MAXIMIZING THE BENEFITS OF TECHNOLOGY THROUGH CUSTOMER ENGAGEMENT
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

Software Enablement
SiteView • Smart Cities

Self Service Platforms
Customer Portals • APLs • PrePay

Website Personalization
Online Customer Care Center

E Commerce Platforms
Marketplace • Customer Rewards

Digital Marketing Strategy
Outage Communication

Guided by CULTURE
Lead by STRATEGY
Focused on CUSTOMER
Informed by DATA
Enabled by TECHNOLOGY
Optimized for RESULTS
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
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

699 MW of power

0 Issues with Grid or Nest Service
Company Overview

- 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

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Understanding Business Customers

Lessons learned:

• Businesses are different than residential

• One size does not fit all

• Just because you build it, doesn’t mean they will come
Understanding Their Needs

Customer research:

- Persona-based development/product
- Voice of customer research
- Commonly asked questions

“Why is my bill up?”

Let’s Do The Math...

The following factors contributed to changes in your bill when comparing this report period to the same period last year:

Outside Temperature

$+248

“What are my peers doing?”

“What do I do next?”

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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.

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Thank You

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!

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