Home Energy Assessments Using Smart Meter Data

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Goals of Program

• Create a **personalized experience** for each customer to increase engagement & satisfaction

• Gain **insight** into customer behaviors, preferences, and needs to drive NVE customer intelligence strategies

• Create **innovative** energy solutions to customers and drive adoption of these programs and services

• Encourage integration of the tool to provide a **single source of truth** for multiple NVE business units
1. Smart Appliance Disaggregation
2. Personalized Energy Savings Recommendations
3. Integration with In-Home Assessment
   - Power and populate the field assessment tool
4. Pre-Survey Insights
   - Provide customers with usage insights prior to any survey questions
5. Customer Care Co-Browsing
   - Agents get same view as customer to assist in call resolution
6. Program Participation Opportunities
   - Use analytics to identify & target customers for specific programs
Personalizing the Energy Experience
Applying AI to Smart Meter Data

100% Itemization
- Dynamically updates alongside meter data

- Cooling
- Lighting
- Water Heater
- Refrigeration

Always On
Disaggregation-Powered Solutions

- Energy Efficiency
- Audits & Surveys
- Demand Response
- New Rate Adoption
- Targeted Marketing
- Digitalization
- API
NVE Home Energy Assessment Solution
Single Source of Truth Feeds Many Journeys

CUSTOMER DATA & ANALYTICS
- Appliance Itemization
- Energy Usage Insights
- Savings & Program Recommendations

Online Customer

Contact Center

Offline Customer

Field Auditor

Confidential
Customer Launches Web Portal

BILLING CYCLE
COST HISTORY
APPLIANCE
ITEMIZATION

PERSONALIZED
SAVINGS TIPS
SIMILAR HOME
COMPARISON
Customer Launches Web Portal

SAVINGS TIPS & HOME COMPARISON BY APPLIANCE

HOME PROFILE LAUNCHES SURVEY
Home Profile to Fine Tune Experience

DISAGGREGATION CHANGES SURVEY EXPERIENCE
Data & Analytics Update Immediately

WATER HEATER
ITEMIZED

ADJUST EXISTING APPLIANCES

PERSONALIZED
WATER HEATING
SAVINGS TIPS

Your Electricity Usage Insights

$117.05

9/30/17 - 10/27/17 BILLING CYCLE

Your Appliance Breakdown

Choose a category for more energy details

Whole House $117
Always On $22
Water Heating $21
Refrigeration $12
Laundry & Cleaning $12
Cooling $11
Cooking $10
Pool $10
Entertainment $9
Lighting $6
Other $4

Energy breakdown amounts are approximate and rounded to the nearest dollar.
Home Assessment Just a Click Away

EASY ACCESS TO SCHEDULE HOME ASSESSMENT
Field Audit Journey
Home Assessment Integrated Immediately

CUSTOM TIPS FROM AUDITOR

Your Electricity Usage Insights

$117.05

9/30/17 - 10/31/17 BILLING CYCLE

Your Appliance Breakdown
Choose a category for more energy details

- Whole House: $17
- Always On: $22
- Water Heating: $21
- Refrigeration: $12
- Laundry & Cleaning: $11
- Cooling: $10
- Pool: $10
- Entertainment: $9
- Lighting: $6
- Other: $4

Energy breakdown amounts are approximate and rounded to the nearest dollar.
Contact Center Journey
Modernized Home Energy Reports

ONE YEAR COMPARISON

300 kWh
225
150
75
0

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You are being compared to 180 similar single-family homes in a 2 mile radius.

TOP ENERGY SAVING TIPS

Based on your energy usage, we have recommended these top energy saving tips for you to consider. For more customized energy tips, go to myenergy.com/myenergy.

- Adjust your thermostat
  Get comfortable with a higher temp. You’ll hardly notice a few degrees’ difference, but you’ll definitely notice the savings.

- Clean or replace the filter on your air conditioner
  Clean or replace your air conditioner filter at least once a month during the summer to maximize its efficiency.

- Adjust your fridge temperature settings
  An ideal fridge temperature is 33°F to 39°F.

- Allow minimum clearance around your fridge
  Make sure there’s enough air space between your fridge coils and the wall. This will allow your refrigerator to operate at maximum efficiency.

FREE Home Energy Assessment

Get personalized tips to save energy and money with NY Energy’s free online assessment and have a PowerShift Energy Advisor come to your home. You’ll learn easy, inexpensive ways to improve your home’s energy efficiency, along with ways to make upgrades that come with rebates to help cover the costs. Call 855-676-9373 for details.

QUESTIONS?

- Visit: myenergy.com/myenergy
- Email: MyHomeEnergyReport@nyenergy.com
- Call: 855-676-9373
Robust User Testing

BIDGELY TESTING

- Billing cycle history navigation
- Appliance breakdown layout
- Savings tips layout
- Gamification to encourage survey completion
- Customer journeys
  - new / recent move
  - little historical data
  - lots of historical data
  - data / usage gaps
Robust User Testing

NVE TESTING

- Focus group feedback
  - are we on the right track?
  - areas for improvement

- Joint NVE/Bidgely field audit visits
  - better understand existing field audit process & shortcomings

Best user feedback across entire website redesign

Highly valuable to users; may change how people consume energy

Users understood how to take action: clear presentation of how energy being used and what to do about it

Appliance icons easily understood

Confidential
Results: 2-Month Mark

28K UNIQUE VISITORS
• 4% NVE customer base
• No marketing as of yet

17% VISITED MULTIPLE TIMES

4K SURVEYS COMPLETED
• 80% completion rate

I’ll Do It ✔ (10% of users)
1. Cooling (Powershift program)
2. Always On (smart power strip)
3. Dryer (dry at lower temperature)

I Did It ✔ (15% of users)
1. Cooling (replace filter regularly)
2. Always On (computer to sleep)
3. Fridge (optimize temperature)
Summary

- Program is off to a **great start**
- Every customer gets a **personalized experience**
- Tool **integrates all functionality** requirements across different use cases and journeys
  - Online/Offline Customer
  - Field Auditor
  - Contact Center Agent
- **Collaborative approach** in thoroughly testing the solution

**LOOKING AHEAD**

- Marketing & HER launches
- Enable customers to identify EV ownership
- Solar calculator
- Enhanced recommendations:
  - Carbon offsets
  - Estimated dollar savings
  - Number of customers who implemented a savings tip
  - Links to educational videos and outreach campaigns
Thank You