

Eversource Customer Engagement Platform

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- 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

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

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



How You

Compare

Costs

\$2,088

Electricity

10,008 kWh

Energy Use

Analysis

Compare

Bills

\$200/yr
Plan Savings

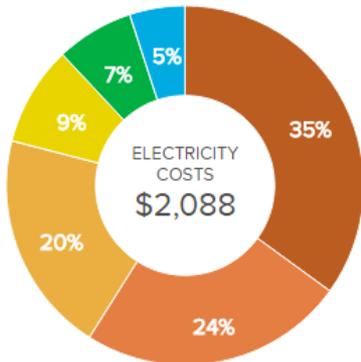
MY ESTIMATED ANNUAL ELECTRICITY COSTS BY CATEGORY

Costs

Lighting contributed about 35% to your annual electricity cost.

[Complete your Profile](#) for a more accurate breakdown of your energy usage.

[Find ways to save](#) in each category.



Overview: Residential Home Screen Middle Third

TELL US ABOUT YOUR HOME

How would you describe your attic or ceiling's insulation level?

Please select one

[Next](#)

Your profile is **96%** complete

[View your home profile](#)

MY ENERGY SAVINGS PLAN

4 Recommendations added to my plan

\$200/yr in planned savings

All Categories	Cost	Savings	Payback Period	Status
 Install WiFi Thermostats » <small>Status: Complete this action (10/17/2015)</small>	\$200 Rebate: \$100.00	\$107/yr	2 years	<input checked="" type="checkbox"/> Action Completed 10/17/2015
 Purchase an Advanced Power Strip » View Case Studies	\$30	\$70/yr	4 months	<input type="checkbox"/> Complete this action <input type="checkbox"/> Remove From Plan
 Install Faucet Aerators »	\$4	\$9/yr	5 months	<input type="checkbox"/> Complete this action <input type="checkbox"/> Remove From Plan
 Upgrade Your Central AC or Ducted Heat Pump System »	\$0	\$14/yr	> 20 years	<input type="checkbox"/> Complete this action <input type="checkbox"/> Remove From Plan

Overview: Goal Setting, Recommendations, Plan, and History

WAYS TO SAVE

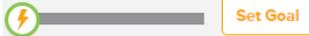
\$200/yr
Plan Savings

SET AN ENERGY SAVINGS GOAL

Select the percentage of your annual energy consumption that you would like to save over the next 12 months.

In the next 12 months, I want to save:

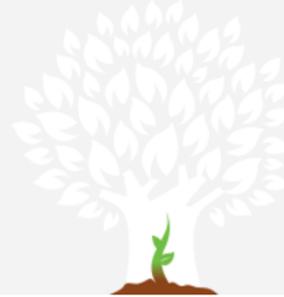
Electricity
0% (0 kWh)



Your annual electricity usage is 10,008 kWh.

Watch your tree grow as you save energy!

1 kWh = 1.5 lbs of CO2



Recommendations

My Plan - 1 of 4 Completed

History

All Categories

Cost

Savings

Payback Period

Status



Upgrade Your Heat Recovery Ventilator »

\$1,000
Rebate:
\$500.00

\$725/yr

8 months

- Add to plan
- Already Complete
- Not Applicable

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



SEE HOW YOUR BUSINESS
COMPARES



Logout



TOUR

MY ENERGY

WAYS TO SAVE

FINANCING

PROFILE

ENERGY REPORT

How You

Compare

Costs

\$10,678

Electricity

60,801 kWh

Energy Use

Analysis

Compare

Bills

\$0/yr

Plan Savings

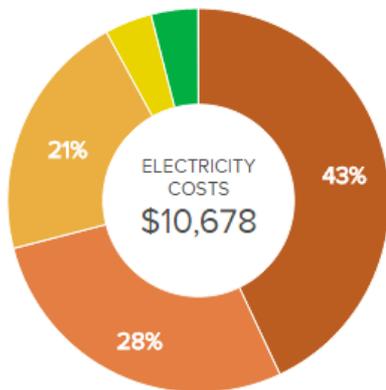
MY ESTIMATED ANNUAL ELECTRICITY COSTS BY CATEGORY

Costs

Lighting contributed about 43% to your annual electricity cost.

[Complete your Profile](#) for a more accurate breakdown of your energy usage.

[Find ways to save](#) in each category.



- Lighting 43%
- Other 28%
- Ventilation 21%
- Office Equipment 4%
- Cooling 4%
- Water Heating 0%

Overview: With Recommendations and Profile Questions Targeted to Business Customers

TELL US ABOUT YOUR BUSINESS

Does this building have a process boiler?
Please select one

How many floors do you occupy in this building?
Please select one

Are your walls insulated?
Please select one

[Next](#)

Your profile is **4%** complete
[View your business profile](#)

CREATE AN ENERGY PLAN

Select energy saving actions below to add to your energy savings plan.

All Categories	Cost	Savings	Payback Period	Status
 Upgrade Your Air Sealing > View Case Studies	\$11	\$377/yr	0 months	<input type="radio"/> Add to plan <input type="radio"/> Already Complete <input type="radio"/> Not Applicable
 Purchase Faucet Aerators >	\$20	\$65/yr	4 months	<input type="radio"/> Add to plan <input type="radio"/> Already Complete <input type="radio"/> Not Applicable
 Photocell Controls for Outdoor Lighting > Rebate: \$40.00	\$54	\$18/yr	9 months	<input type="radio"/> Add to plan <input type="radio"/> Already Complete <input type="radio"/> Not Applicable



[Get more energy saving recommendations](#)



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



1000 Main Street
New York, NY 10001



Logout



TOUR

MY ENERGY

WAYS TO SAVE

FINANCING

PROFILE

ENERGY REPORT

WAYS TO SAVE

\$0/yr

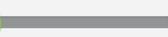
Plan Savings

SET AN ENERGY SAVINGS GOAL

Select the percentage of your annual energy consumption that you would like to save over the next 12 months.

In the next 12 months, I want to save:

Electricity
0% (0 kWh)



Set Goal

Your annual electricity usage
is 60,801 kWh.

Watch your tree grow as you save energy!

1 kWh = 1.5 lbs of CO₂



Recommendations

My Plan - 0 of 0 Completed

History

All Categories

Cost

Savings

Payback
Period

Status



Upgrade Refrigeration Controls >

\$9,600

\$5,731/yr

20 months

- Add to plan
- Already Complete
- Not Applicable

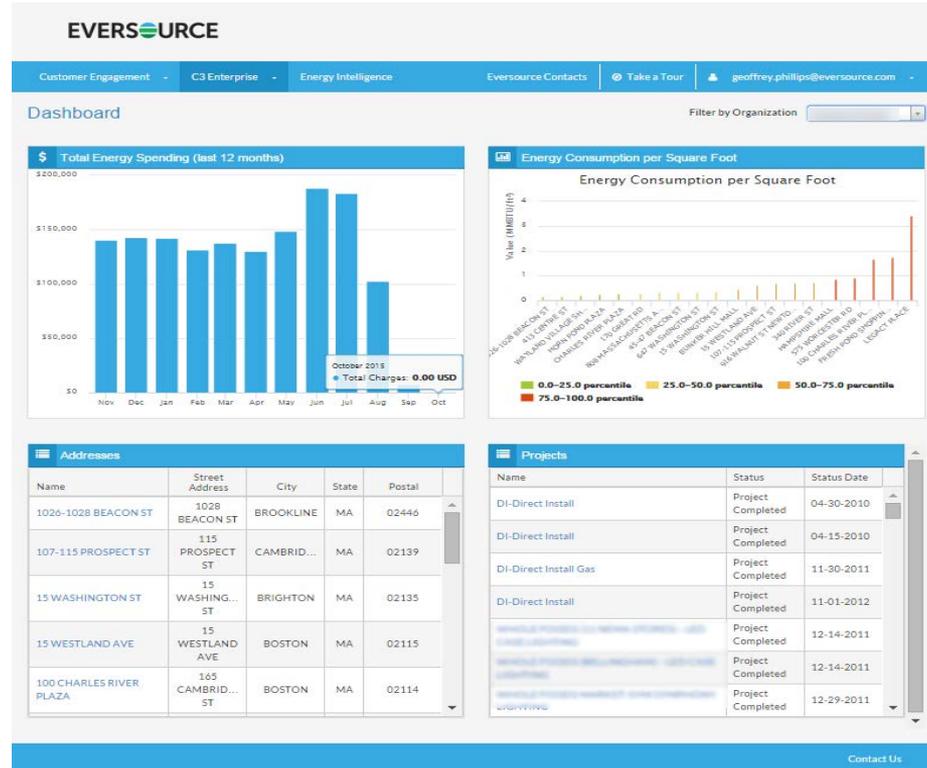
Overview: Large Business Customers

Energy Analysis Tool

Provides property level energy data

Displays information on past projects at each address

Enables customizable views of your energy use



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

1

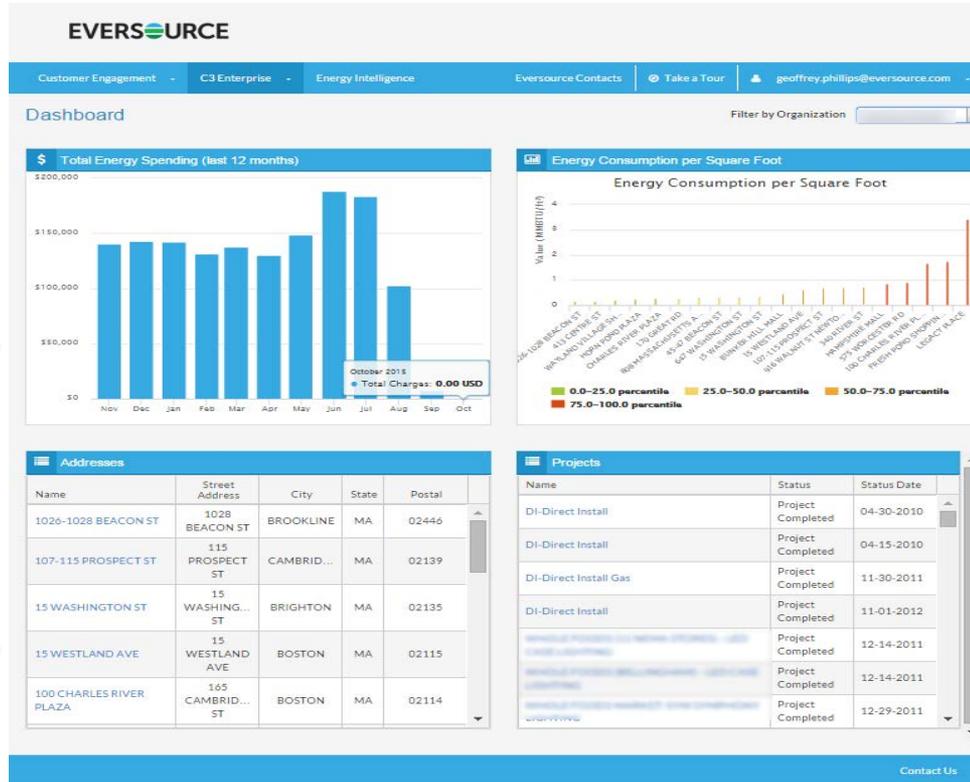
Navigate to different features through drop-down menu

2

View total energy consumption within portfolio

3

Easily access facilities in portfolio



4

View benchmarking results by quartile

5

View project lists

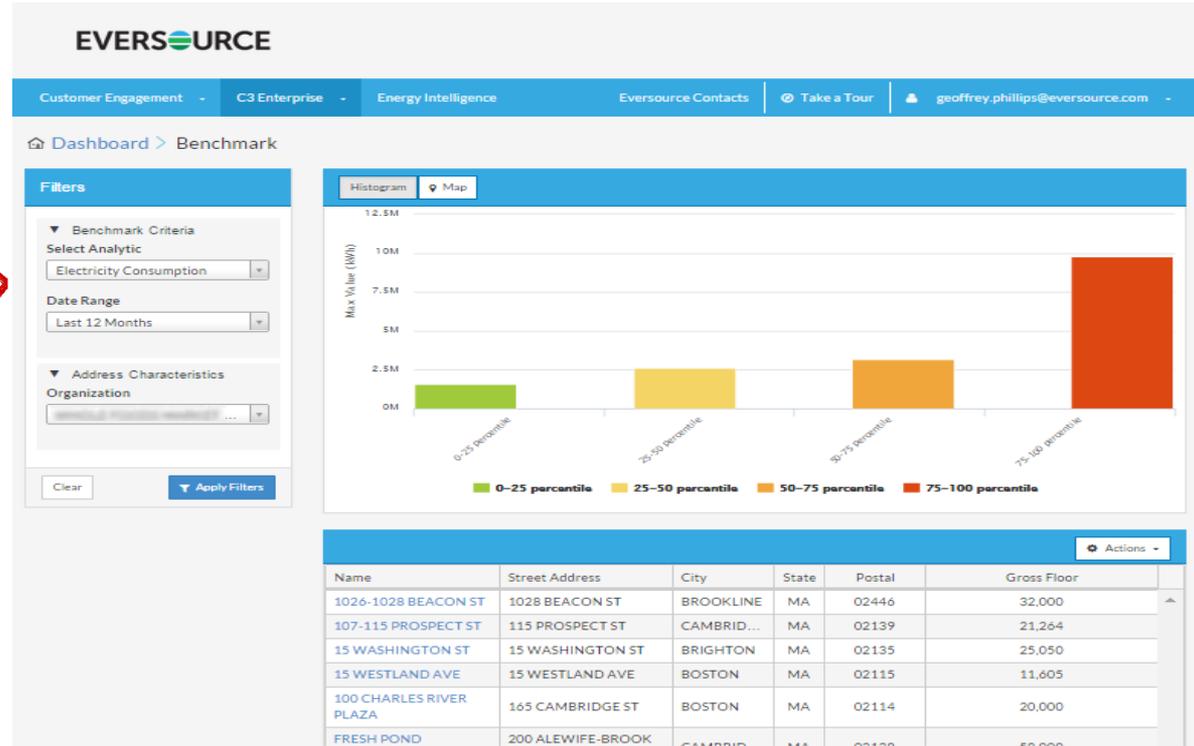
Overview: Energy Analyzer Enables Organization and Department-level Analysis

- Leverage customer-defined hierarchy; conduct department-level and 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



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

EVERSOURCE

Customer Engagement - C3 Enterprise - Energy Intelligence Eversource Contacts Take a Tour geoffrey.phillips@eversource.com

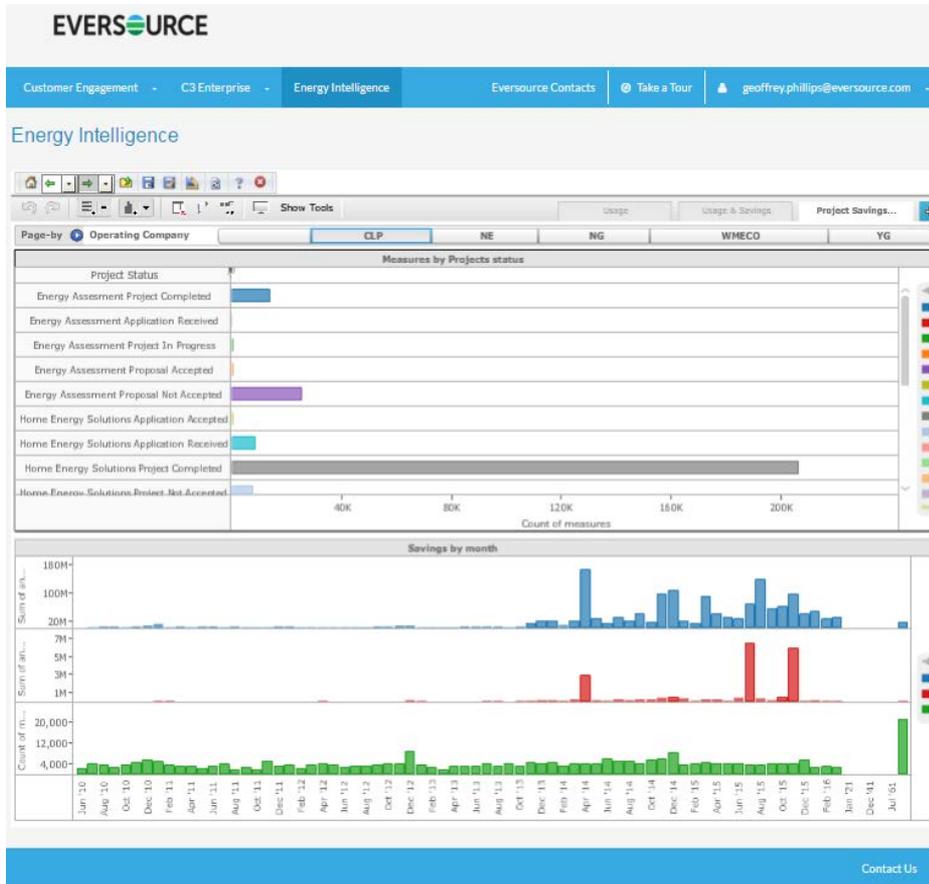
Filter By Program Search or pick... Filter By Campaign Search or pick...

March 2016 << Prev Today Next >> Year Month Week Day

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

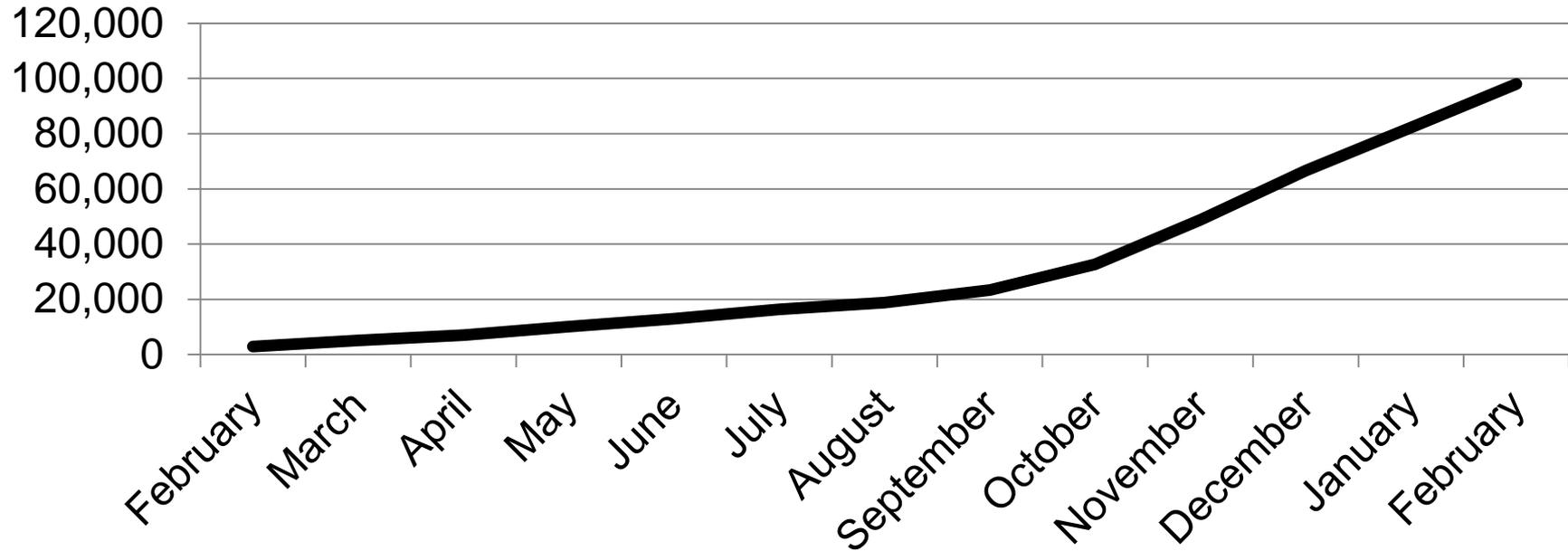
Contact Us

Overview: Also Integrated Is A Data Analysis Tool



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

Feb18



Thank You