

Case Study *Energy Efficiency*



“The proven success of this program is evidence that we are in a new era in consumer engagement.”

Syed Mir, Vice President of Corporate Services and CIO, London Hydro and Chairman of the Green Button Alliance

2.25% Savings

NAVIGANT

About London Hydro

London Hydro is a Local Distribution Company that services the city of London, Ontario, Canada. With a peak load of 719 megawatts and over 152,549 customers from the residential, institutional, commercial and industrial sectors.

Challenge | As a progressive, forward-looking utility, London Hydro was interested in helping its residential consumers access and leverage their own smart-meter data so they could more easily take actions to manage and conserve their energy consumption. In particular, as a founding member of the Green Button alliance, London Hydro wanted to leverage the data available via that initiative.

Solution | Transitioning from outdated Home Energy Reports to disaggregation-powered digital communications enabled London Hydro to provide itemization and personalized savings recommendations to its consumers, helping them tackle the loads in their homes with the highest opportunity for savings.

Results | Residential consumers achieved 2.25% energy savings, as measured by Navigant’s M&V process. Over 2% savings was achieved within the first three months of deployment, more than twice the industry-average savings for behavioral energy efficiency programs. London Hydro consumer engagement received a boost as well, with EE program emails showing a 53% email open rate and nearly 40% of mobile users engaging multiple times per week.



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