

ENGAGE BUSINESS CUSTOMERS, STRENGTHEN RELATIONSHIPS

Power TakeOff's Business Energy Engagement (BEE) service changes how utilities connect with business customers through data-driven, consumption-based communications that build trust, improve satisfaction, and deepen engagement. Instead of one-off campaigns, BEE creates ongoing dialogue grounded in operational insights, positioning utilities as proactive energy partners and advisors to small- and midsize businesses.

By analyzing interval meter data to identify operational patterns and sending white-labeled, monthly communications based on aggregated consumption profiles, BEE provides clear, relevant information about typical operational opportunities. This scalable, low-friction approach minimizes customer effort, enhances perceived utility value, and encourages interest in complementary DSM offerings — without capital costs or increased burden on utility staff.



Key Benefits

- **Increased Customer Satisfaction:** Timely, usage-based outreach to thousands of SMB accounts, helping customers feel informed and supported without profiling.
- **Strengthened Relationships:** Positions utilities as trusted energy advisors with consistent, easy-to-understand communications.
- **Portfolio Programs Uplift:** Builds awareness to encourage participation in audits, demand response, and incentives.
- **Proactive, Segment-Driven Outreach:** Uses AMI data to detect operational patterns at the segment level and trigger relevant communications.
- **Multi-Channel Engagement:** Supports email and print delivery to reach diverse customers, including those less digitally connected.

Why Leverage BEE

- Targets hard-to-reach SMBs often missed by traditional C&I programs
- Leverages advanced AMI analytics of aggregated data
- Builds trust and reinforces the utility brand with white-labeled communications
- Multi-channel delivery (email and print) optimizes customer reach
- Proven methodology with IPMVP-compliant M&V for regulatory compliance
- Sustains multi-year engagement for deeper relationships and portfolio participation

How BEE Works: Intelligent, Data-Driven Communication at Scale

BEE combines advanced analytics, behavioral science, and targeted communications to drive measurable engagement and program activity:

YOUR 12-MONTH ENERGY PROFILE

123 Main St., Denver CO

Reporting Period: Nov 01, 2023 - Oct 31, 2024

Utility4Co

How are you performing over time?

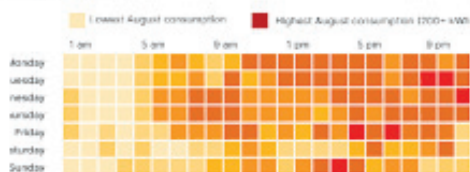
Your weather-normalized electricity usage has increased by 2% compared to the prior 12-month period.



To better understand trends in your electricity usage, the data in this chart has been adjusted (normalized) to account for year-over-year weather variations. This means an increase or decrease in usage from the previous year is more likely due to operational or behavioral changes rather than differences in outdoor temperature.

When do you use the most electricity?

This heatmap shows your average usage by hour and day in August - your highest electric usage month.



Is your equipment running longer than necessary? Check for high usage (dark orange or red) during hours of low to no occupancy.

Building owners who schedule lighting and temperature setbacks during periods of low-traffic or no-occupancy can save up to 15% on annual utility costs.

How much electricity do you use for cooling and heating?

Based on your hourly usage data, we estimate that cooling & heating account for 65% of your annual electricity costs.* See the breakdown below.



Buildings can save up to 3% on annual heating & cooling costs by adjusting the thermostat a single degree lower in the winter or higher in the summer.

Contact your Account Manager or email abc@utility.com to discuss your energy usage in greater detail.

*Cost values are calculated using an average electricity rate of \$0.11/kWh. Total costs do not include tiered pricing or service fees and do not reflect total costs seen on your utility bill.

Intelligent Data Analysis Triggers

Messaging: Interval meter data reveals operational patterns common across business segments, like after-hours use or equipment inefficiencies. Analytics detect consumption changes in groups and trigger anonymous, targeted outreach that builds trust and engagement.

Monthly White-Labeled Email Outreach:

Emails feature aggregated insights on energy use trends, segment comparisons, and operational recommendations aligned with typical patterns, presented clearly with non-specific language.

Actionable Recommendations: Low-to no-cost operational actions, such as adjusting HVAC schedules or optimizing setpoints, designed for immediate business implementation without capital cost.

Measurement & Verification: Rigorous M&V using interval data and approved RCT or population-based models reliably quantifies savings.

Program Integration: High-engagement segments receive referrals to complementary utility offerings, deepening relationships and value.

Power TakeOff designed, built, and operates the industry's leading energy efficiency support platform to measure and prove savings achieved from energy efficiency projects across the U.S. and Canada. Power TakeOff's M&V platform, Verify™, has been field-tested by thousands of third-party evaluated IPMVP Option C models.

To learn more, visit powertakeoff.com.



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