



# UtilityAI™ for Water

SEE EVERY DROP. SHAPE EVERY DECISION.

Bidgely's UtilityAI™ platform delivers the behind-the-meter consumption insights and customer engagement tools water utilities need to **boost customer satisfaction, lower service costs, reduce water loss, and meet ambitious conservation goals.**

By providing customers with a clear understanding of their usage and personalized ways to save, our platform transforms the utility-customer relationship and provides a clear path to a more sustainable and efficient water future.

## Elevate CX & Reduce Service Costs

- **End Bill Surprises** through itemized consumption & bill projections that give customers insight & time to adjust their usage.
- **Equip Your CSRs:** When customers do call, equip them with detailed insights that shorten call resolution and provide customers with personalized advice.

## Identify Leaks & Help Customers Save

- **Detect hidden and costly leakage / loss** from running toilets, dripping faucets, or faulty irrigation systems without requiring any hardware in the home.
- **Notify Customers:** Replace high bill complaints with proactive, automated Leak Alerts the moment a potential issue is detected.

## Drive Conservation & Meet Regulatory Goals

- **Give Targeted, Relevant Recommendations** based on real consumption, such as "You could save by reducing your Irrigation time by 30 minutes," or "Your home's Showers & Baths account for 40% of your usage. Consider installing a WaterSense-labeled showerhead."

## Bidgely's Proven UtilityAI™ Platform

For over a decade, Bidgely has been the global leader in AI-enabled disaggregation, providing "behind-the-meter" consumption insights across time and appliance categories.

We've partnered with 45+ utilities to serve over 38 million consumers, including:

هيئة كهرباء ومياه دبي  
Dubai Electricity & Water Authority



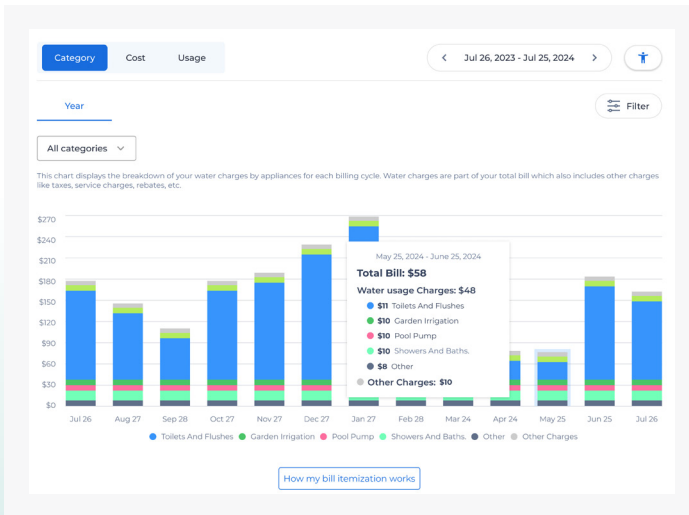
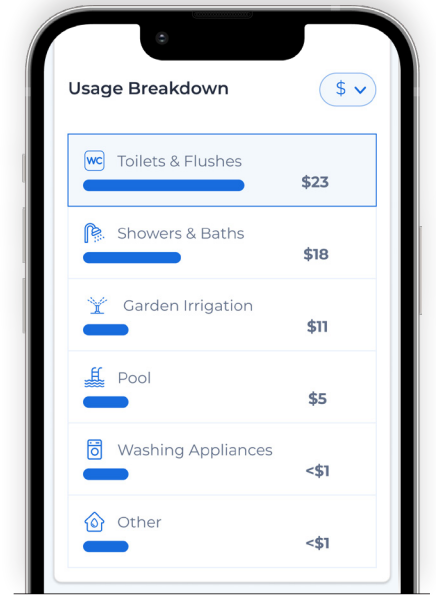
**OUC**   
The Reliable One®



## Disaggregation: Surface Insight From a Sea of Data

The core of the UtilityAI™ platform is our patented disaggregation engine. Without any additional hardware at the home, our AI uses disaggregation and other analysis tools to create a unique profile for each household. It identifies the distinct water consumption of various end-uses, itemizing consumption into clear, understandable categories:

- Toilets & Flushes
- Showers & Baths
- Irrigation (e.g., Garden / Lawn)
- Pool
- Washing Appliances (e.g., Washing Machine, Dishwasher)
- Always On / Leakage
- Other



## Web Dashboard: Equip Customers to Self-Serve & Understand Their Bill

Empower customers with self-service tools that provide a complete view of their water usage, helping them understand their consumption and find ways to save.

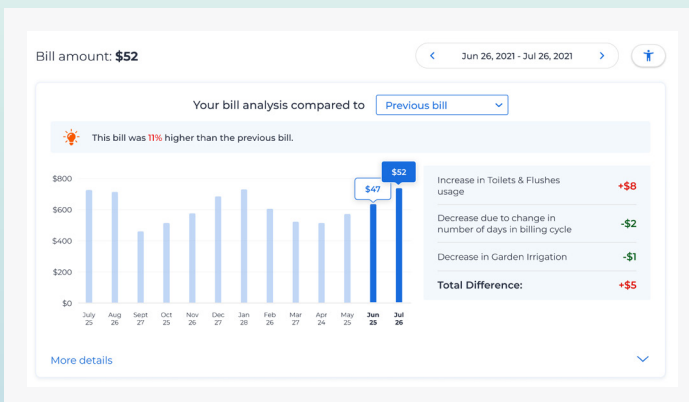
**Water Usage by Category:** A clear, visual breakdown of consumption into categories.

**Bill History & Projections:** Allow customers to track usage over time and see projected costs.

**Personalized Recommendations:** Tips and alerts tailored to each customer.

**Similar Homes Comparison:** Motivate conservation by showing customers how their usage compares to similar households in their area.

**Home Profile Survey:** Refine the accuracy of insights and recommendations by allowing customers to provide details about their home and water use.



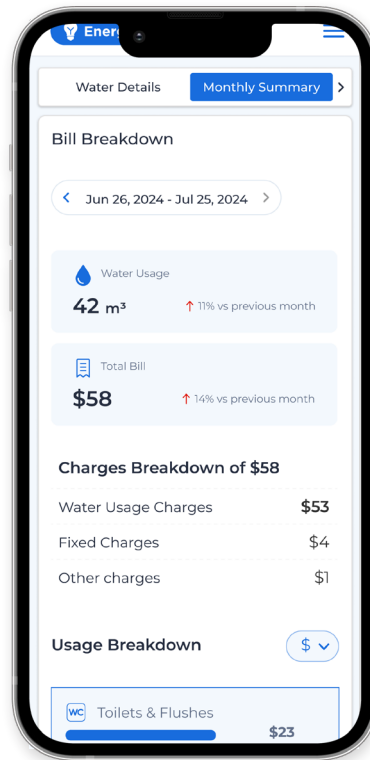
## Smart Alerts: Put Insights in Their Inbox

Engage customers proactively with timely, personalized and interactive email touch points about usage and opportunities to save.

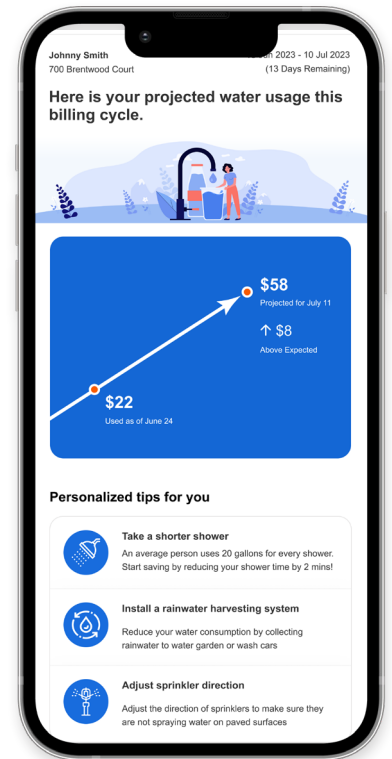
**Monthly Email Summaries:** Keep customers engaged with concise reports featuring water use breakdown, bill summary, and personalized tips.

**High Bill Alerts:** Proactively notify customers when their usage is trending higher than normal, giving them time to adjust their behavior before the end of the billing cycle.

**Bill Projection Alerts:** Eliminate bill shock by notifying customers mid-cycle if their consumption is on track for a higher-than-usual bill, so they can make changes.



Monthly Summary



Bill Projection

## CSR Portal: Turn Agents Into Water Advisors

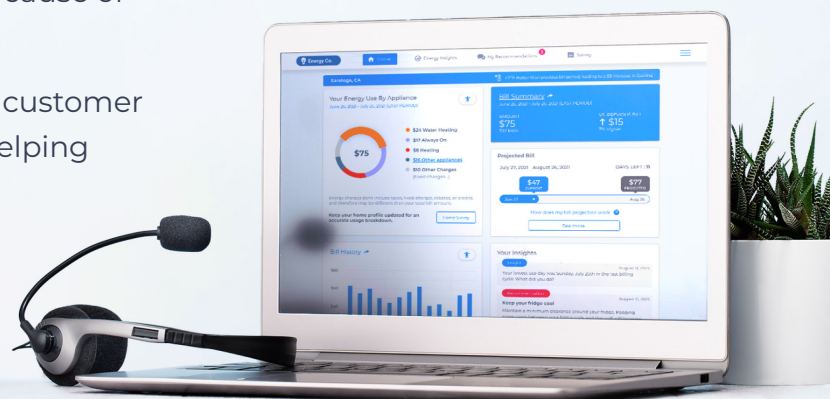
Equip your call center representatives to be water advisors, resolve calls faster, and turn high-bill calls into trust-building touch points.

**Water Use Insights** provide the same water disaggregation across category and time to help CSRs understand each customer's household water profile and usage history.

**High Bill Analyzer** helps agents 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.

**Engagement View** provides context quickly by keeping historical interactions close at hand.



**Energy Co.**  
100 West Anderson Street, Orlando 32801

Johnny Smith 123  
Main Street  
Orlando, FL 32801

**Your Home Water Report**  
Created on Sep 22, 2024  
Account Number: 00028317-25  
THIS IS NOT A BILL

This report contains insights into your water usage including your overall water efficiency and money saving water tips.

105 customers are already taking advantage of the digital experience. Scan your QR code to explore your interactive web portal!

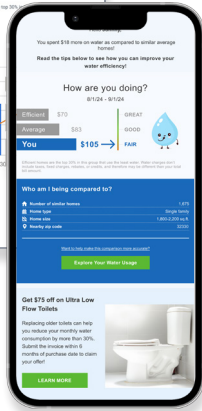
**How You Compare To Similar Homes**  
(8/1/2024 - 8/1/2024) | Values displayed are water charges\*

You're using more than average. Improve your water efficiency!

You spent **\$22** more on water than average homes

**Who are you being compared to?**  
Group size: 1,479 Homes  
Neighborhood: 32330  
Home type: Single Family  
Home size (sq. ft.): 1,100-2,200

**Your Monthly Water Bill Trend**  
(Sep 2023 to Aug 2024) | Bars are billing cycles. Values displayed are invoice values.



## Home Water Reports: Educate & Motivate Customers to Conserve

Educate customers on their water use and how to be water saving savvy with digital and paper reports that deliver real water savings.

**At-a-Glance Bill Comparison:** Simple charts show how the current bill compares to the previous period and the same time last year.

**Peer-to-Peer Motivation:** Includes the powerful Similar Homes Comparison to encourage efficiency among all customer segments.

**Personalized Tips:** Educate customers on how to save.

**Digital Adoption Driver:** Features a prominent, personalized QR code that provides a seamless, one-scan journey to the interactive web portal.

## UtilityAI in Action: Orlando Utilities Commission (OUC)

OUC has empowered its customers with personalized insights that have led to significant water savings and consistently high customer satisfaction scores, proving the power of a holistic, data-driven engagement strategy.

~220k Customers

42,800,000 gallons of water saved in 2023

80% like rate

**OUC**  
The Orlando Civic  
100 West Anderson Street, Orlando 32801

John Smith 123  
Main Street  
Orlando, FL 32801

**Your Home Water Report**  
Created on Dec 22, 2020  
Account Number: 00028317-25  
THIS IS NOT A BILL

This report contains insights into your water usage including your overall water efficiency and money saving water tips.

105 customers are already taking advantage of the digital experience. Scan your QR code to explore your interactive web portal!

**How You Compare To Similar Homes**  
(12/6/2020 - 12/6/2020) | Values displayed are water charges\*

Congratulations! Keep up the good work!

You spent **\$13** less on water than efficient homes

**Who are you being compared to?**  
Group size: 1,479 Homes  
Neighborhood: 32330  
Home type: Single Family  
Home size (sq. ft.): 1,100-2,200

**Programs For Our Customers**

**Enroll into a Home Warranty Program**  
As an OUC customer, you can minimize your risk by taking advantage of protection programs from American Water Resources of Florida (AWRF), OUC's exclusive home warranty protection programs partner.  
Visit waterrco.com today to learn more!

**Instant Access To Your Web Portal**  
Scan this QR-code

Scan this QR-code

Visit: www.oucdigitalhub.bidgely.com | Call: 407-423-9018 | Email: conservationssupport@ouc.com

\* Water charges displayed don't include taxes, fixed charges, rebates, or credits, and therefore may be different than your total bill amount.

Partner with Bidgely to Build a Sustainable Water Future

We'd love to talk with you. Start a discussion with [sales@bidgely.com](mailto:sales@bidgely.com).

