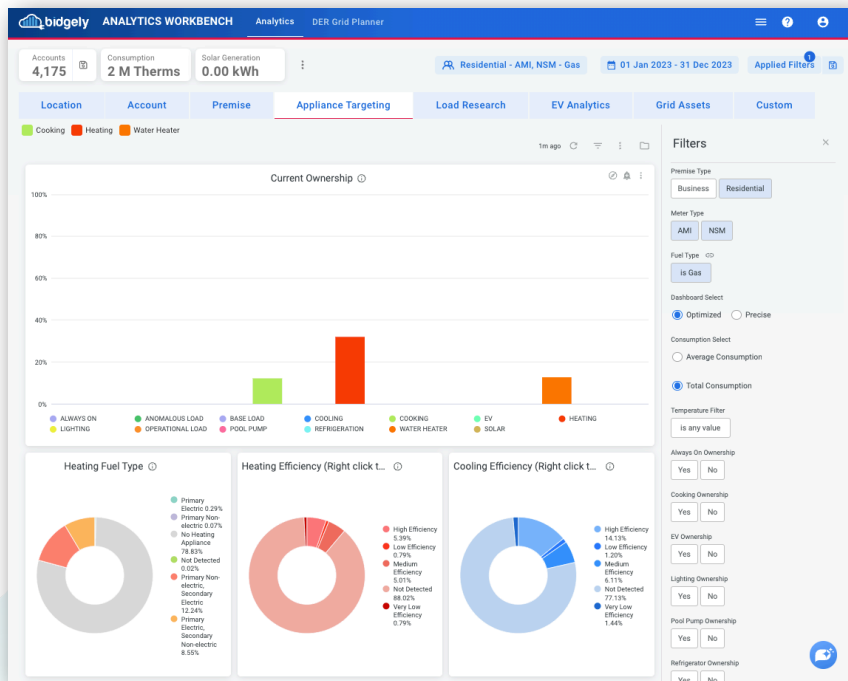
- Solutions: **Home Energy Reports (HERs), Digital Alerts**
- Value: **Increase CSAT and energy savings**



Segmentation & Targeting

Knowing which customers are using what appliances at what times is a core tenant of Bidgely's disaggregation technology. Leveraging enterprise analytics, gas utilities can use this information to inform program/product targeting, rate design, demand and scenario planning, etc.

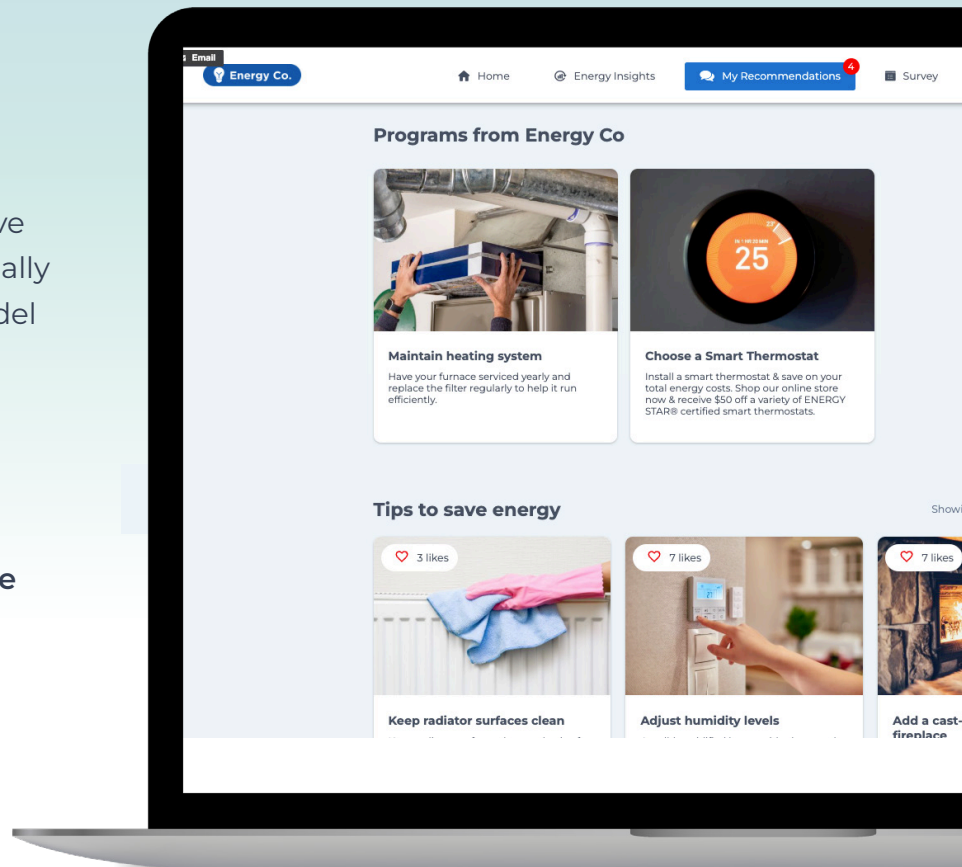
- Solutions: **Gas Analytics**
- Value: **Improve program cost-effectiveness, enrollment uptake; align distribution/grid management objectives with customers' end-uses**



New Revenues & Recruitment

Through an evolved and personalized customer journey, gas utilities can drive non-energy revenues through a vertically integrated products-and-services model or improve program recruitment and enrollment.

- Solutions: **Gas Analytics, Digital Alerts, Web, HERs**
- Value: **Increase customer lifetime value; boost program cost-effectiveness; increase CSAT**

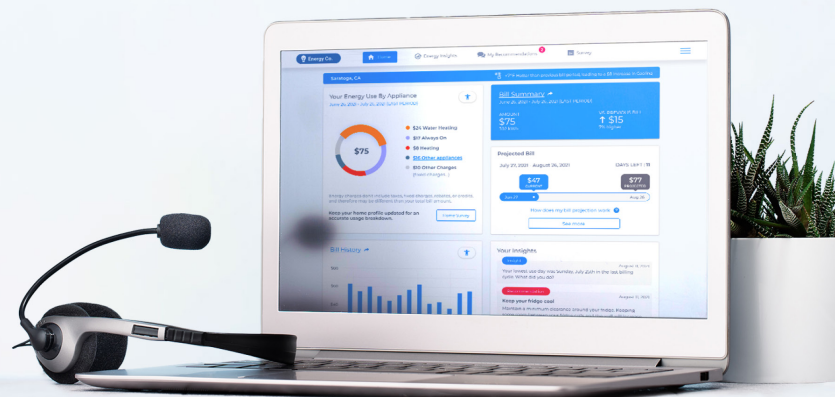


CSR Portal

Equip your call center representatives to be energy advisors, resolve calls more quickly, and turn high-bill calls into trust-building touchpoints.

Bidgely's CSR Portal provides appliance-level insights for major gas appliances in the home, including heating, cooking, water heating, and dryers. High Bill Analyzer helps representatives get to the root cause of increased costs quickly and reliably. Co-browsing lets representatives see what the customer is seeing and train customers to self-serve by helping them navigate to the right information.

- Solutions: **CSR Portal with High Bill Analyzer and co-browsing**
- Value: **Improve Call Center KPIs, CSAT, and agent empowerment**



Real-World Gas and Dual-Fuel Utility Value Delivered

UTILITY	PROGRAM	RESULTS
SoCalGas	All-digital HER program for 700,000 customers in the mid- to low-consumption category	• 565K therms saved in the first program year, exceeding energy savings goals • < 3.5 months program launch time • 81% like rate
Large California Gas & Electric Utility	Replaced 10-year Oracle program Combined dual-fuel journey Included hard-to-measure groups ~700,000 to 950,000 treatment expansion	• 64% average open rate in 2024 • 150% of therms goal in 2023 • 911,000 therms savings forecasted for 2024 • 122% of 2024 therms goal achieved
East Coast Gas Utility	Replaced legacy HER program with paper, digital HERs, web, & CSR tools	• 485K+ therms saved through Oct 2024, 94% of program goal • 118% savings projection for 2024 program year • 89% like rate
Columbia Gas of Ohio	Replaced Oracle EE program, and expanded reach Paper HERs (70%) and digital HERs (30%) for 700,000 customers, plus customer web portal	• 1.1M MCF saved • First-year savings target exceeded by 36% • Digital HERs, paper HERs & web portal • 40% Cost Reduction over replaced Oracle program • 15% performance improvement over pervious Oracle program + savings goal met • 93.4% like rate

Learn More at: www.bidgely.com/solutions/gas-disaggregation.

Get the [SoCalGas case study](#), to hear how their UtilityAI™ HER program exceeded energy savings goals and yielded cost savings.

