



# THE PURSUIT OF PERSONALIZATION: MASTERING THE SEGMENT OF ONE

Demands of the digital customer are proving to be a significant change agent for the Utility of the Future. Customers expect the same effortless, personalized service across all their utility interactions. This personalized engagement includes not only deep energy use insights and recommendations, but also proactive, tailored alerts, nudges, and energy-saving offers. In response to this need, Uplight created the Connect Platform Ecosystem, a rich set of personalization capabilities that leverages a unified data source, machine learning, and artificial intelligence to create the modern digital experience that customers now expect.

The value of personalization is inarguable and is now table-stakes for all industries, from banking to travel to foodservice. Uplight personalization pilots at utilities have resulted in as much as a 120% increase in enrollment in key utility programs—further proving their value. Utilities in pursuit of customer satisfaction, cost-effective energy savings, lucrative new revenue streams, and deep decarbonization simply cannot afford to pass over such step-change performance improvement.

However, the IT challenge for the utility to personalize across the enterprise is real. Often the customer data required to create the modern customer digital experience sits in siloed, monolithic systems, not readily accessible in a standardized way. In these complex IT architectures, data platforms are often indistinguishable from the vital enterprise applications that they serve. Personalized customer-centric solutions require an integration of customer, utility, and third-party data that is universally accessible analyzed and converted into insights in real-time. But, for most utilities, this is almost impossible to implement in the current IT environment.

There are so many different elements in the customer journey with so many touchpoints, channels, and programs. If utilities genuinely want to offer hyper-personalized, relevant, and timely insights to customers on all their preferred channels, they need one, source of truth with consistent messaging. They need each aspect of their business talking to and building off of the other. For example, a personalized energy use insight on an e-bill needs to register the customer response, create a next action, and deploy that following action in the next appropriate channel(s). All this needs to be used modularly, without a multi-year IT freeze on the business, while the platform and other critical applications are deployed in a single project.

That is why we worked with our customers to deploy the Connect platform as a service - creating an 'environment' that connects different stakeholders with the same set of data and insights. Uplight's Connect platform notes when someone buys a smart thermostat on an Uplight Marketplace or signs up for a recommended program and adjusts future recommendations and messaging over other channels accordingly. For example, Connect allows for these insights to be fed directly into another vendor's CRM for CSRs and field service personnel or to a CIS to be imprinted into customer's bills. Connect also delivers insights to implementers responsible for DSM program design—all while using limited utility resources.

It's all in the service of driving seamless, personalized customer experiences, and better performance for utilities. As one utility CSR exclaimed: "Customers are thrilled that I know exactly what to tell them. They are thanking me for sharing insights, programs, and offers that are right for them, at the same time that I sign them up for a billing program". Architecture, it turns out, matters.

## Jennifer Kinney, Uplight, Chief Innovation Officer

Jennifer Kinney is the Chief Innovation Officer at Uplight, the utility market leader in connected customer experiences, serving over 85 utilities in North America. A career technologist and former Vice President of Emerging Technologies at Verizon, Jen has spent over 10 years in the energy industry, focusing in areas of data, analytics, and insights which leverage AMI, transmission and distribution systems, and customer information systems.



## Uplight Connect Solution

**Uplight Developer Platform** Single interface for utility innovation and app development

### Insights Engine

Energy specific AI insights and business intelligence

Energy Use Disaggregation	Appliance Health Monitoring	EV Detection
Consumption Forecasting	Rates Analytics	Propensity For Action
C&I Analytics	Device Optimization	Comfort IQ

### Utility Data Lake

Bulk access to cloud-hosted energy data products

Consumption	Demographic	Weather	Premise	Conversion	Behavioral predictors	Device	Eligibility / enrollment	Product Inventory
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