

CUSTOMER ANALYTICS & ENGAGEMENT PLATFORM PILOT

Overview

Is your utility seeking to engage more customers in your Residential Program? If you communicate energy-saving tips with your customers (or would like to in the future), you may be eligible for savings!

The BPA Customer Analytics and Engagement Platform (CAEP) Pilot generates energy savings by equipping end-use customers with personalized insights about their home usage, how they compare to their neighbors, and strategies on adjusting behavior to save energy. Utilities will be equipped with valuable engagement tools and the option to add back-end analytics.

Value for End-Use Customer

- Personalized, actionable tips and strategies on how to reduce energy consumption and save money on bills.
- Enhanced insights into monthly electric bills.
- Information about additional utility rebate programs.
- Brand new offering for many residential customers.

Value for Utilities

- Ability to distribute to all eligible residential customers with email.
- Ease of implementation and ability to scale in short period of time.
- Low cost at scale.
- Bridge complementary residential program offerings
- Customer engagement and opportunity to add back-end analytics.

Estimated Costs

- First year set-up fee and ongoing subscription costs.
- EEI custom program and performance payments.
- Savings: 100 kwh/yr deemed savings per household.

Anticipated Prerequisites

- **Access to Hourly Advanced Metering Infrastructure (AMI) data** with the ability to transfer to implementers and evaluators. BPA evaluators are prepared and experienced in assisting utility customer staff with this task.
- **Willingness to survey end-use customers.** Evaluation end-user survey is a critical piece of research to help turn this pilot into a full program. Utilities will need to provide end-user customer contact information and will have the opportunity to review and provide comments on the survey but will not be responsible for administering.
- **Ability to respond to evaluator data requests.** BPA will provide additional information on anticipated data requirements.

Support Available

- BPA Energy Conservation Account Executives (ECAEs) and BPA Programs staff.
- Comprehensive technical assistance from BPA evaluator on data-transfer.

Background

Historically, BPA's Energy Conservation Behavioral offering has been concentrated to Behavioral Home Energy Reports. Home Energy Reports (HERs) are an established method of obtaining cost-effective, fast, and scalable savings for large populations of end-use residential customers. Savings are obtained by mailing and emailing end-users regular updates which include the following information: seasonal household energy consumption information, a normative comparison of household energy consumption to similar households (also known as neighbor comparisons), and tips and strategies to reduce home energy consumption.



While at scale, HERs are a cost-effective offering, implementation firms typically require minimum end-use residential populations that are larger than most BPA customer utilities. Likewise, traditional HERs require that some end-users not receive reports, for verification and comparison purposes. The Customer Analytics and Engagement Platform (CAEP) Pilot offering, initiated by Central Electric Cooperative (CEC), seeks to overcome barriers to entry and participation to traditional HERs via Bonneville's Open Q pathway.

CEC identified an affordable opportunity through their utility IT and billing vendor to access customer analytics and e-mail their members usage updates and tips to help reduce consumption and bills. If your utility has access to similar IT services, or is interested in obtaining them, please reach out to your BPA Energy Conservation Account Executive as you may be eligible for savings.

What is BPA Open Q?

BPA Open Q seeks to offer an additional pathway to leverage customer pilot efforts to acquire energy savings and evaluate savings for potential future regional offerings. Open Q is designed to be simple, flexible, and encourage innovation from BPA customer utilities. The Open Q pathway helps to lower upfront barriers by providing technical and validation support to utilities and allowing utilities to claim savings and receive payments prior to evaluation completion. For further information, utilities should reach out to their Energy Conservation Account Executive (ECAE).

What are BPA Residential Custom Programs?

For projects or ideas that are not yet a UES offering, utilities can propose custom programs or projects. Custom programs are used when a combination of similar projects, measures, and/or end-users that have the same evaluation plan or measure and verification (M&V) across the entire program.

Custom Projects are individual energy-saving projects that are not currently offered in the IM. For further information, utilities should reach out to their Energy Conservation Account Executive (ECAE) and consult the IM.