

TENDRIL®



# *Meet Big Data, Your Virtual Representative*



Introduction



Two Examples



Conclusion



# Who We Are

<p>2004</p>	<p>BOULDER <b>CO</b> DENVER</p>	<p>Acquire Engage Activate</p>	<p>LEADING Energy Services Management PROVIDER</p>	<p>TENDRILL®</p> <p>Fulfilling the energy potential in a customer centric age</p>
<p>OPERATIONS NORTH AMERICA / EUROPE / AUSTRALIA</p>	<p>150M \$150M in funding to date (VC &amp; Strategic)</p>	<p>110+ EMPLOYEES</p>		



## Our Value Proposition(s)



### Acquire

Increase Conversion Rate



### Engage

Satisfaction  
Reduce Churn  
Reduce Cost to Serve



### Optimise

Cross Sell  
Proactive Energy Management





Help them manage their bill. Lower cost to serve. Earn advocates.



~81%

#either very or quite  
concerned about  
electricity costs

~41%

\*had “surprising” high  
bill in the last 12  
months

~18%

\*energy provider only  
helps me manage my  
bill a lot or a great deal

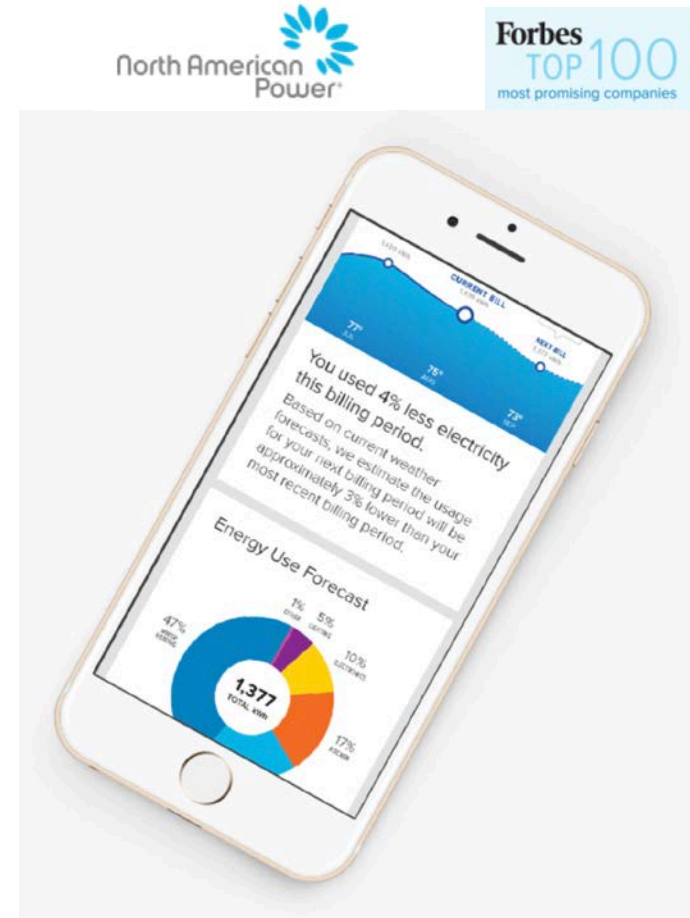
**Note**

# Choice, July, 2016, Consumer Pulse: Australians' attitudes to cost of living 2016-2016

\* From primary research undertaken by Tendril in August 2016. Research based on random sample of Australians responsible for their home energy bill.

## Bill Advisor @ North American Power, Case Study

- One of the fastest growing retail energy companies in the USA
- Differentiation, satisfaction and churn goals
- Send bill and advice information via email
- That helps the customer manage their bill
- Improves the customers' perception of North American Power



HELPING YOUR CUSTOMERS, BEFORE SOMEONE HELPS THEMSELVES TO YOUR CUSTOMERS

# Bill Advisor @ North American Power, Case Study

- Personalised explanation of what, why, where and how.
- Forecast
- Disaggregated consumption
- Tips
  
- Key information
- Dumb meter data only
- Open rate ~110%
- Unique open rate ~55%
- Unsubscribe rate <0.1%

TENDRIL OVERVIEW

From: North American Power  
To: John Smith

Subject: Your July Visibill Energy Report  
Date: June 26, 2015 at 11:55 AM

North American Power Visibill™  
Energy Report

Renew Today Call - 800.682.9271  
You're eligible for a new fixed-rate plan. [Renew Online](#)

John Smith June 25 - July 24, 2015  
1234 Southwest St North American Power ID#  
Norwalk CT 06850 0123456789

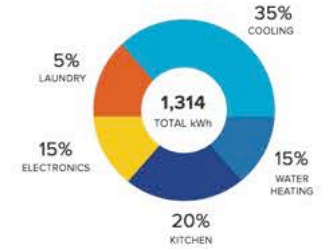
Your Energy Trend

Month	Temperature (°F)	Energy Usage (kWh)
MAY	67°	934 kWh
JUN	73°	1,314 kWh (CURRENT BILL)
JUL	73°	1,154 kWh (NEXT BILL)

You used 8% more electricity this billing period

The average temperature was 8° warmer during the most recent billing period, so weather might have played a role in your energy use. Based on current weather forecasts, we estimate that the usage for your next billing period will be approximately 3% lower than your most recent billing period.

## Energy Use Forecast



The above forecast provides a breakdown for how your home is likely to use energy during the upcoming billing period. These insights can help you better manage your total cost for energy by understanding what areas of the home have the greatest impact on your overall usage.

Your estimated energy forecast is calculated and based upon publicly available information about homes in your area derived from third party sources, historical data and other information you provided about your home during the enrollment process.

## Energy Saving Recommendations

Learn how you can make a difference in your bottom line.

We estimate that the following energy saving recommendations can help the average customer.



Save up to \$117 per year

## Turn Up Your Thermostat

Air conditioners use a lot of energy, so every degree you can turn it up will save you money during the summer. On average, for every degree you turn up your thermostat, you can save about 3% on your energy bills.





## Proactive Bill Alerts @ Duke Energy, Case Study

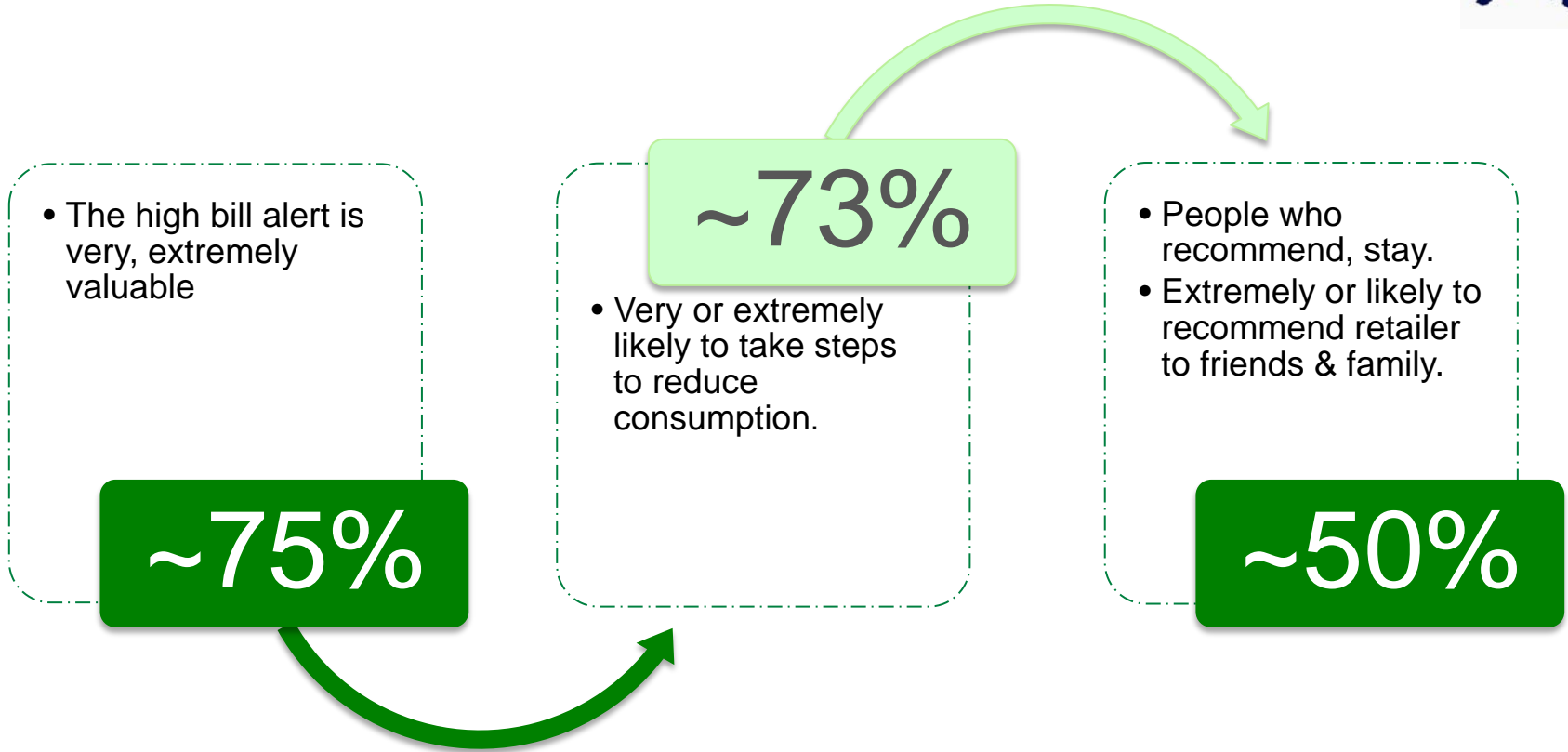
- Challenged with weak customer satisfaction and cost to serve challenges
- 2.3M eligible residential customers
- Sent mid bill cycle
- Key information
  - Smart and dumb meters
  - Around 5% receive an alert (configurable triggers)
  - Open rate 76%
  - Unique open rate 41%
  - Unsubscribe rate 0.15%
  - High customer satisfaction







# High bill alerts lead to net positive for consumer and retailer





Turn big data into smart data. Proactive communication. Win advocates.





— THANK YOU!

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