

DOCKETED

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Decarbonization through Customer Engagement

IEPR Workshop on Grid-Interactive Efficient Buildings

Angela Amos
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OUR MISSION

We Motivate and Enable Energy Users and Providers to Accelerate the Clean Energy Ecosystem

OUR PURPOSE

To Create a More Sustainable Future



Uplight is a Certified B Corporation

Uplight is the leading provider of end-to-end customer-centric technology solutions dedicated solely to serving the energy ecosystem

- Strategic partner to 90+ of the largest North American utilities
- Integrated software suite for all utility partners that connects and optimizes every energy action and channel
- Deploys a proven suite of vertical program solutions for utilities' critical strategic initiatives
- Incubated and brought together through M&A a suite of products that can be sold as a platform offering

Scale

Growth

Efficiency

Stability

There are many actions required to achieve California's decarbonization goals. **Customer engagement is key.**



Efficient building standards, paired with optimized architectural and design choices



Smart devices designed to be flexible



Fully-empowered and engaged customers

Our experience shows that customers want insight into their energy experience and value certainty, comfort, and control. Technology makes it possible.

Personalization pays off. High perceived personalization is correlated with higher satisfaction, engagement, and energy savings actions.



Had **28% higher utility satisfaction ratings**



Were **24% more likely** to take action on email tips and 11% more likely to take advantage of utility rebates.



Were **11% more likely** to report they notice differences in their bill when trying to save energy.

Fully engaging customers requires action on several fronts.



Seeing positive movement

- **DERMS Integrations**
Energy providers are increasingly investing in technology
- **Cost Reductions**
Technology costs are declining
- **Rate Design**
Time-of-use plans and other rate structures are growing in popularity



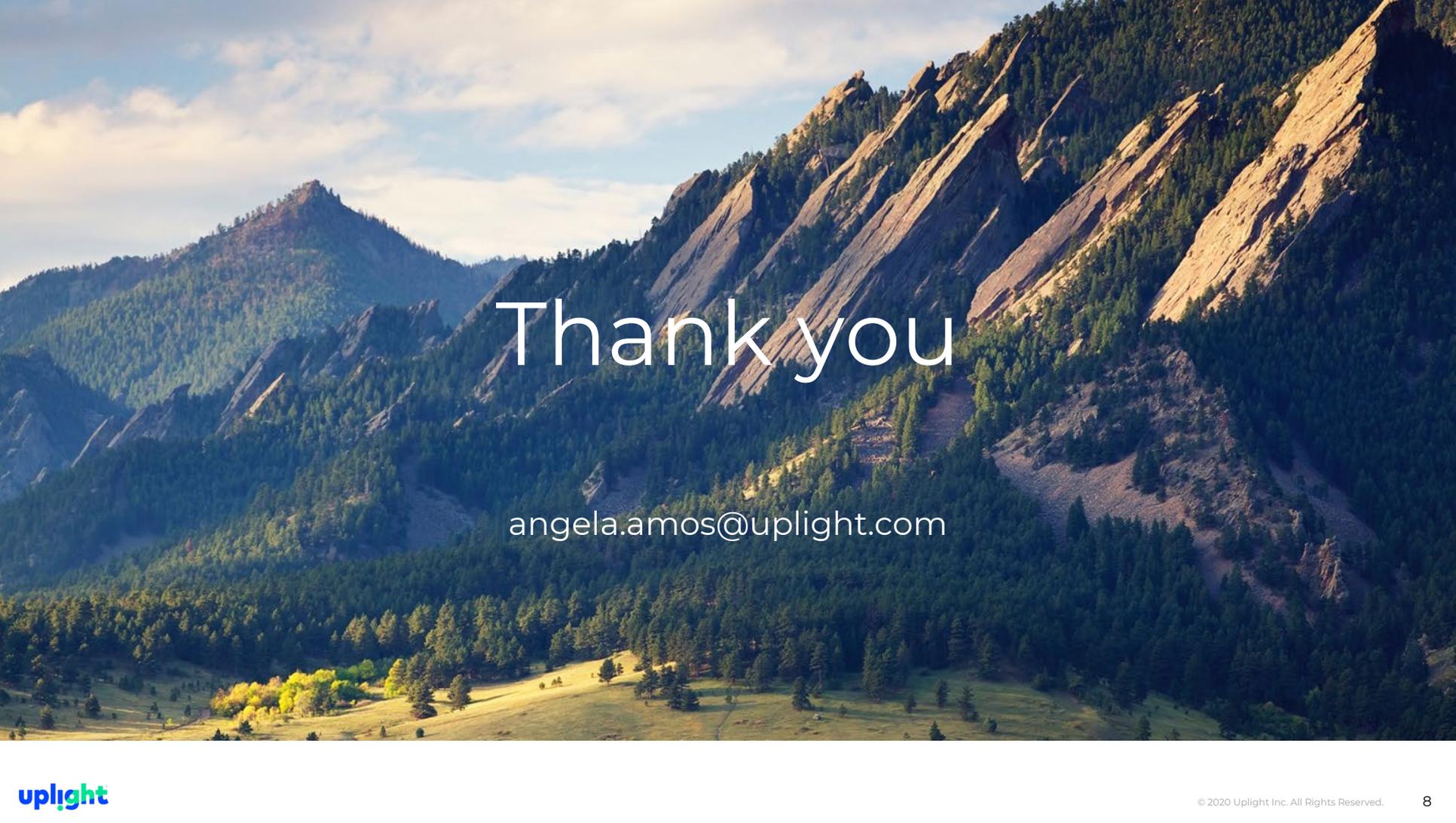
Areas for regulatory leadership

- **Provider Incentives**
Incentives encourage investment
- **Planning Processes**
Demand-side resources should be included
- **Access to Markets**
Federal and state policies need alignment
- **Equity**
All customers should benefit, not just early adopters
- **Customer Data Use**
Security and privacy matter



Areas for provider leadership

- **Dispatch Architecture**
DER operators must control resources efficiently and as a portfolio
- **Performance modeling**
Improved modeling increases trust for planning and operating
- **Customer Experience**
DER adoption depends on positive customer experiences



Thank you

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