



Delivering Smart Grid Benefits to Consumers

February 2015

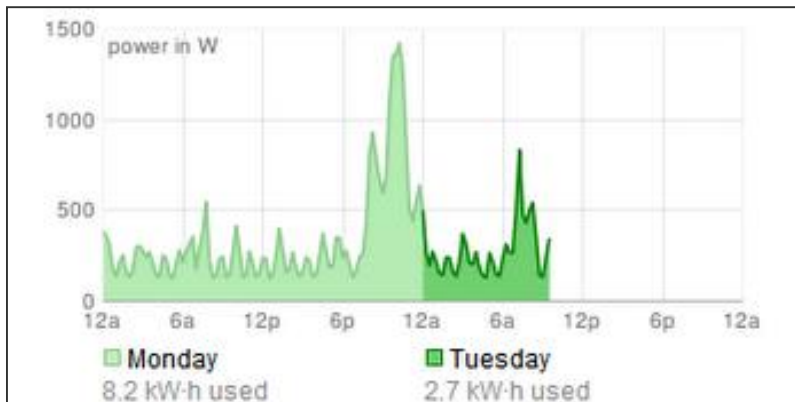
Smart Meters deliver an abundance of data...

But raw data can be boring and difficult to understand

In-home Displays



Real-time Usage Data



Four lessons of customer engagement



Insights, Not Data



Make it Personal



Proactive Help

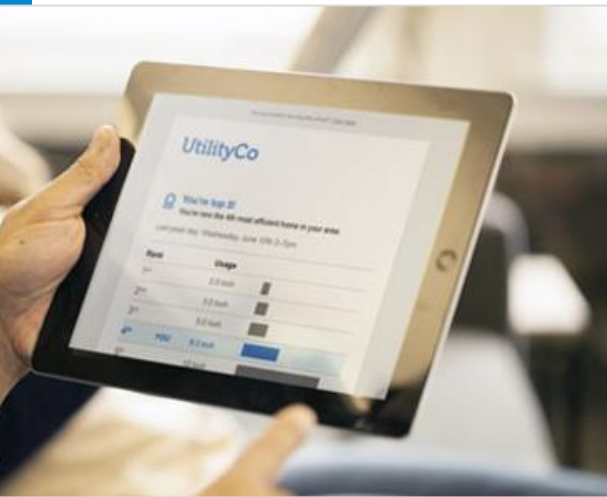


Show Real Savings

Behavioral Demand Response:

Deployed to 1M homes, 4 utilities, 3 ISOs

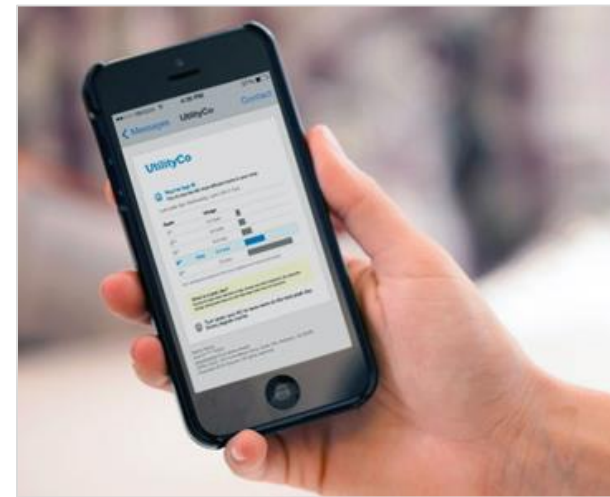
Peak day notification



Personalized adjustments



Post-event feedback



- » Targeted communication
- » Channel of choice
- » Opt-out program design

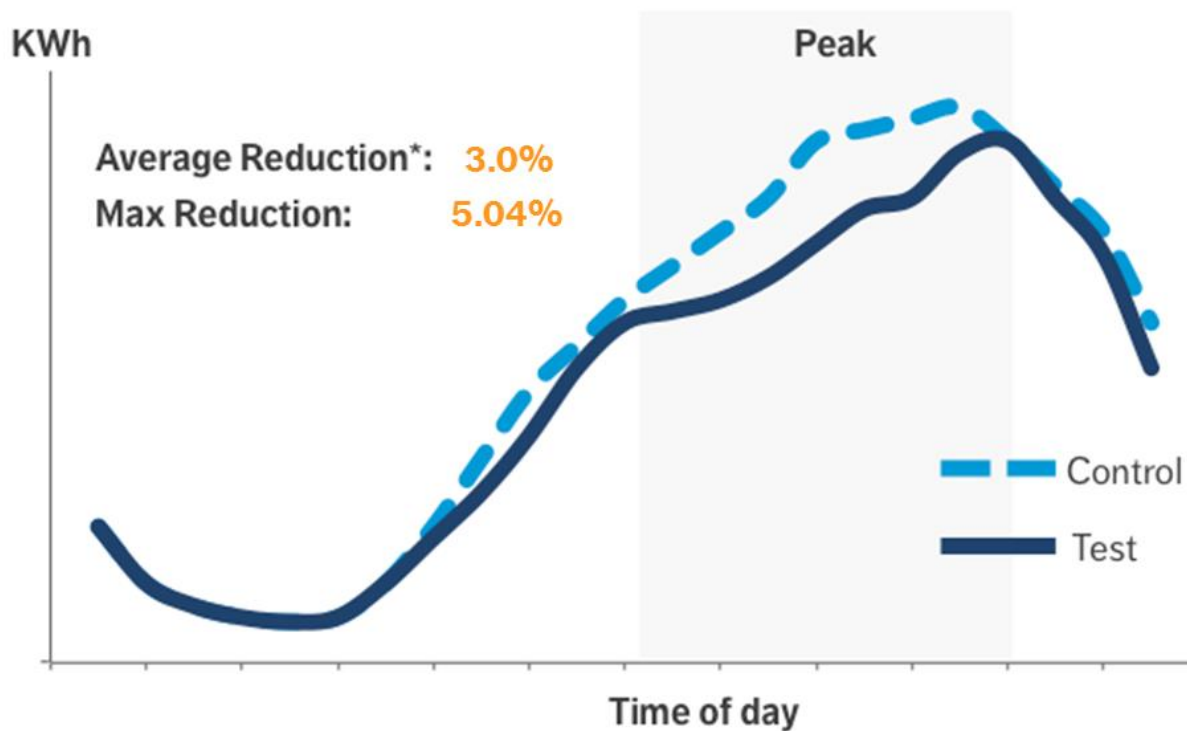
- » Large-scale engagement
- » Access to more load
- » Highly accurate EM&V

- » Immediate feedback
- » Highly personalized results
- » Ongoing encouragement

Result:

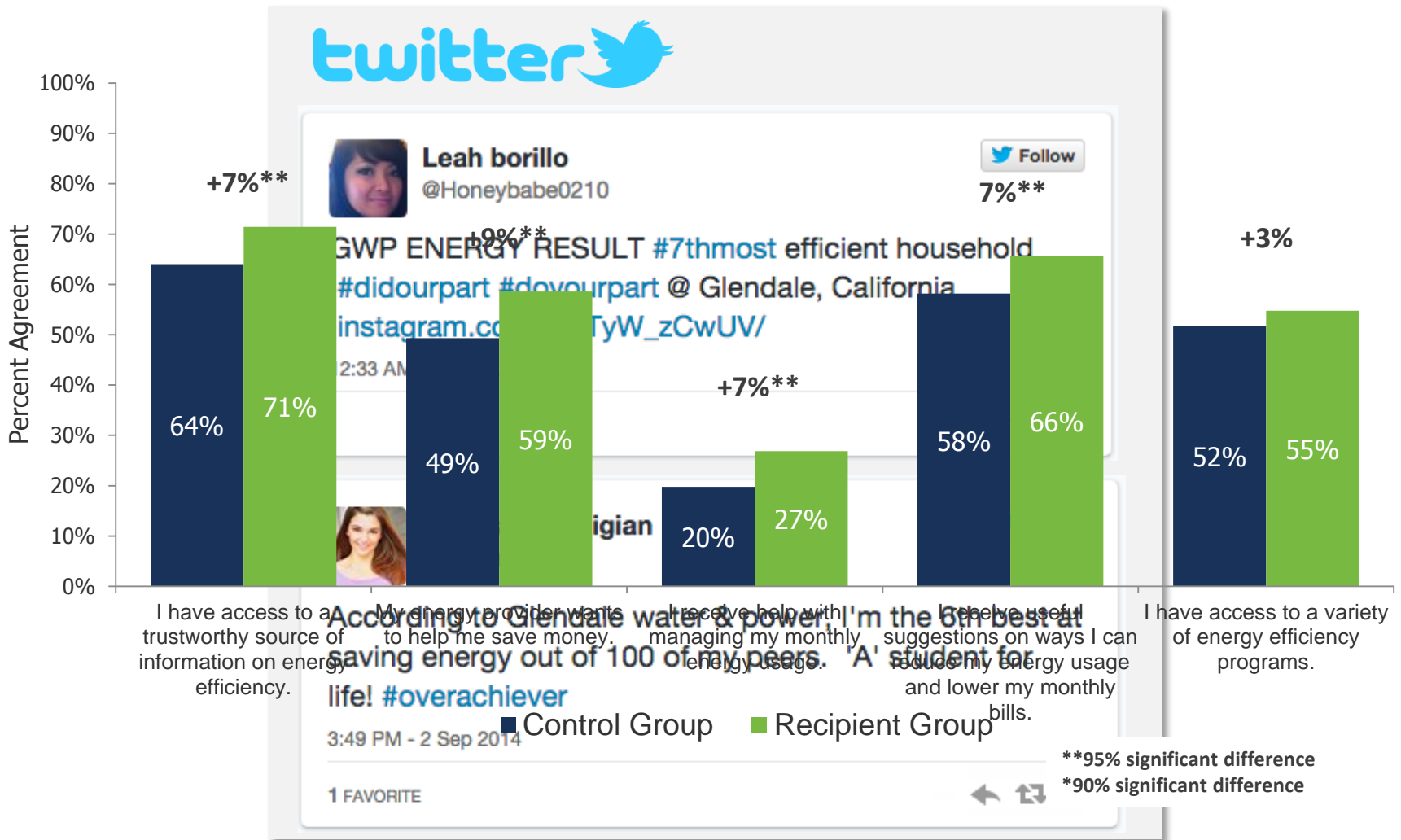
Large scale peak savings without a device or price

Performance across 10 events, 3 utilities



Result:

Measurable savings, engaged customers





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