

# Eversource Customer Engagement Platform

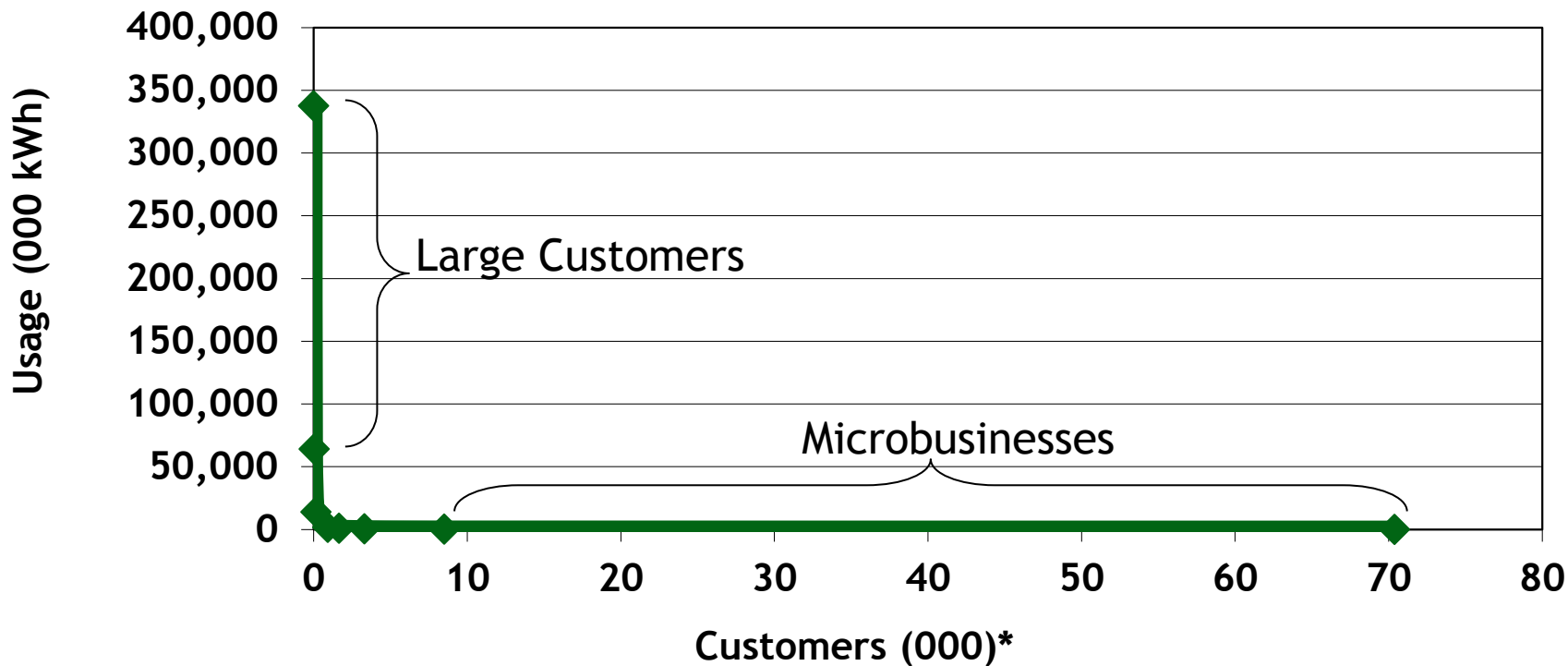
AEE Utility Night

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- Energy Efficiency goals for Eversource Energy keep increasing (2.93% of annual electric usage for MA in new three-year plan)
- The low-hanging fruit is gone, to hit these goals we need to look at our customers in a new way
- Today I will review:
  - Some of the analyses that drove our go-to-market strategy
  - How we plan to use customer engagement to capture more savings
  - Lessons learned from this effort

# Eversource's C&I Customer Distribution Is Extremely Concentrated

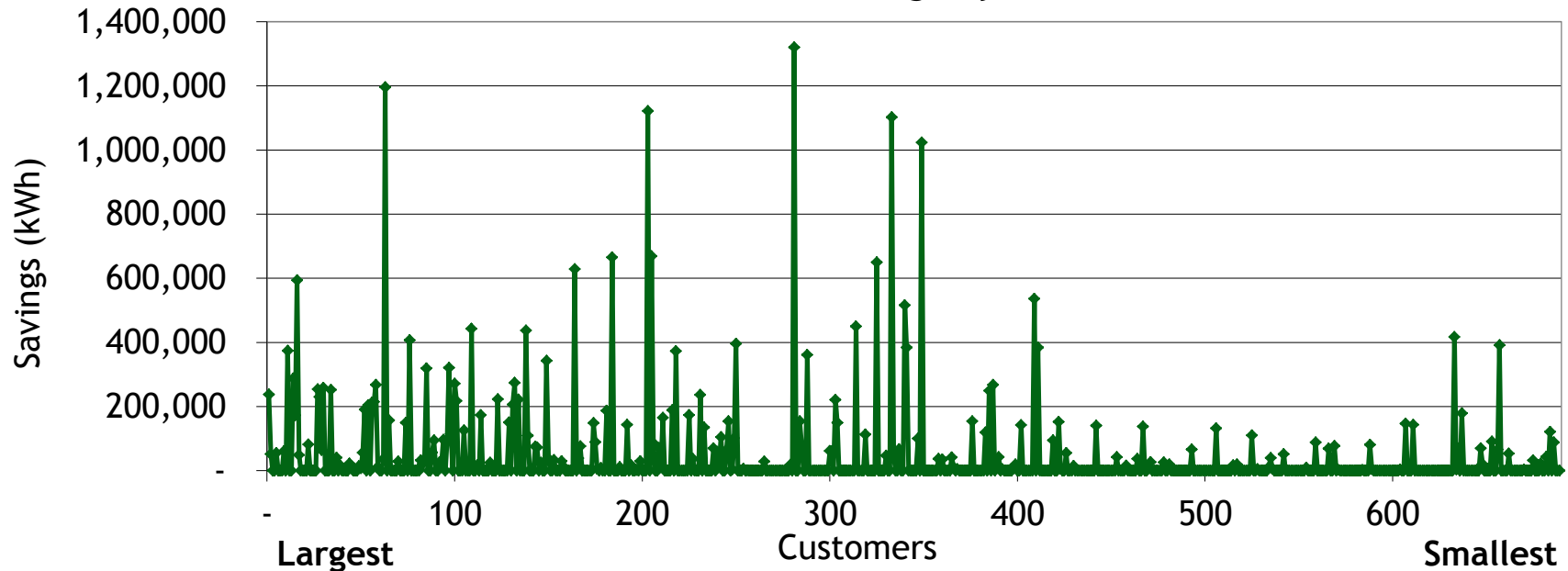


\*73,975 Customers from ~140,000 accounts/meters in Eastern MA 2011 Data

# Some Customer Groups Participate More Than Others

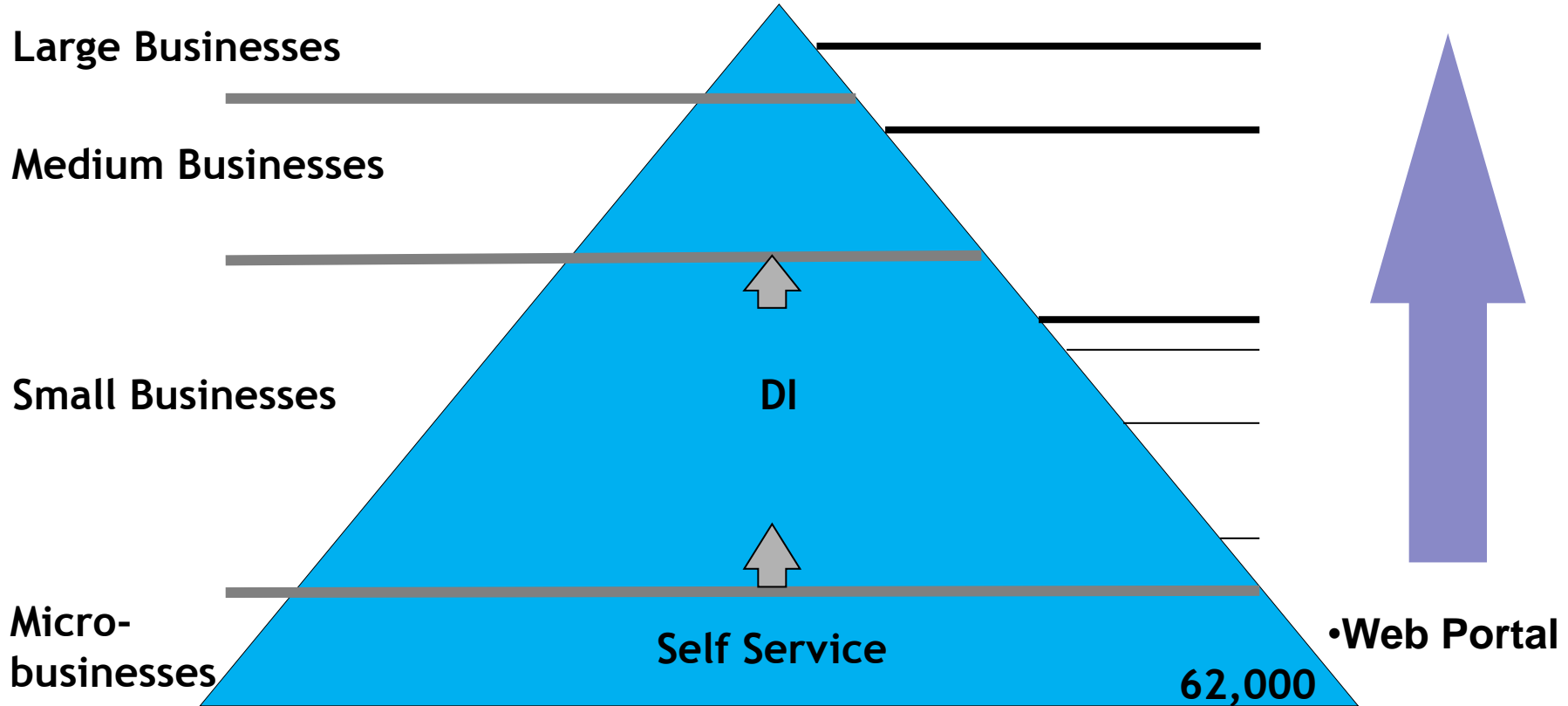
Each bar represents a customer that saved energy, a point on the axis is a customer that did not save

Medium Business 2011 Savings by Customer



We see more bars on the left than on the right

# Identified Microbusiness Customers As A New Segment And Modified Go-To-Market Approach



## Generate Actionable Customer Insights

- Robust Data Warehouse
- Third Party Information
- Data Mining and Analytics
- Deep Understanding of Customers

## Personalize Inbound Customer Interactions

- Web & Mobile Interface
- Online Assessments
- Measure Fulfillment
- Electronic Rebate Forms
- Personalized Experiences
- Relevant Recommendations
- 24/7 Access to Information
- Effectively Bundled Solutions

## Personalize Outbound Communications

- Cost Effective Outreach
- Campaign Management
- Sales Force Automation

Improved Overall Customer Experience

Increased EE Program Participation

Continuous Customer Engagement

# Eversource's Energy Analysis Tool Is An Online Portal Available to Our Largest Customers

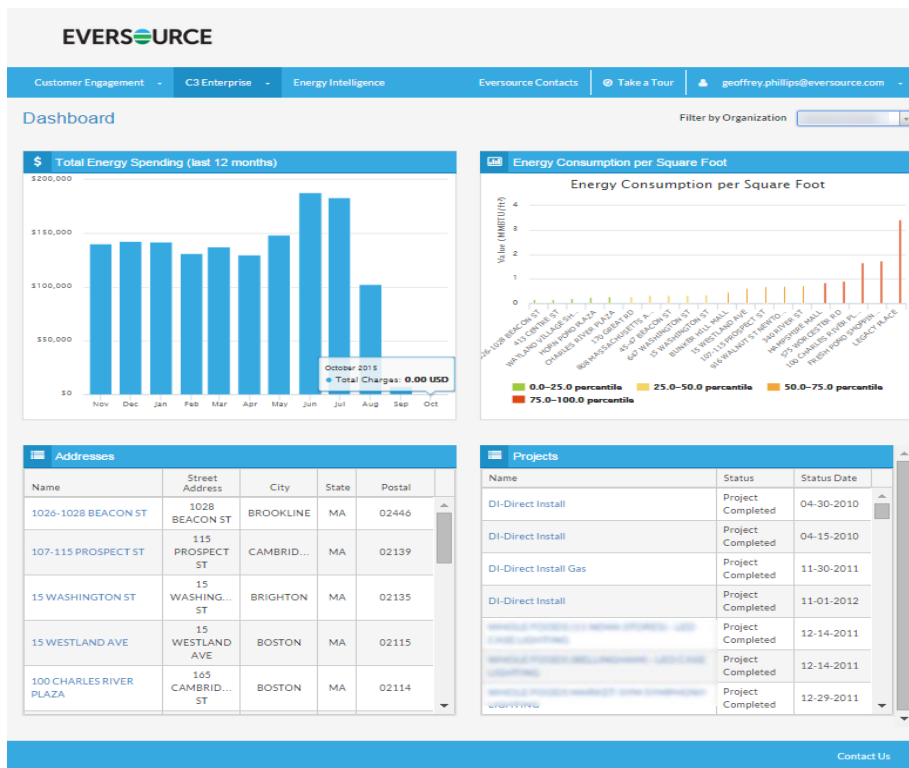
## Energy Analysis Tool

Provides property level energy data

Displays information on past projects at each address

Enables customizable views of your energy use

Benchmarks Locations by Energy Use per Square Foot

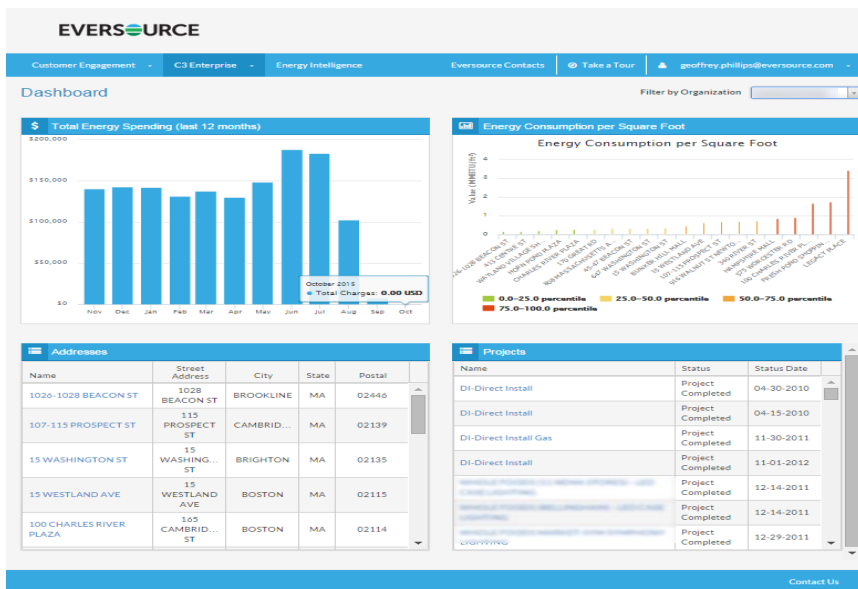


# Eversource has Loaded Two Years of Billing & Usage and Five Years of Project Data

- Historical Load
  - Two years worth of billing
  - Two years worth of usage data
  - Five years worth of past participation information
- On-going Updates
  - Daily loads of monthly bill data
  - Daily loads of usage data
  - Daily customer changes (rate codes, new meters)
- Organizational and Building-level Groupings



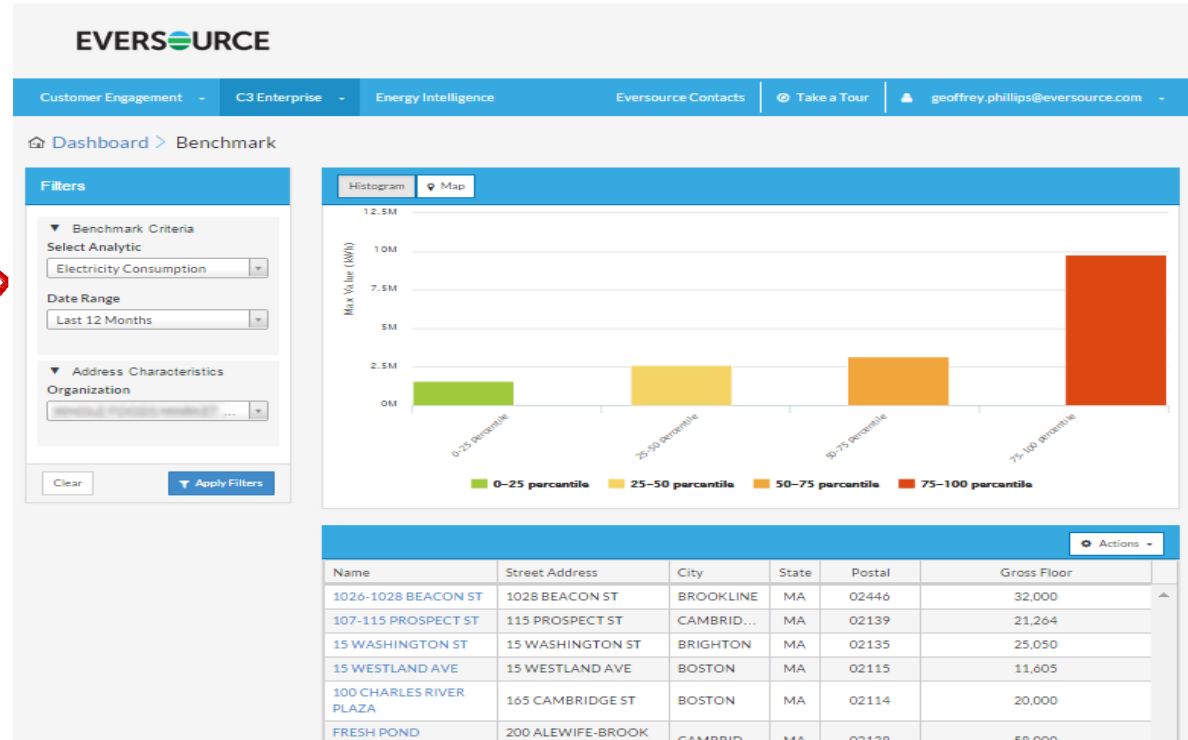
# Customers Will Have an Aggregated, Customized Roll-up View of Accounts



- Ability to see all accounts in one place organized logically
  - Assign a name to a location (e.g. Marshfield High School)
  - Aggregate the usage of all services at that location
  - Sort into customer definable hierarchies
- Ability to see all EE project information in one place
  - Summary of project information
  - Summarized list of measures
  - Ability to view prior owner's past improvements

# Benchmarking Allows Customers to Identify Opportunities

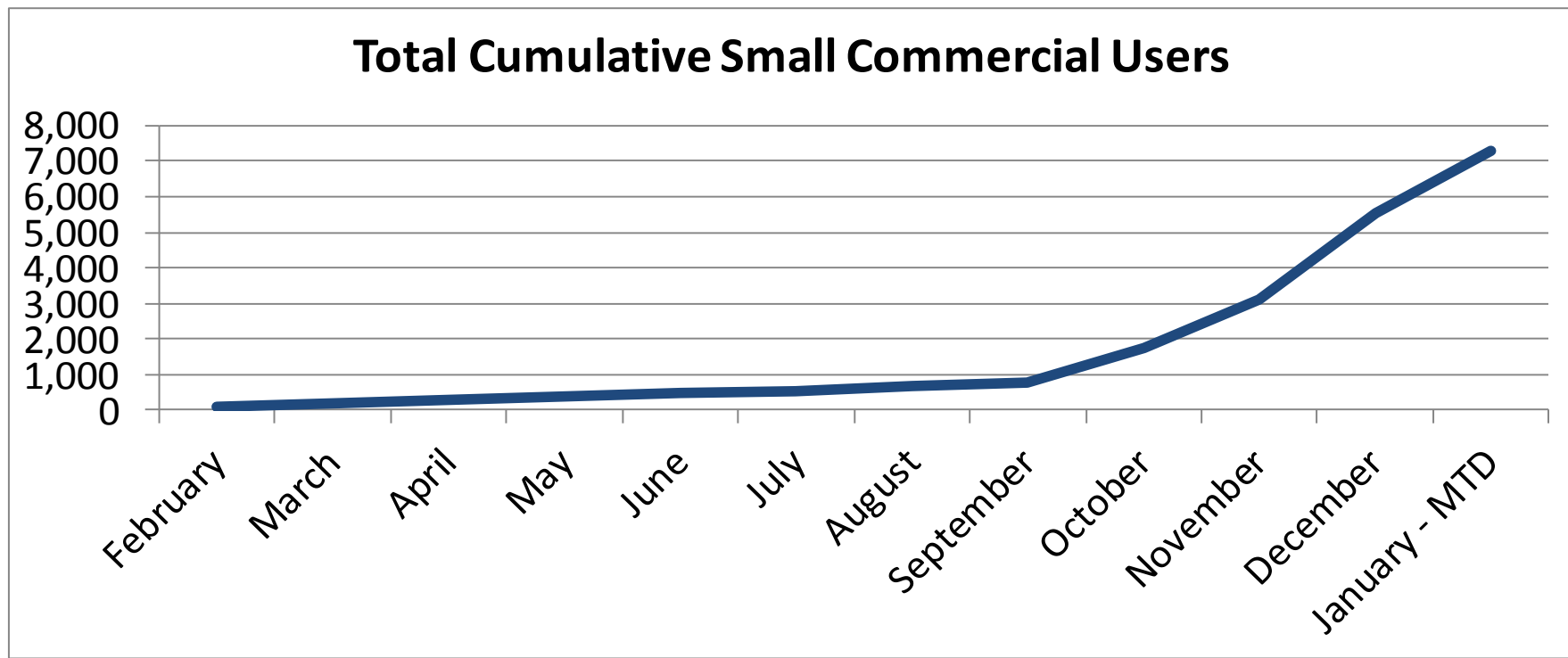
- Identify facilities that would most benefit from energy efficiency improvements
- Rapidly conduct benchmarking across the portfolio and with regional benchmarks such as Portfolio Manager



# The Customer Gets Personalized Recommendations, Eversource Gets Data

- Once customers begin to complete their profiles, Eversource can begin to use that data to improve the customer experience and deepen engagement through:
  - Analysis to identify roadblocks or levers to increased participation
  - Identifying latent needs to fill product pipeline
  - Identifying barriers to adoption
  - Targeted messaging to move customers to action
  - Analysis of marketing messages to drive continuous improvement

# The Pace Of Adoption Improved With Our Digital Marketing Information



**Tool currently rolled out to all Eversource Residential and Commercial customers in CT and MA**

- Identify attributes of those who participate in our programs and those who do not to find additional opportunities
  - Have already tested this and saw a 3X jump in participation from a target group versus the control group in a residential setting
- Refine our segmentation models
  - Better data from customers that is easier to collect
  - Integrated analysis tools to enable faster turn around
- Use new data from digital interactions to inform our strategies

- Additional features are on the product roadmap including:
  - Additional levels of hierarchy to better match information displayed with how customers are organized
  - Interval data
  - Integration to Energy Star Portfolio Manager
  - Green Button Connect to pull in data for other fuels
  - Ability to enter information on delivered fuels
  - Ability to pull in non-Eversource sub-meter information

Thank You