

Consumer Engagement

Gain an Edge
through Energy
Disaggregation

April 2017



Introduction

Transforming utility-consumer engagement via disaggregation ... gives edge to retailers to:

- Attract new consumers
- Retain existing customers
- Maximise lifetime revenue from customers

Disaggregation can dramatically improve your customer engagement:

- Competitive differentiation via itemisation
- Build trust via personalised Recommendations
- Stay top of mind via regular Interactions
- Enable further value via a marketplace model
- Go beyond energy

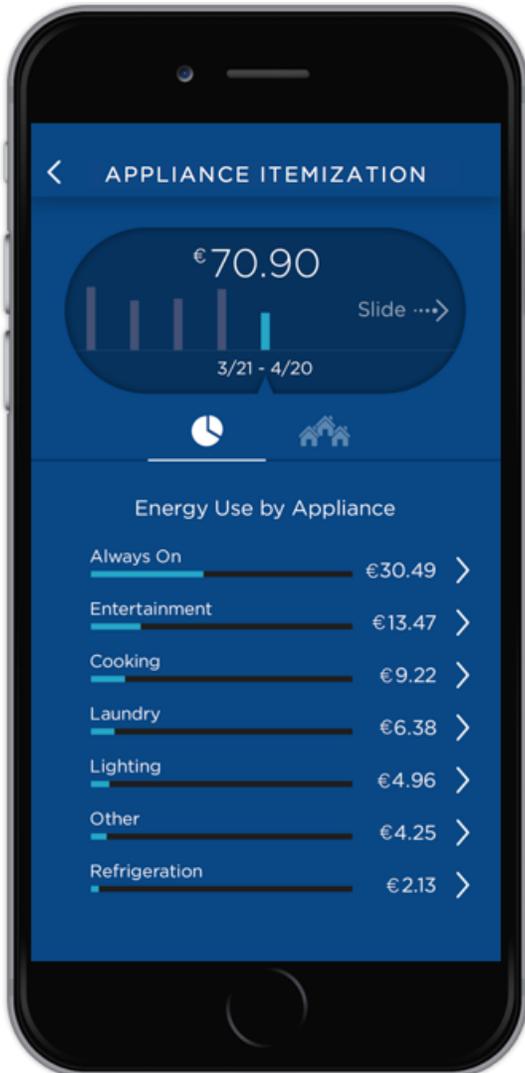
This brief describes how modern utilities can leverage the power of disaggregation to gain an edge.



Meet *James*

James is a typical consumer with plenty of energy-hungry devices and appliances in his home. With a choice in energy providers, James recently switched to a new provider based on a promise of better service.

1 **100% Itemisation** Drives Competitive Differentiation



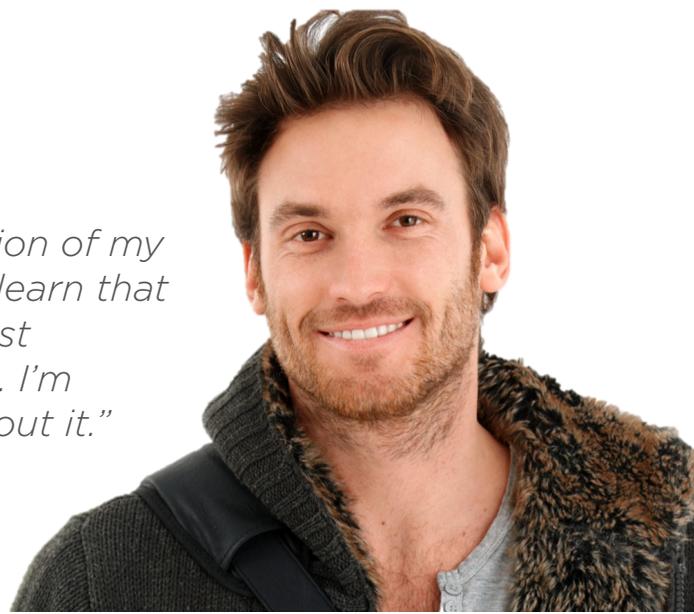
DISAGGREGATION

Energy disaggregation is the science that itemises consumers' whole house energy data into individual appliances - without any sensors. Using complex machine learning algorithms, we detect and extract appliance fingerprints and convert data into useful insights. Bidgely has commercialised disaggregation technology to widescale deployment.

100% ITEMISATION

Bidgely uses a combination of data-based disaggregation and statistical modeling to provide 100% itemisation of consumers' major loads in their home.

“I’m pleased to see an itemisation of my energy usage. I’m surprised to learn that my Always On load is the biggest contributor to my electricity bill. I’m eager to learn what I can do about it.”



CHOICE OF ITEMISATION

As appliance itemisation becomes commonplace for consumer engagement, utilities have a choice of approaches to itemization. **Statistical itemisation** shows a breakdown based on typical usage for the dwelling type, size and location, while **true disaggregation** provides actual usage for each home.

While statistical itemisation can be useful compared to zero information, its value breaks down over time. Below is an example of the consumer journey for each.

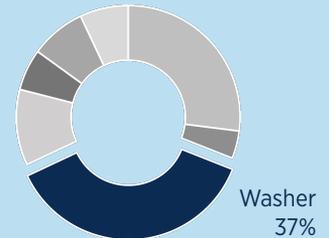
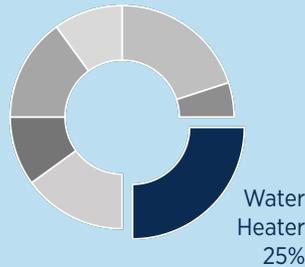
ITEMISATION COMPARISON

“In what has been a breakthrough year for disaggregation, we have seen our deployments go from pilots and proofs-of-concept to full-blown deployments. Multiple utilities that understand how disaggregation can help them maintain their industry leadership position have started specifying disaggregation.”

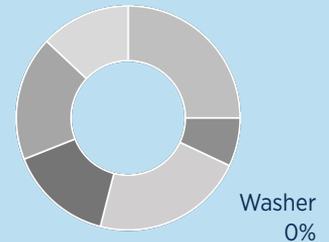
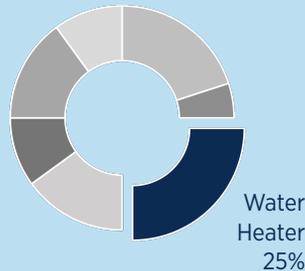
Abhay Gupta
CEO, Bidgely

For more information, read the [True Itemization](#) white paper

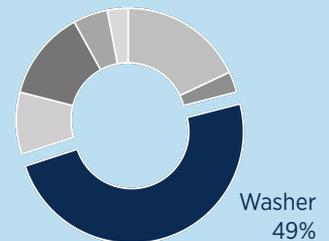
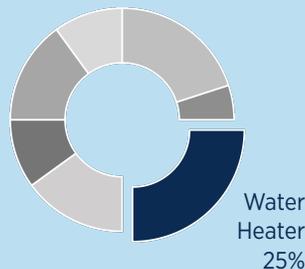
Week 1
Itemisation



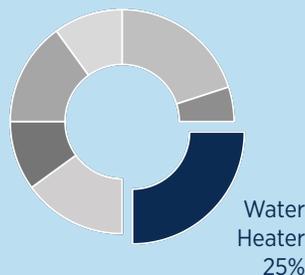
Week 4
Family goes on holiday



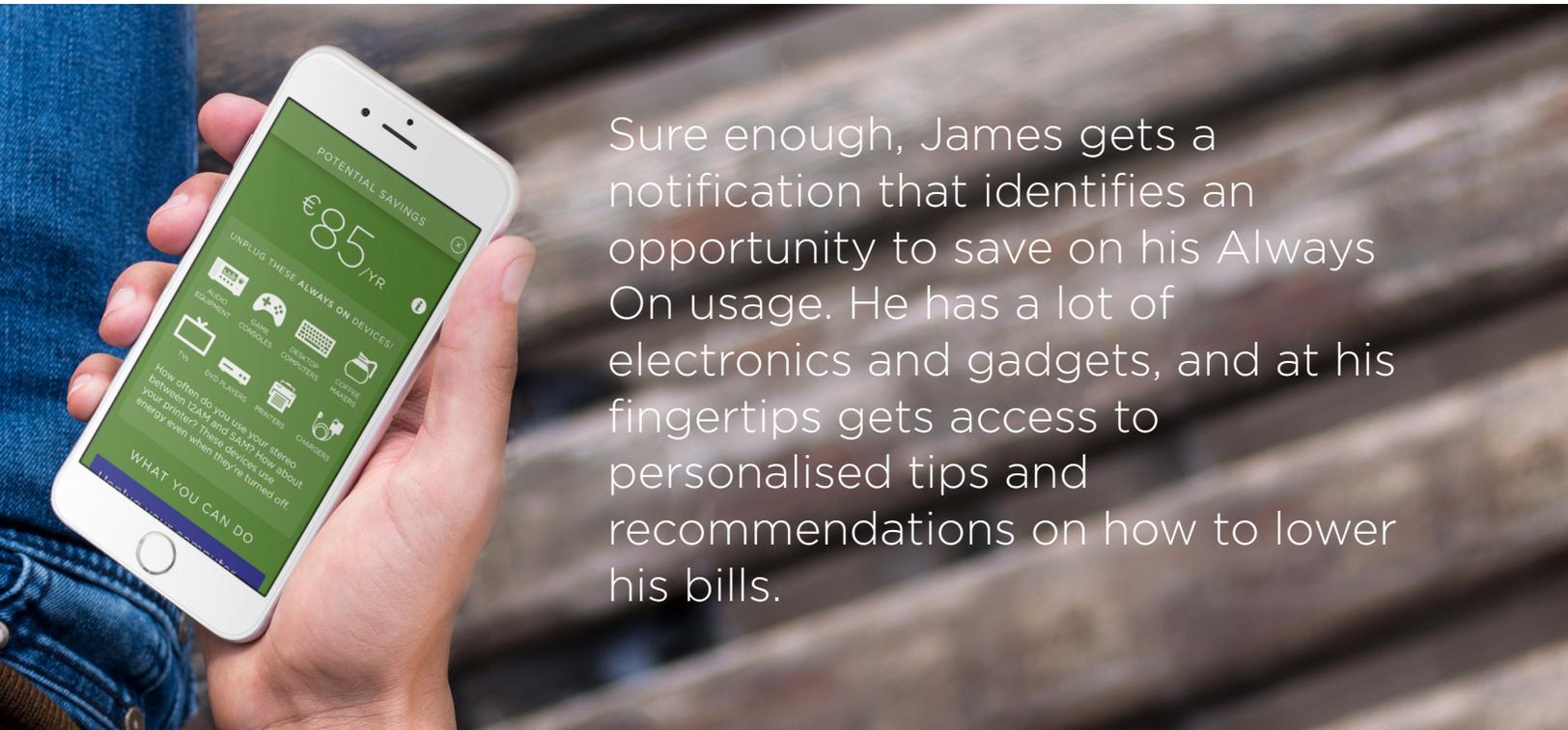
Week 44
New baby arrives



Week 50
Upgrade to new washer



2 Built Trust via *Personalised* Insights



Sure enough, James gets a notification that identifies an opportunity to save on his Always On usage. He has a lot of electronics and gadgets, and at his fingertips gets access to personalised tips and recommendations on how to lower his bills.

Self Comparison

“Your Always On energy usage has gone up!”

Peer Comparison

“You’re wasting more energy than your neighbours! You’re spending €103 more a year”

Consumers
are engaged

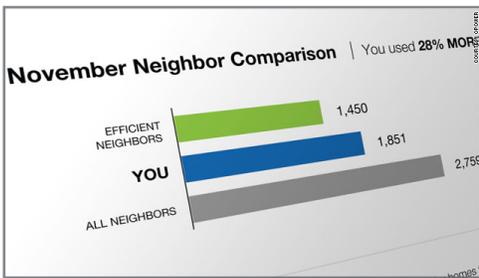
30%

Weekly Active Users

3 Optimise the Consumer Experience

In an effort to improve consumer engagement, there are new trends in utility consumer features, such as whole home peer comparisons and energy-savings recommendations. While these features are a good start, there are many opportunities to improve the consumer experience even further. Below are ways in which leading utilities are leveraging data to enhance these new features:

Standard



Number of occupants

Size of home

Year built

Wednesday, September 16

Switch to CFLs to save energy on lighting.

Optimised



My Home Assessment

Do you own your home?

What type of home do you live in?

What's the size of your home (square feet)?

Wednesday, September 16

We found a savings opportunity of €225 for you.

Peer Comparisons can be done on a per-appliance basis

Recommendations provide personalised tips and savings potential

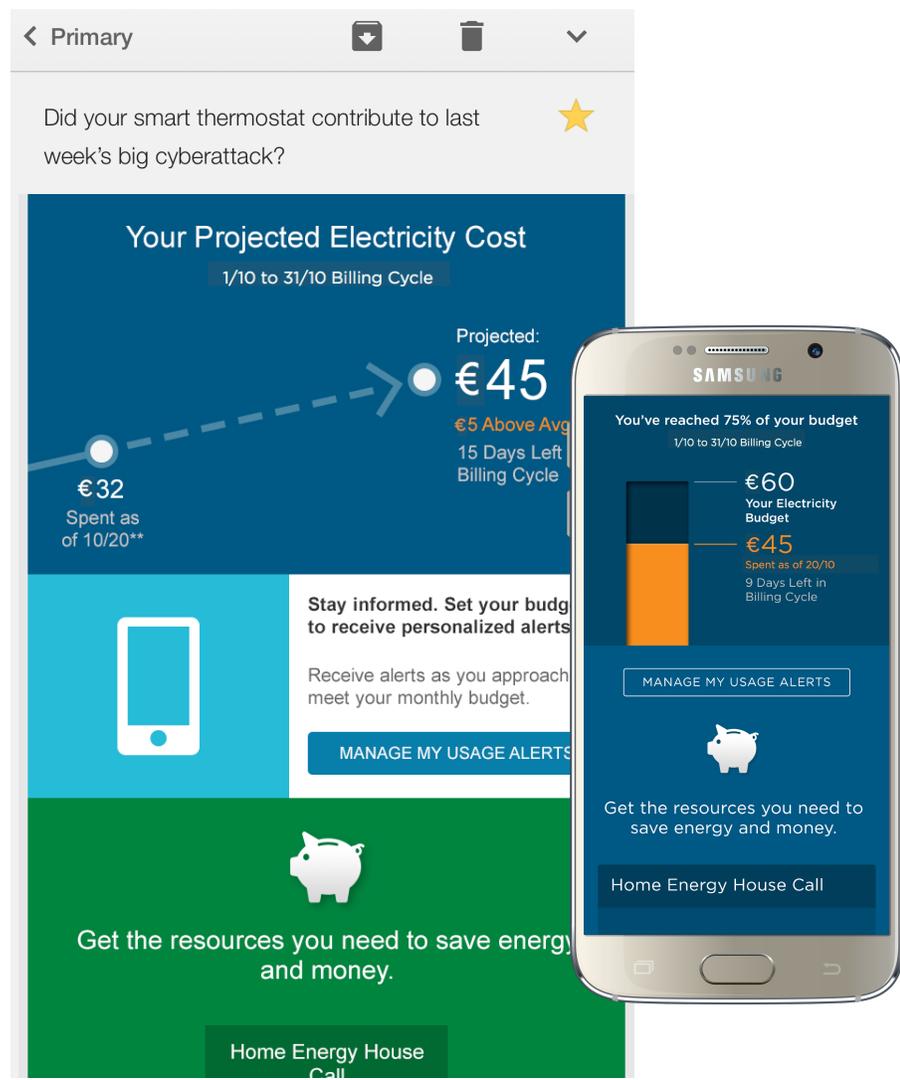
Surveys or audits can be pre-filled to improve completion rates

Alerts provide personalised and actionable guidance

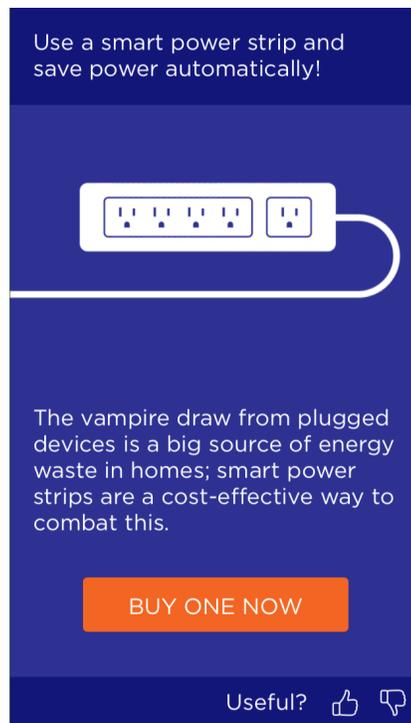
4 Stay top of mind via regular *Interactions*

A multi channel approach (email, SMS, app) ensures that you reach consumers how they prefer to be reached

Engaging with consumers means more than simply multiplying touch points. Increasing interaction without providing additional value is “noise” at best and spam at worst. Bidgely has the flexibility to provide an off-the-shelf solution that can be white-labeled with your logo and branding, or you can use our APIs to incorporate itemisation and insights into your existing digital vehicles such as website or emails.



5 Enable further value via a **Marketplace** model

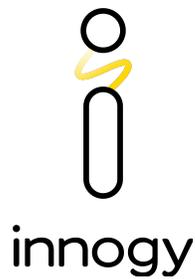


James receives a recommendation to use a smart power strip. Even better, his energy provider is offering the powerstrip within its marketplace so he can make an in-app purchase quickly and easily.

By confirming the result, the app rewards and reinforces his behaviour and builds trust and rapport between James and his energy provider.

Well Received Across 12 Markets and Counting

Australia | Canada | France | Germany
Hong Kong | Japan | Ireland | Luxembourg
Netherlands | New Zealand | Spain | UK | US



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