Thought Leaders Speak Out 2022

ENGAGING CUSTOMERS WITH TECHNOLOGY

Key Takeaways: Using Smart Meter Data Disaggregation to Better Serve Residential Customers

Fireside Chat with NV Energy and Bidgely (May 2022)

The Institute for Electric Innovation's **Thought Leaders Speak Out 2022: Engaging Customers with Technology** series brings together electric company executives with customer responsibilities to share lessons learned and the results of successful customer engagement strategies.

This dialogue focused on using smart meter data disaggregation to better serve residential customers and featured a discussion between Marie Steele of NV Energy and Abhay Gupta of Bidgely. NV Energy, one of the first companies to install smart meters, is using smart meter data to target customers for energy management programs and enhance the customer experience at call centers. Lisa Wood of IEI provided welcome remarks, and Bob Rowe of NorthWestern Energy moderated the discussion and delivered closing remarks. Key takeaways are summarized and highlighted below.

Click Here for the Agenda and Speaker Bios

Watch NorthWestern Energy's Opening Remarks Here

Creating value through data and personalization enhances customer engagement and satisfaction

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NV Energy describes the initial use cases for investing in smart meters and data disaggregation such as cost reductions by resolving customer service issues remotely through the call center, personalizing customer solutions, and improving customer satisfaction. New use cases continue to be developed a decade after their smart meter deployment, including using disaggregated smart meter data in distributed resource plans to optimize distributed energy resources (DER) and customer programs.

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Bidgely explains how, over the last few years, the application of smart meter data disaggregation has expanded from improving customer programs to providing business intelligence for grid planning.

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Bidgely describes the importance of customer empowerment and how their software enables electric companies to account for adoption of EVs and electric heat pumps and deliver far more accurate peer comparisons in home energy reports.

Data-driven customer insights help electric companies achieve energy efficiency targets and improve call center performance

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NV Energy explains how data disaggregation is used to recruit new customer participation in air conditioning and pool pump energy efficiency programs, helping the electric company meet mandatory energy efficiency targets which are about 1.1% of annual sales. Customer support representatives also use the data insights to recommend energy efficiency programs when a customer calls in about a high bill.

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Bidgely details how data can enhance call center operations and improve the customer experience and customer satisfaction. NV Energy's call center representatives use data to provide exact explanations for high energy bills, increasing first call resolution rates and reducing average handle time from 6 minutes to 3 minutes!

Achieving ambitious carbon emission reduction targets requires greater use of data to engage customers as a resource

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NV Energy discusses how data disaggregation helped them determine that only 25% of customers with an electric vehicle (EV) were on an EV TOU rate. By using data to identify where EVs are on the grid, NV Energy can encourage shifting charging to off-peak periods. In addition, NV Energy is using data analytics to design more dynamic programs that will make electrification beneficial for all customers.

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NV Energy aims to achieve a 50 percent Renewable Portfolio Standard (RPS) by 2030 and has a goal to be net-zero carbon free by 2050. Energy efficiency, demand response, and electrification play critical roles in achieving these goals. NV Energy explains that using data for strategic targeting and personalized messaging to customers helped the company achieve its goals faster and more cost-efficiently.

The Edison Foundation
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NV Energy provides additional insights into the financial benefits of using smart meter data for targeting customers. NV Energy's service territory experiences high energy demand during the summer months. Geotargeting demand response and energy efficiency programs reduces NV Energy's need to purchase power from the market during high price peak periods.

Closing Remarks

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Looking to the future, Bidgely explains where use of data analytics will be helpful for electric companies in an environment where both supply and demand are changing significantly. Smart meter data and analytics can provide projections of future demand profiles which can help electric companies with grid planning for the future.

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NV Energy emphasizes the importance of using a holistic approach to meet the company's decarbonization goals by optimizing all available resources. That means using data and technology to maximize the distribution system and to utilize customer assets and programs as resources in meeting carbon reduction goals.

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NorthWestern Energy summarizes two key takeaways from the dialogue. First, targeting customers for the right programs at the right time can deliver results at a fraction of the cost while enhancing customer engagement and customer satisfaction. Second, technologies are available to better engage customers and provide tailored solutions that meet customer needs and expectations, including energy usage analytics, home energy audits, real time insights, and better call center information.