



Energy Insights



**Problems to be
solved for**

The Customer Problem and Solution



Bill comprehension

"I don't get my energy usage or my bills. **Give me something I can understand.**"



Appliance energy use & insights

"I don't know which appliances use how much energy and how much it costs me. **Give me something actionable.**"



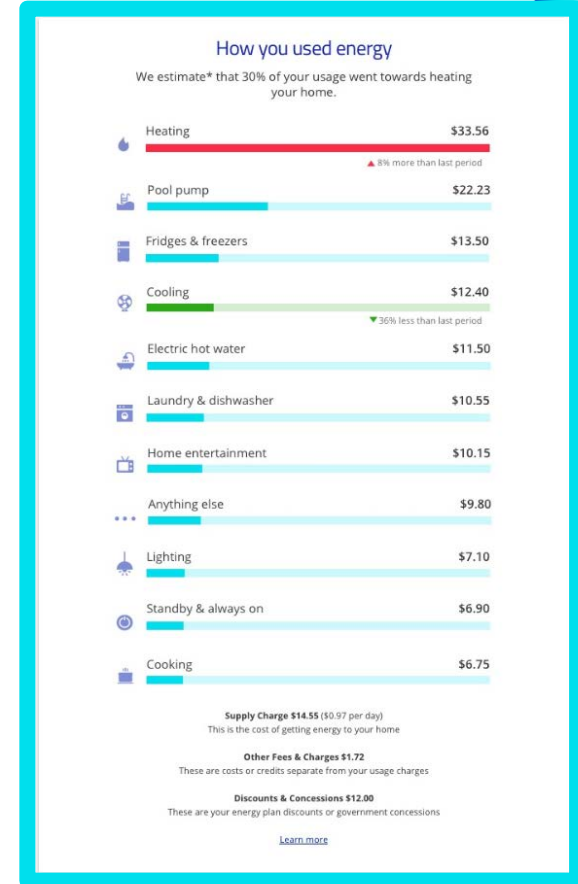
Save energy

"I want to save energy & money but **I don't know where to start.**"



Perceived Value

"Energy is expensive. What value do I get for what I pay? **I feel trapped and powerless.**"



A blue wave graphic at the bottom of the slide, starting from the left edge and curving upwards towards the right. The wave is a solid blue color and has a smooth, rounded top edge.

**How did customers
respond?**

LOVE is in the air...

'Very **interesting** to see where most of our electricity costs go.'

'All of it. Was very **insightful** and **useful** to see where our energy usage was being directed.'

'...it was **fascinating** to see just how much wasting is going on with things being left in standby. I just have to convince the family to change their habits...'

'It was **really great** seeing how much power we spend on things that are just simply left on / standby. I didn't realise how much energy and money we waste on that, so it was a **good wake up call.**'

'Any information that helps me manage my bills is **welcomed!**'

'I only have one fridge freezer and **never thought** to turn the temperature down especially during winter and also considering it is in one of the coldest parts of the house so i found that **useful** information! I found in general it's **great** to see where the average spend is'

'All of it, real **eye opener.**'

'...For things like heating I am **happy to spend money on** that so it will be interesting to see how that changes...'

'The breakdown per area of usage and the information linking energy cost with temp on heaters (extra 10% per degree over 20, see that **really stuck with me!**)'

'Everything, **can't wait** for next months rundown.'

'It helps me pin point the areas of power I am using, so then I can start looking at ways to minimise their usage where practical. It also **makes you a lot more aware** of the power you are wasting...'

'...On the whole an **excellent** presentation to make on aware of use/abuse of product.'

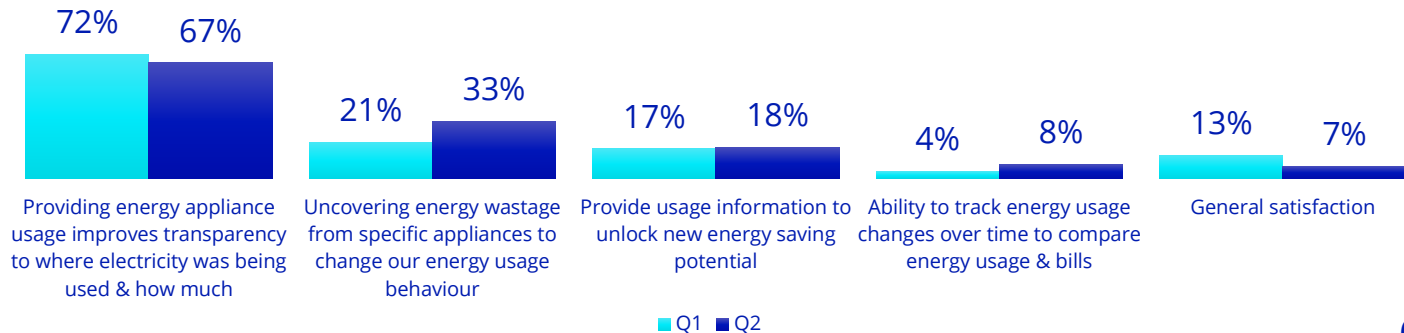
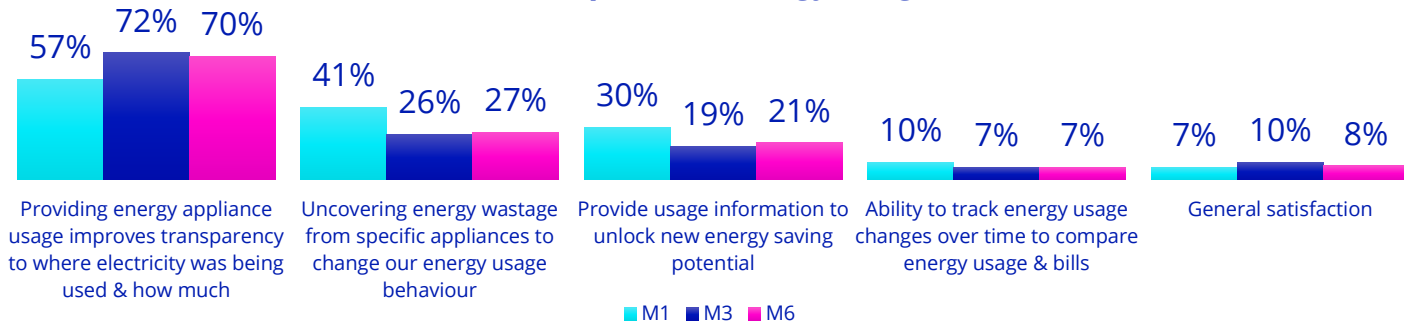
'...I was **impressed** with the **easy** to read layout...'

Transparency is the key value for customers, followed by waste reduction and energy saving opportunities

~90%

Of customers
Found
Energy Insights
useful

Useful Aspects of Energy Insights

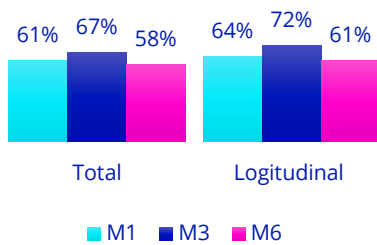


Engagement in terms of generating energy saving or waste reduction actions continued over time

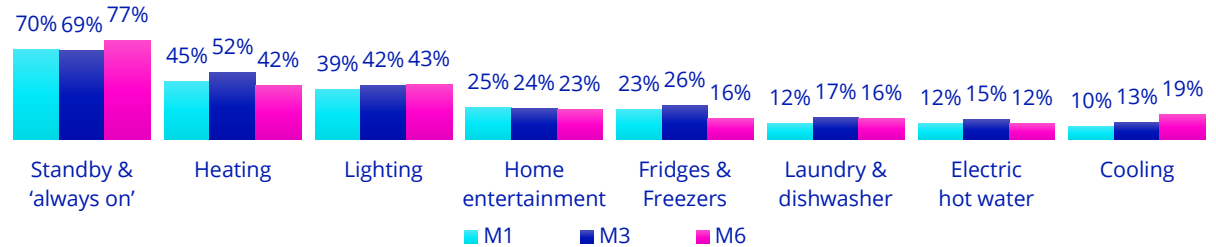


MONTHLY BILLED

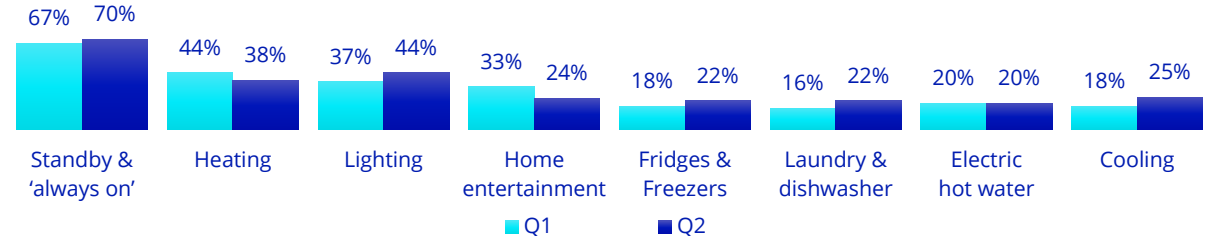
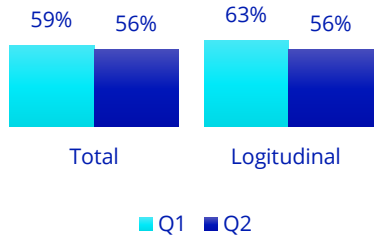
Have/Will take action based on Energy Insights



Top Categories Targeted by Customers to Action



QUARTERLY BILLED



Thank you

Energy Insights

