Smart Thermostats

Maximizing utility and customer value
One Company Built
From Six Leaders

- **Tendril**
  - EE at Scale
  - Home Energy Management
- **Simple Energy**
  - Leading Marketplace
  - EV & Renewables Advisors
- **FirstFuel**
  - Non-Residential
  - Complex Building Analytics
- **EnergySavvy**
  - Utility Personalization
  - Next Best Action
- **EEme**
  - Device Level Disaggregation
- **Ecotagious**
  - BEE player
  - CA Customers
  - Additional Disaggregation
An end-to-end system, for energy users and providers, to power the customer energy experience and motivate customers into action.
### Key Uplight Solutions

<table>
<thead>
<tr>
<th>Behavioral Energy Efficiency</th>
<th>Digital Customer Engagement</th>
<th>Utility Marketplace</th>
<th>Renewables Adoption &amp; Experience</th>
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<th>Demand Management</th>
<th>CX Personalization and Next Best Action</th>
<th>Rates Adoption &amp; Experience</th>
<th>Energy Experience Platform</th>
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Where did we start with Smart Thermostats?
Smart thermostats unlock control of over half of a home’s energy usage.

**Breakdown of Annual Energy Use by a Typical US Household**

- **Space heating**: 44%
- **Air conditioning**: 19%
- **Water heating**: 9%
- **Refrigerators**: 3%
- **Other**: 25%

Source: U.S. EIA 2015 Residential Energy Consumption Survey. Includes all housing unit types and all fuel types.
Customer value proposition is strong

- Accessible price point
- Broad set of benefits
- Stylish
- Easy to install
- ENERGY STAR utility incentives
The simple magic of an instant rebate
Expansion into with brick & mortar and online channels with Retail Rebates
Email marketing leveraging the utility customer base and brand

Don’t Limit Your Efficiency to a Single Day

Save energy — and money — all year with a smart thermostat from Google Nest. Both of these great options let you adjust your home’s temperature from your smartphone, so you can control your energy savings from anywhere.

Hurry! These top-sellers are only on sale now through Thursday in celebration of Energy Efficiency Day.

Kickstart Your Energy Savings

With Recommended Products From UtilityCo Store

- Up to $X off* Smart Thermostats
- Up to $X off* LED Lighting
- Up to $X off* Water-Saving Products

Claim Exclusive Savings

Scary Good Deals on Halloween-Ready Lights
Flicker your lights from your phone. Or, turn them purple.

Shop Hue Lighting
Reaching the next level
Leveraging more digital marketing channels to reach less engaged customers

Paid social media ad used on Facebook and Instagram
Bundling to increase consumer awareness and adoption of voice
Installation services

THERMOSTAT INSTALLATION

ABOUT THIS SERVICE

PSEG's thermostat installation services are available to customers who reside in PSEG's service territories and purchase an eligible smart thermostat from the PSEG Marketplace. The purchase of an installation service is optional, and is not a requirement for reducing electricity usage. The purchase of an eligible smart thermostat is required prior to scheduling an installation.

Changes to this appointment can no longer be made online.

Pay $155.00

Add to Calendar
Add to iCal/Outlook
Add to Google

Thank you! Technician will arrive during the 4-hour installation window selected. For rescheduling or canceling your appointment call 1-555-555-5555.
Results: PSE&G

Surpassed goals with bundled products + services

- 36,000+ rebated smart thermostat transactions in less than 4 months
- Integrated bundled thermostat installation services with instant scheduling
- 92 Net Promotor Score (NPS)
  - Amazon’s NPS =64
Where are we now?
Moving from Energy Experiences into Action

**Engage**
- Understand customer history, energy use, needs
- Engage only with relevant offers
- Become a trusted energy advisor

**Activate**
- Convert engagement to:
  - Program enrollment
  - Product purchases
  - Rate conversion

**Orchestrate**
- Manage energy use
- Proactively balance the grid
- Enable next generation products

Utility Goals
- C-Sat
- Cost Savings
- DSM Goals
- Revenue Growth
- Grid Mgmt.
DR Pre-enrollment enables grid flexibility at scale
Time-varying rate optimization

Challenge:

1.7%
When TOU rates are optional, only 1.7% of customers choose to use them

-55
When defaulted to a TOU rate, avg. customer JDP score is 55 lower than avg.

Opportunity:

20%
When a free smart thermostat is offered, 20% enroll in TOU

21%
Smart t-stats + TOU at one utility resulted in a 21% on-peak demand reduction

- Electric utilities are encouraging or moving customers to Time of Use (TOU) rates
- To manage the TOU transition, make it easy for customers to access enabling technology at the time of rate adoption
  - For opt-in programs, avoids situation where only the natural winners opt in
  - For mandatory TOU, avoids negative customer pushback
Where are we going?
Utility Marketplace | Category Page Integrated Buyer’s Guide
Utility Marketplace | Smart Thermostat Filters

- Brand
- Color
- C-Wire Required
- Energy Efficiency Rating (ENERGY STAR)
- Features
  - Alerts
  - Voice Control
  - Wifi
  - Color
  - Sensors
  - Far Sight
  - Energy Usage Report
  - Flexible Scheduling
  - Geo-Location Triggers
  - Vacation Mode
- Mobile Device
- Price Range
- Rating
- Rebates
Thank you!

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