CUSTOMER INTELLIGENCE AND ENERGY EFFICIENCY
MARKET TRENDS BEHIND FIRSTFUEL

DISTRIBUTED ENERGY

RISING CUSTOMER EXPECTATIONS

ENERGY POLICY & REGULATION

RETAIL COMPETITION

UTILITIES AND COMMISSIONS TRACKING AND INVESTING IN CUSTOMER CARE

1. CUSTOMER SAT / JD POWER

2. DSM TARGETS
ANALYTICS TO DRIVE ENERGY AND GHG SAVINGS

- Analyzed 72 billion kWh
- Identified 8 TWh in savings
- Equates to ~3.6 m tonnes of greenhouse gas emission savings
TACTICAL DEPLOYMENT OF EE FOR RELIABILITY
THE FIRSTFUEL TECHNOLOGY

1. A. DATA USABILITY
   - Meter Data
   - Address
   - Other

   - Meter-Building mapping
   - Data cleaning/validation

2. B. IMPORT DATA
   - Weather
   - GSF
   - Business Type

3. C. ADVANCED ANALYTICS
   - End-use Disaggregation
   - Recommendations
   - Potential / Propensity
   - Savings Estimates
   - And More…

4. FIRSTENGAGE - Digital Engagement
5. FIRSTADVISOR - Sales Productivity: Portfolio
6. FIRSTAUDIT – Sales Productivity: Larger Accts
DEMAND INTENSITY FROM METER DATA
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