

Eversource Customer Engagement Platform

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Agenda

- Background on the CEP
- Overview of the tools:
 - Residential & Small Business
 - Large Business
 - Marketing & Analysis Tools
- Update on CT and MA rollout
- Timeline for NH rollout

Customer Engagement Platform Functionality

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

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- Cost Effective Outreach
- Campaign Management
- Sales Force Automation

Improved Overall Customer Experience

Increased EE Program Participation Continuous Customer Engagement Overview: Eversource has Loaded Two Years of Billing & Usage and Five Years of Project Data

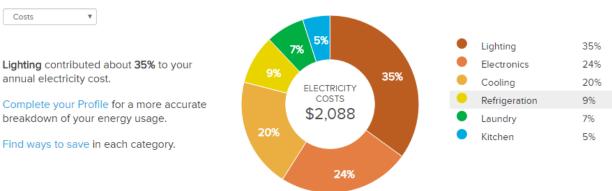
- Historical Load
 - Two years worth of billing
 - Two years worth of usage data
 - Five years worth of past participation information
- On-going Updates
 - Daily loads of monthly bill data
 - Daily loads of usage data
 - Daily customer changes (rate codes, new meters)
- Organizational and Building-level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

Overview: Residential Home Screen



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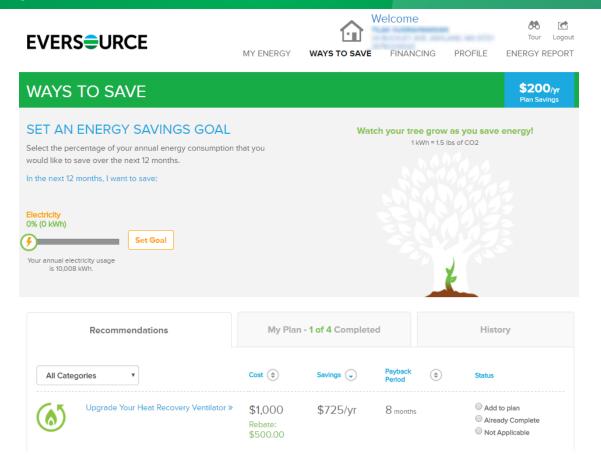
MY ESTIMATED ANNUAL ELECTRICITY COSTS BY CATEGORY



Overview: Residential Home Screen Middle Third EVERS

TELL US ABOUT YOUR HOME MY ENERGY SAVINGS PLAN How would you describe your attic or ceiling's \$200/yr in planned insulation level? Recommendations added to my plan savings Please select one v Payback Period Cost (\$ Savings (🖨 Status All Categories v Next Install WiFi \$200 \$107/vr 2 years Action Completed Your profile is 96% complete Thermostats » 10/17/2015 Rebate: Status Complete this \$100.00 action (10/17/2015) View your home profile Complete this action Purchase an \$30 \$70/yr 4 months Advanced Power Remove From Plan Strip » View Case Studies \odot Install Faucet Complete this action \$4 **\$**9/yr 5 months Aerators » • Remove From Plan Complete this action Upgrade Your \$0 **\$1**4/yr > 20 years Central AC or Remove From Plan Ducted Heat Pump System »

Overview: Goal Setting, Recommendations, Plan, and History



Overview: The Small Business Tool Functions Just Like the Residential Tool . . .



MY ESTIMATED ANNUAL ELECTRICITY COSTS BY CATEGORY

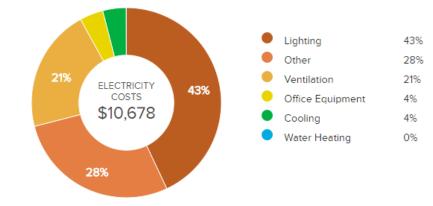
Costs

Lighting contributed about **43%** to your annual electricity cost.

v

Complete your Profile for a more accurate breakdown of your energy usage.

Find ways to save in each category.



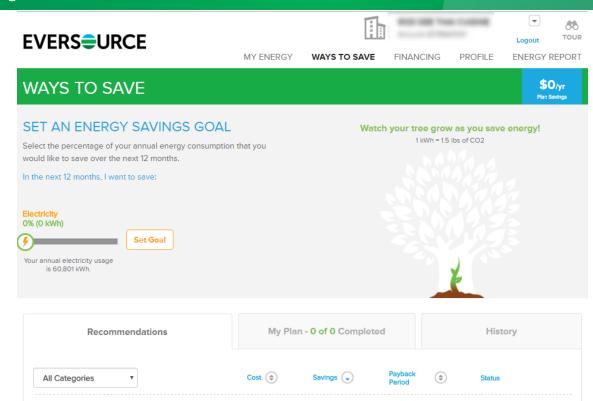
Overview: With Recommendations and Profile Questions Targeted to Business Customers

TELL US ABOUT YOUR BUSINESS		TE AN ENERGY		ergy savings plan		Q
Does this building have a process boiler?			Cost (\$		Payback	
Please select one	All Cat	egories •	Cost	Savings 😱	Period	(\$)Status
How many floors do you occupy in this building?	合	Upgrade Your Air Sealing » View Case Studies 🗎	\$11	\$377/yr	$0 \ {\rm months}$	 Add to plan Already Complete Not Applicable
Please select one						
Are your walls insulated?	Ć	Purchase Faucet Aerators »	\$20	\$65/yr	4 months	Add to plan Already Complete
Please select one						Not Applicable
Next	((•))	Photocell Controls for Outdoor Lighting »	\$54 Rebate: \$40.00	\$18/yr	9 months	 Add to plan Already Complete Not Applicable
Your profile is 4% complete						
View your business profile						
	00	Get more energy sa	ving recon	nmendations		0

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Overview: With The Same Goal Setting, Plan, and History Features



\$9.600

\$5,731/yr

20 months

Upgrade Refrigeration Controls »

Add to plan
 Already Complete
 Not Applicable

Overview: Large Business Customers

Energy Analysis Tool Provides property level energy data

Displays information on past projects at each address Enables customizable views of your energy use

Customer Engagement	- C3 Enterpr								
ashboard						F	ilter by Organization		
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Overview: Customers Will Have an Aggregated, **Customized Roll-up View of Accounts**

1 Navigate to different features through drop-down menu

2 View total energy consumption within portfolio

Easily access

facilities in portfolio



Name	Street Address	City	State	Postal
1026-1028 BEACON ST	1028 BEACON ST	BROOKLINE	MA	02446
107-115 PROSPECT ST	115 PROSPECT ST	CAMBRID	MA	02139
15 WASHINGTON ST	15 WASHING ST	BRIGHTON	MA	02135
15 WESTLAND AVE	15 WESTLAND AVE	BOSTON	MA	02115
100 CHARLES RIVER PLAZA	165 CAMBRID ST	BOSTON	MA	02114

Name	Status	Status Date
DI-Direct Install	Project Completed	04-30-2010
DI-Direct Install	Project Completed	04-15-2010
DI-Direct Install Gas	Project Completed	11-30-2011
DI-Direct Install	Project Completed	11-01-2013
And Annual States	Project Completed	12-14-201
and a result of the second	Project Completed	12-14-201
	Project Completed	12-29-2011

50 0-75 0 percentile

View benchmarking results by quartile

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5 View project lists



Overview: Energy Analyzer Enables Organization and Department-level Analysis

Leverage customer-defined

hierarchy; conduct department-level <u>and</u> premise level analysis

- Review key metrics:
 - Electricity usage & spend
 - Gas usage & spend
 - Energy use intensity





Overview: Benchmarking Allows Customers to Identify Opportunities

- Identify facilities that would most benefit from energy efficiency improvements
- Rapidly conduct benchmarking across the portfolio

EVERSURCE C3 Enterprise -Energy Intelligence Ø Take a Tour geoffrey.phillips@eversource.com Customer Engagement -Dashboard > Benchmark Filters Map Histogram Benchmark Criteria Select Analytic CRWIN Electricity Consumption ₫. 1 7.5M Date Range Max Last 12 Months 5.5 2.5M Address Characteristics Organization Clear T Apply Filters 0-25 nercentile 25-50 percentile 50-75 percentile 75-100 percentil

					Actions	-
Name	Street Address	City	State	Postal	Gross Floor	
1026-1028 BEACON ST	1028 BEACON ST	BROOKLINE	MA	02446	32,000	-
107-115 PROSPECT ST	115 PROSPECT ST	CAMBRID	MA	02139	21,264	
15 WASHINGTON ST	15 WASHINGTON ST	BRIGHTON	MA	02135	25,050	
15 WESTLAND AVE	15 WESTLAND AVE	BOSTON	MA	02115	11,605	
100 CHARLES RIVER PLAZA	165 CAMBRIDGE ST	BOSTON	ма	02114	20,000	
FRESH POND	200 ALEWIFE-BROOK	CAMPRID		02129	58.000	

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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

Overview: Customer Engagement Integrates an eMail Marketing Tool With Our Data

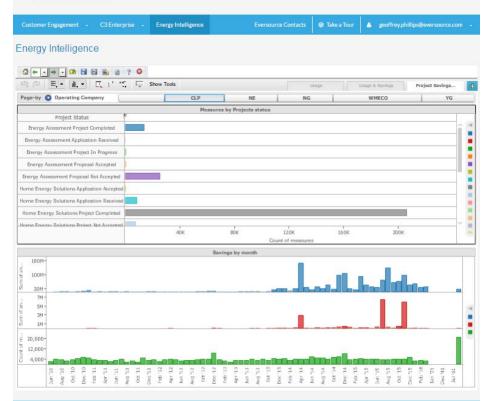


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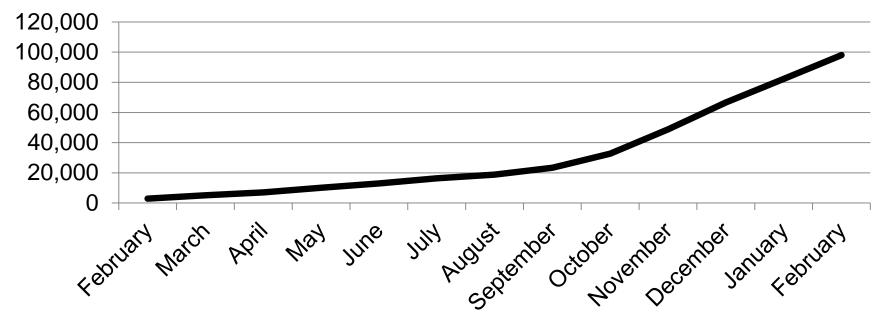
Overview: Also Integrated Is A Data Analysis Tool EVERS=URCE

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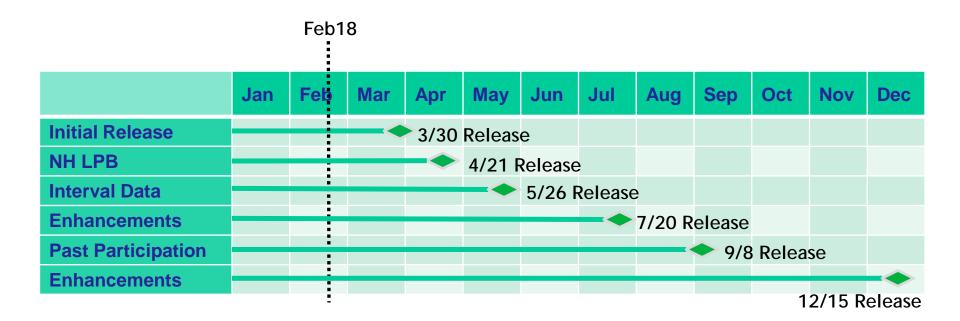
The Pace Of Adoption Improved With Our Digital Marketing Campaign

Cumulative Residential & Small Business Users



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

Projected NH Release Timeline





Thank You