

***MAXIMIZING THE BENEFITS OF
TECHNOLOGY
THROUGH
CUSTOMER ENGAGEMENT***

NARUC  Summer
Policy Summit

Moderator:

- Hon. Ann Rendahl, Washington

Panelists:

- Latanza Adjei, Georgia Power
- Rick Counihan, NEST
- Tim Stojka, Agentis Energy
- Juliet Shavit, SmartMark Communications



Maximizing the Benefit of Technology through Customer Engagement

Latanza Adjei
VP of Sales & Marketing







Strategic Drivers and Expectations

Deeper Insights and Intelligence

- Deepen knowledge of each customer well beyond energy consumption
- Understand needs, wants, behaviors both past and present
- Communicate and engage with only timely and relevant messaging
- Provide multiple channels and methods for engagements, intuitively understand which needs are best in each space

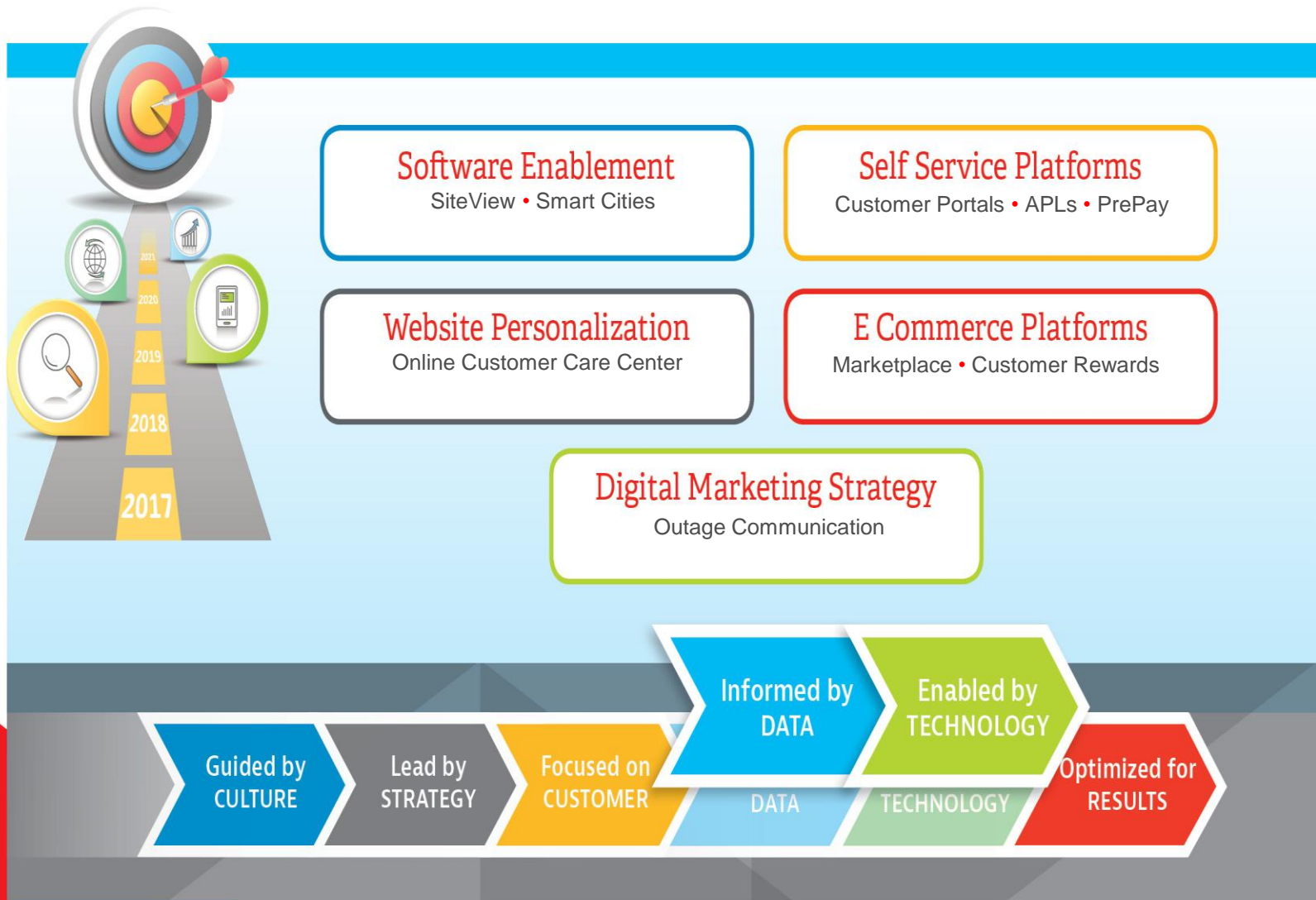
Enhanced Customer Experience

- Establish and consume big data derived from both the meter and the market
- Integrate key data sources using robust analytics methodologies
- Leverage analytics and market intelligence to provide real time information which empowers consumers to make smart choices
- Integrate new technologies into traditional operational practices to drive more advanced outcomes

Expand Offerings and Solutions

- Educate and inform regarding alternative energy options
- Serve as the energy expert who can manage energy issues well beyond the meter
- Play an expanded role beyond reliable service to resiliency solutions
- Leverage traditional infrastructure to support technology evolutions and emerging markets

Maximizing Technology to Drive Customer Engagement





Utility of the Future

Customer Engagement of the Future

- Agent Desktop
- Next Best Offer
- Channel Preferences
- Personalized Messaging



Interaction Management

- 360° View of Customer
- Relevant Communication
- Integrated Systems
- Effortless Experience



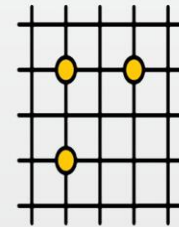
Expand Solutions Beyond the Meter

- Trusted Provider
- Energy Expert
- Deliver more advanced outcomes



Grid Modernization

- Sustainability
- Resiliency
- Offer Infrastructure for Adjacent Markets





nest

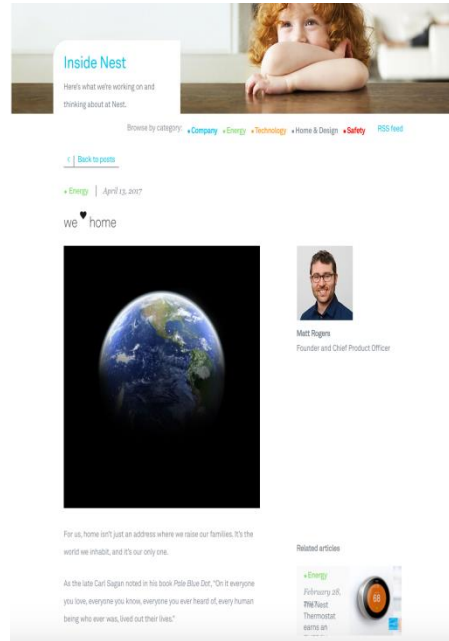
Project Eclipse



The customer experience



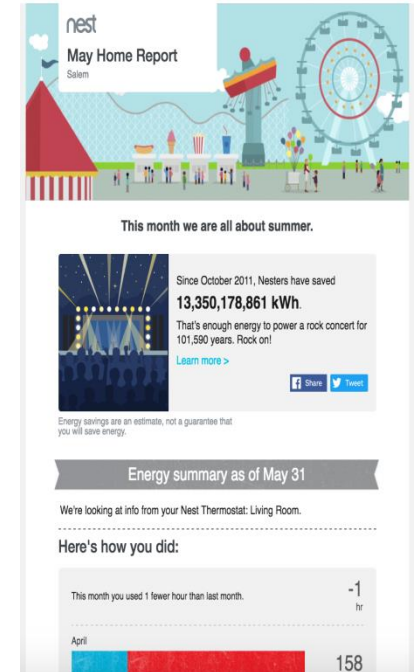
Home Report mention to all customers
Aug 10/11



Blog Post - What are we doing and why
Aug 10/11



Device opt-in messaging to qualified customers
Aug 19



Home Report event recap & RHR recruitment message
Sept 11/12

Nest will also provide marketing assets for partners to co-promote

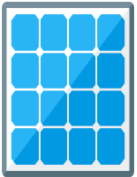
Nest's Solar Eclipse Rush Hour

By the numbers - how we did!



774,000

Devices participated



MW of power



699

Issues with Grid or Nest Service

0



NARUC Presentation

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July 2018



Company Overview

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- Technology company helping utilities engage business customers since 2009
- Digital engagement software
- 1.7 million business customers
- 25 billion meter reads annually
- Strengths:
 - Understanding business customer needs
 - Developing technology to fit those needs through data science, premier user experience, data visualization





Understanding Business Customers

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Lessons learned:

- Businesses are different than residential
- One size does not fit all



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- Just because you build it, doesn't mean they will come





Where They Want The Data

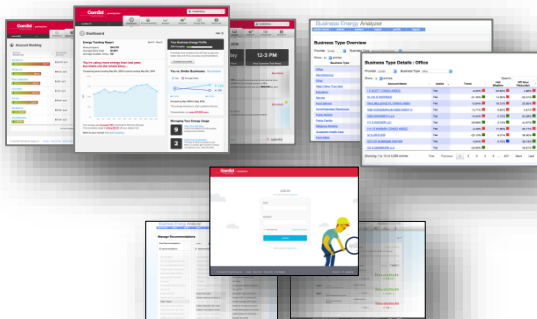
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How businesses interact:

Opt-In

Push

Field Activity







Positive Results

...



94%

SATISFIED WITH
AGENTIS PLATFORM!

.....



1.5%

ENERGY SAVINGS
—A first in the C&I sector!

.....



77%

BUSINESS CUSTOMERS
ARE INTERACTING
with their utility programs.

.....



51%

FEEL MORE POSITIVE
ABOUT UTILITY

.....



78%

BUSINESS CUSTOMERS
ARE MANAGING
their energy differently.

.....



34%

LESS CALLS
to business customer
call centers.

.....



Thank You

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Tim Stojka, CEO

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The Importance of Innovation and the Customer Experience

Juliet Shavit, SmartEnergy IP™

A Division of Smartmark Communications, LLC

Thomas Edison invented the
Lightbulb and the Phonograph

Both changed life forever

What is *not* innovation?

- Something with an “on/off” button
- Something that has wireless capabilities
- Voice activation
- A smart meter
- The word “smart”

What is innovation?

- A coffee maker that shuts off when I forget about it
- The ability to video chat with my family when I travel
- The ability to turn all electric devices on and off by saying “Alexa, turn on (or off) my house”
- The utility knowing when my power is out so that I do not have to call and my power can be restored faster after an outage
- A city that is connected so that it can be proactive about being secure and making my life more safe and convenient—and respond immediately when something goes wrong

What is innovation?

- These days the word innovation seems to be linked to smart because technology has transformed it
- But smarter still means that it is a *better* way to do things
- Similarly, innovation is not a switch added to a device. *It's using a device to solve a problem in a way we could not solve it before*
- Innovation is AMI, smart city, solar, electric vehicles, etc.
- But innovation is also attaching wheels to a cart so we can carry around groceries. Or to a chair, so we can travel when we are impaired
- What separates innovation from just cool technology, are the problems you solve

Innovation in the energy sector

- Thanks to tremendous advancements in technology we can modernize our grid
- Save energy
- Restore energy faster
- Protect our critical infrastructure

But understanding where to invest money when it comes to technology innovation is the tricky question

Questions to ask around technology innovation investment

- Will the application improve the lives of customers?
- What benefits will this long term investment have on consumers?
- A smart city is not smart if it doesn't make our lives better
- A modern grid can be automated, but will it improve our lifestyle, safety or security?
- Developing a business case around technology investment starts with the consumer –

Because consumers are the core components of communities, cities, countries, and regions. These are the things we talk about when we discuss benefits of technology innovation

The lightbulb

- So why did I begin this conversation with a lightbulb?
- How do you engage today's consumers in the energy conversation?
- How do you make energy relevant?
- What will empower people to make a difference?
- What will make people care about the lights who don't care about anything at all?
- It's what comes out of this lightbulb. What song inspires you?
- What can you do with the future of electric delivery?

What to remember?

- Innovation is the application of technology to solve problems
- Investing in innovation must have the consumer as the focus
- What is the point of modernizing our grid and utilizing advanced technologies if we all cannot benefit
- How do utilities articulate these customer benefits
- Are they considered in the design of the business cases
- Utilities should not be afraid of creative innovation – lightbulbs helped us live a better quality of life, but record players help us enjoy life more.

Thank You!

Juliet Shavit

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