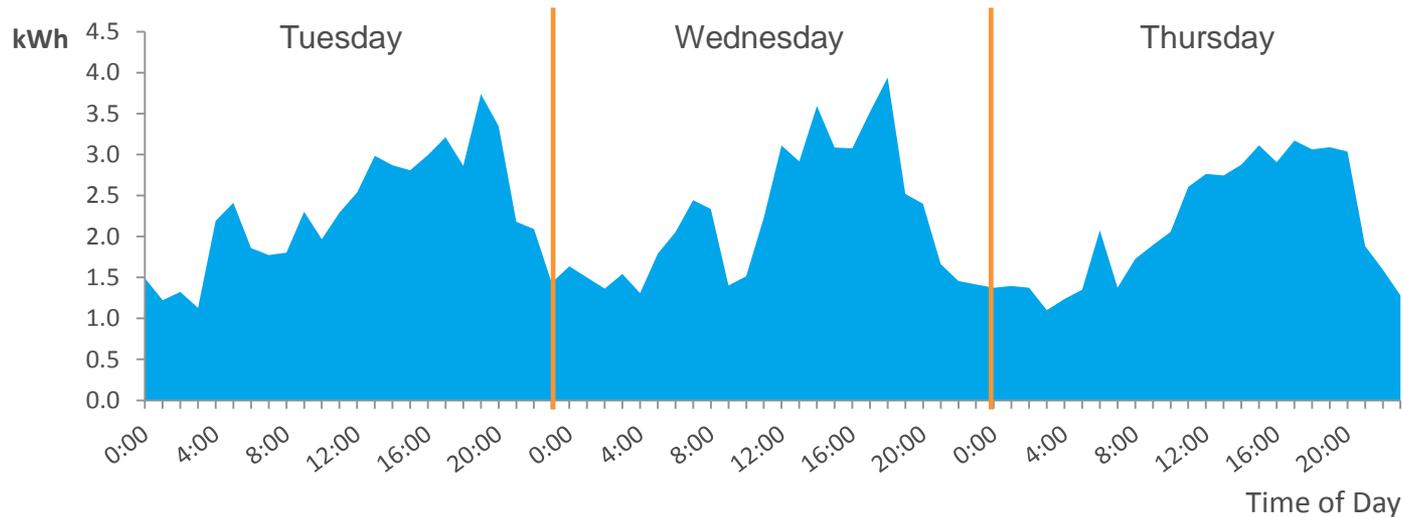


Data alone does not drive customer engagement

An AMI Customer's Usage Report Over Three Summer Days:



- Smart Meters provide detailed usage analysis, but so what?
- The value of AMI data is in the insights derived through meaningful analysis
- Insight, not data, needs to be pushed to customers to drive behavior change

Customers need insights delivered through well-designed messages

Your Rate Plan Options

Potential yearly savings:

Plan	Similar Average
Time of Use Pricing	\$
Peak Day Pricing	\$

usage reduction

* Similar homes are similar-sized houses within 25 miles.

Compare plans and switch online at UtilityCo.com/rates

Loss Language

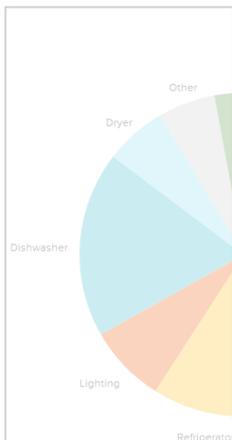
Not switching to PDP Pricing could cost you **\$175** this year.

Cooling: 31%

We estimate that 31% – about \$415 a year – of your usage is spent cooling your home. Learn how to cut usage and save:

Clean or replace filters regularly
Save up to: \$165/year · 87 neighbors do this
I'll do it · Already do it · No thanks

Contextualized Action Steps



Ongoing tests continue to improve messaging

Last month you used 30% more electricity than your neighbors.

Your energy efficiency for the month was below average. 😞

You can't control how much electricity your neighbors use, but there are lots of steps you can take to reduce your own consumption. See the back of this report for customized suggestions to get you started.

Category	Usage (kWh)
EFFICIENT NEIGHBORS	635
NEIGHBORS	1,626
YOU	2,798

*A 100-Watt bulb left on for 10 hours uses 1 kilowatt-hour (kWh).

- Inclusion of frowns for above-average users...
... negative impact on satisfaction!

Spotlight on Heating

Your heating usage compared to your neighbors:

YOU 870 Therms
ALL NEIGHBORS 763 Therms

You used **14% more energy on heating** than your neighbors.

Winter Reminder
Adjust your thermostat every time you leave the house. Even **one degree** can make a difference in savings.

Your estimated heating usage is based on last winter's energy use and temperature. For more details, visit UtilityCo.com/energyreport.

- Providing specific insight through heating disaggregation ...
...boosted results up to 50%!

Neighborhood Efficiency Rank

Your energy efficiency rank out of 100 neighbors:

YOUR RANK 59 → 60 → 45 → 42 → 39 → 46

Your Rank Last Month
#46 out of 100 neighbors
#1 is the most efficient

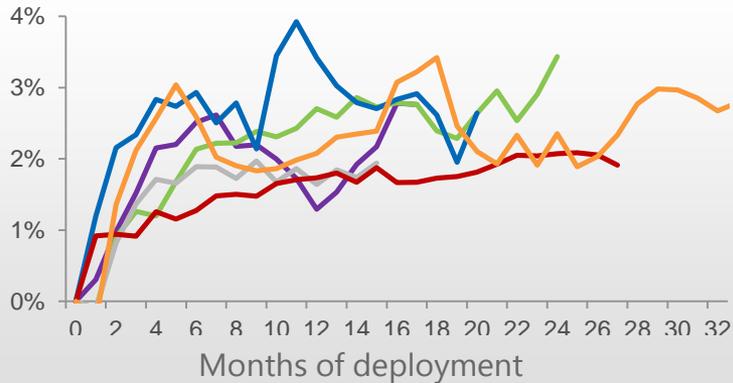
Your rank is declining. Looking for ways to improve?
UtilityCo.com/energyreport

Your rank dates correspond to your billing periods. Your neighbors are nearby, occupied, similar-sized homes.

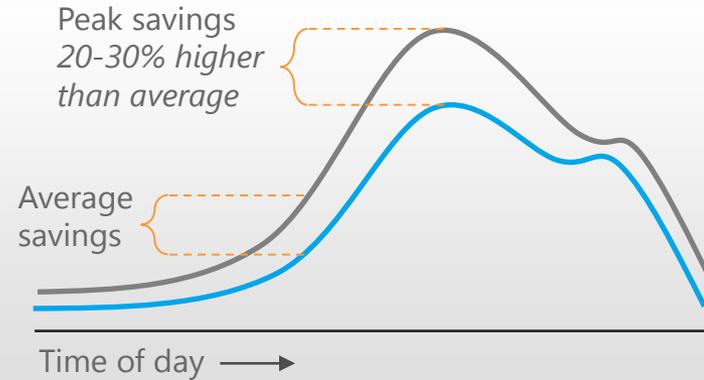
- Displaying a “neighbor rank” taps competitive spirit to drive additional savings...
...???

Deep customer engagement has multiple benefits

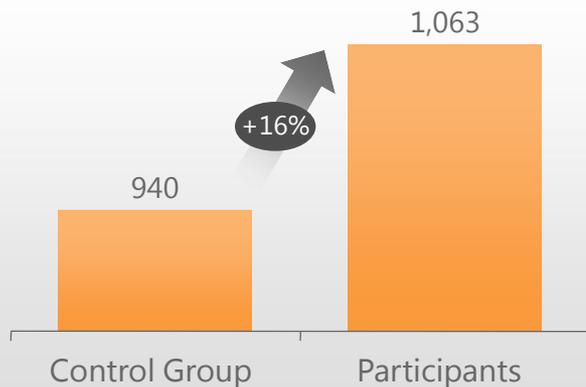
Sustained Energy Efficiency



Peak Reductions

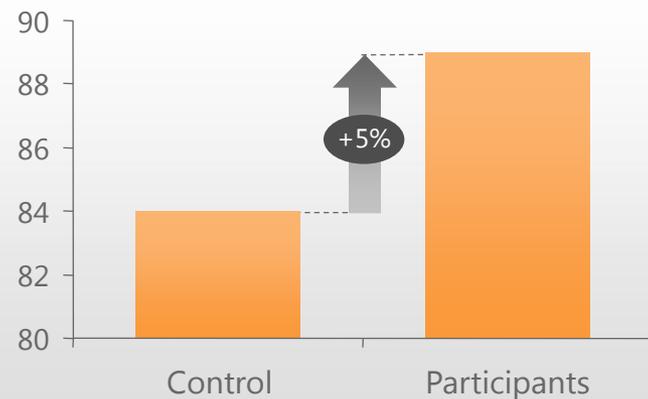


Improved Program Participation



SOURCE: Program participation rates for a Northern California utility

Improved Customer Satisfaction



SOURCE: Third party customer survey conducted at a Northwest utility