



A SaaS Technology Platform For Energy Efficiency

# For Behavioral Savings

Exclusively Focused On Your Business Customers



## The Only Company With Verified Results For Business Accounts

The Agentis Customer Engagement Portal delivered 3rd party verified savings of **2.76% daily use**. Agentis is also the only company to offer direct mail energy reports for the small and mid-sized business accounts segment. Agentis Business Energy Reports delivered savings of **1.4% of daily use per account per year**.

## The Search For Cost-Effective Savings

**Technology Changes** — According to a 2018 study by Lawrence Berkley National Lab, declining costs for gas-fired and renewable generation will translate into lower avoided costs (and reduced EE program benefits); as a result, program administrators will find it harder to design a cost-effective EE portfolio.

**Policy Changes** — In recent years, many states have adopted more stringent building codes, and federal and state governments have adopted new or updated standards for appliances and equipment, raising the baseline against which savings are measured, making it more difficult to obtain cost-effective savings.

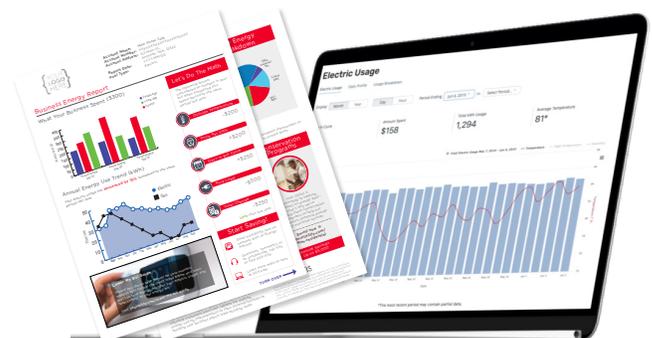
**Lighting & EISA 2020** — Commercial lighting improvements typically account for 30 – 50% of planned net savings in EE program portfolios. New EISA standards that should go into effect in 2020 could reduce LED savings by 80–90% making many lighting measures no longer cost-effective and creating tension between goals, budgets, and achievable verified savings. Behavioral programs offer a low-cost and effective alternative to these programs.

Behavioral Savings Also Impact Experience — Market research studies show that customers who are more aware of EE programs have higher satisfaction scores, even if they don't participate in those programs. Furthermore, increased program awareness often leads to higher participation rates and this augmented level of participation improves customer satisfaction as well as brand perception.

In fact, ESource found that customers who were familiar with utility EE programs had an ACSI score 100 base points higher than their peers who were unfamiliar with EE options.

Business Energy Report

Customer Engagement Portal



# Business Solutions For Behavioral Savings



The SMB segment accounts for over three quarters of all commercial accounts but only a third of EE savings.

## Customer Engagement Portal

Its All About The Customer – What does your customer want from a digital experience? How does that experience differ from business type to business type or user to user? Agentis applies the Design Thinking methodology to our digital tools. We conduct extensive voice-of-customer research, define user problems/goals for each subset of your customers, ideate and prototype creative ways to solve those problems, and then test and measure our ideas to continuously improve the experience.

What does all that effort mean for you? Agentis software maximizes engagement. Our users view more pages, spend more time on the site, and return more frequently. That increased activity translates directly into greater behavioral savings, happier customers, and a more successful platform.



Teach, Tailor, Take Control – A good digital experience changes your customer's view of the utility relationship. In fact, 51% of Customer Engagement Portal users feel more positively about their utility after using the Agentis Customer Engagement Portal. That's because we focus on the three key elements of customer experience: teaching the visitor something new, tailoring information so that it's relevant to their business, and giving them the tools to take control of their energy usage by participating in EE programs, sharing reports with colleagues, or tracking their progress over time. In fact, 78% of customers reported managing their energy differently after receiving an Agentis BER.

## Committed To The Customer

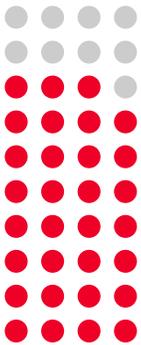
Agentis is the only company exclusively focused on engaging your business customers. We are obsessed with understanding their needs and developing solutions they love. Because of that focus, we are the only company able to provide 3rd-party-verified savings.

For more information visit [www.agentisenergy.com](http://www.agentisenergy.com) or email us at [info@agentisenergy.com](mailto:info@agentisenergy.com)

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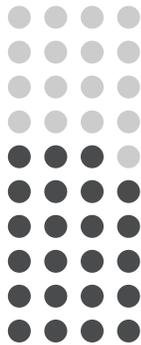
## Agentis-Enabled Customers Reported

78%



CHANGE THEIR BEHAVIOR

58%



SHARE REPORTS WITH COLLEAGUES

51%



FEEL MORE POSITIVE

## Business Energy Reports

Reach Underserved Segments – Direct mail is still the most effective way to reach small and mid-sized business customers. Many utilities lack accurate email addresses for large portions of their SMB portfolio, creating a barrier to effective digital engagement. Direct mail, however, offers a low-cost, scalable, and reliable method of delivery for energy providers everywhere.

Direct mail is effective as well. According to a 2015 *Navigant* study of mailed energy reports, at least 54% of customers reported reading each energy report they received, and an additional 31% reported reading at least some of the reports they were sent. Simply put, BERs offer a cost-effective, and impactful way to touch underserved segments.

Educate, Incentivize, and Activate – Additionally, research conducted by EMI Market Research found that 58% of recipients of Agentis BERs shared the report with at least one colleague and that 89% of those recipients reported knowing about utility programs after receiving a BER. Education is important because SMBs account for an average of 78% of business customers, but just 33% of EE savings.