



HARRIS
UTILITIES

Electronic

Home Energy Report

A program by Harris Utilities.

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Introduction

The Electronic Home Energy Report program is designed to promote energy efficiency/water conservation and increase program participation. The program achieves results by increasing customer awareness of their energy/water use with a variety of comparison technologies and advanced analytics based on behavioral attributes. For customers who are motivated to make changes, targeted savings measures provide timely advice and next steps.

Cost Effective Savings

This is a lower cost than a traditional paper home energy report and also allows utilities to reach more of its customer base with a higher number of touch points. The eHERS report is also more actionable and will drive customers to make behavioral changes to improve energy efficiency/water conservation and save on their monthly utility bill. The majority of emails are opened on a mobile device, and the mobile-first design of the electronic Home Energy Report will engage customer, whether they are on their phones, tablets or desktop.



Powerful Analytics

A powerful component of the eHER allows the customer to compare their energy/water consumption to that of similar homes in their area. Harris Utilities eHER program utilizes both self-comparison and peer-comparisons, along with an engaging, easy to understand design, and simple calls to action. Additionally, when AMI data is available, AMI disaggregation allows customers to understand where their energy use is going and guide them to making the most impactful actions to reduce their consumption.



Scalable to All Customers

Traditional hard copy Home Energy Report programs are only offered to a select portion of consumers. An electronic Home Energy Report program is more flexible, enabling utilities to provide this community benefit to ALL of its customers at a much more reasonable cost than paper based/mailed reports. This approach provides more frequent touchpoints which results in many more opportunities for energy use reduction and water conservation.



Targeted Savings Measures

Many customers are motivated to change, but simply do not know where to start. Harris Utilities eHER program makes it easy for customers by providing suggested ways to save. Some of the suggested changes are behavioral while others suggest small investments to improve EE. For example, weatherization, re-seal windows, inspect your insulation. Harris will also help promote specific utility programs and rebate offers helping to increase program adoption.



Features

The Harris Utilities eHER includes the following features in a cost-effective behavioral program for engaging customers and managing usage and demand.

Welcome Message

Kick off your program and generate interest by sending a friendly welcome email to participating customers.

Peer Comparison

Customers see how their billed usage compares to similar homes who were billed for similar billing periods. The premise clustering algorithm uses machine learning to group premises based on size, style, age and number of people. The grouping also uses location and heating fuel, derived from historical usage and weather data.

Usage Trends

Show customers how their billed usage is trending for the last two months or compared to the same month in the previous year.

Targeted Savings Measure

Recommend savings measures targeted to the treatment group and calendar month. Incorporate video content here for added impact.

Customer Service

The eHER website page for your program introduces the program, explains its goals and benefits and helps customers who want to opt out. The Frequently Asked Questions section answers common questions and concerns.

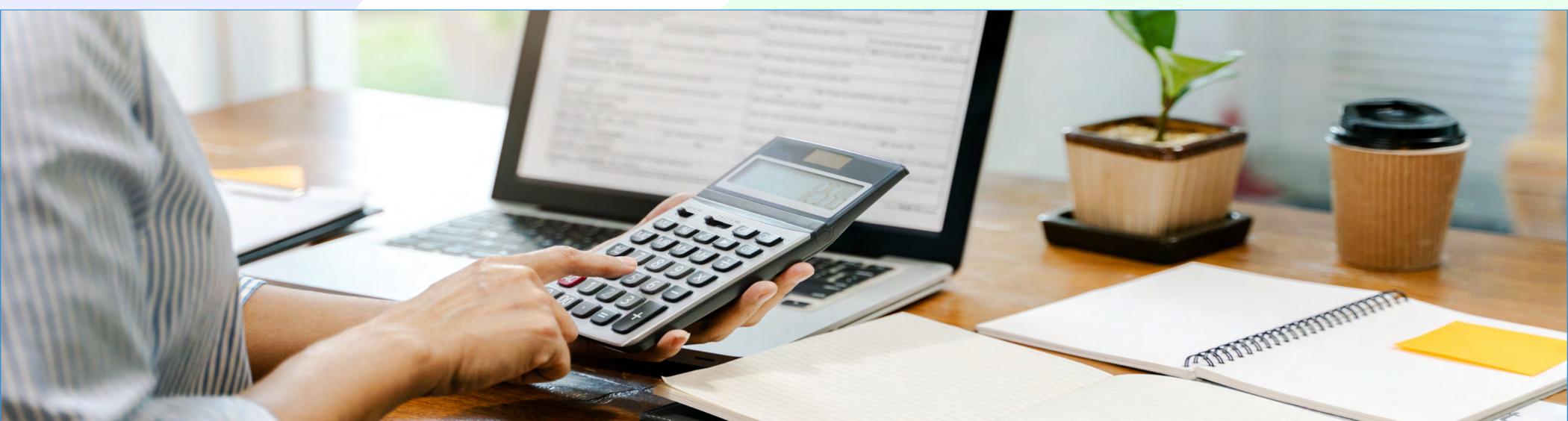
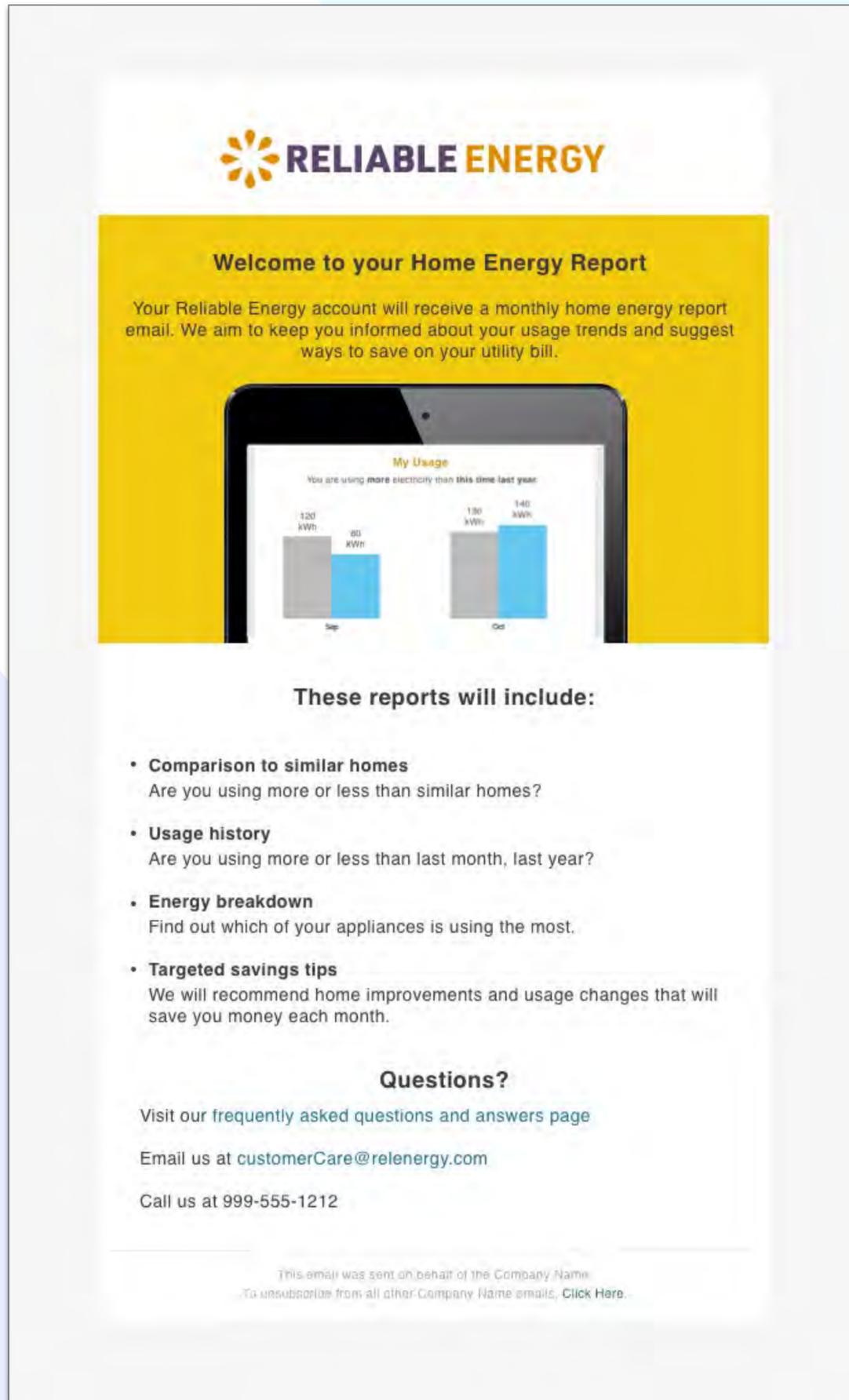
Campaign Analytics

Power BI reports keep you informed about email deliveries, as well as customer opens, clicks and opt-outs. See details about your subscribed customers and search by account number, email address and name.



Welcome Message

The welcome email kicks off your program with a warm and friendly message. The goal of these emails is to make your customers feel appreciated and prepare them for the HER reports. Providing contact information and tips on how to unsubscribe will help ease any distrust or anxiety about the upcoming program.



Peer Comparison

Peer Comparison helps customers assess their opportunities for energy savings. Customers see how their billed usage compares to similar homes who were billed for similar billing periods. A benchmark "score" (higher, good, efficient) quickly communicates the results.

How Am I Doing?

Your electric use for your last bill period was **higher** than similar homes.

🏠 Your Home

Higher

Good

Efficient

Higher usage homes used more than the median usage for the group. **Good** means that homes used less than the median for the group. **Efficient** homes had usage in the lowest 15%.

The premise clustering algorithm uses machine learning to group premises based on size, style, age and number of people. The grouping also uses location and heating fuel, derived from historical usage and weather data.

Your home's usage is compared to homes with similar physical attributes (size, number of bedrooms and heating fuel) and billing dates. Visit our [FAQ](#) page for details.

Billed Date: 01 May, 2021 - 31 May, 2021

Your Home



Similar Homes

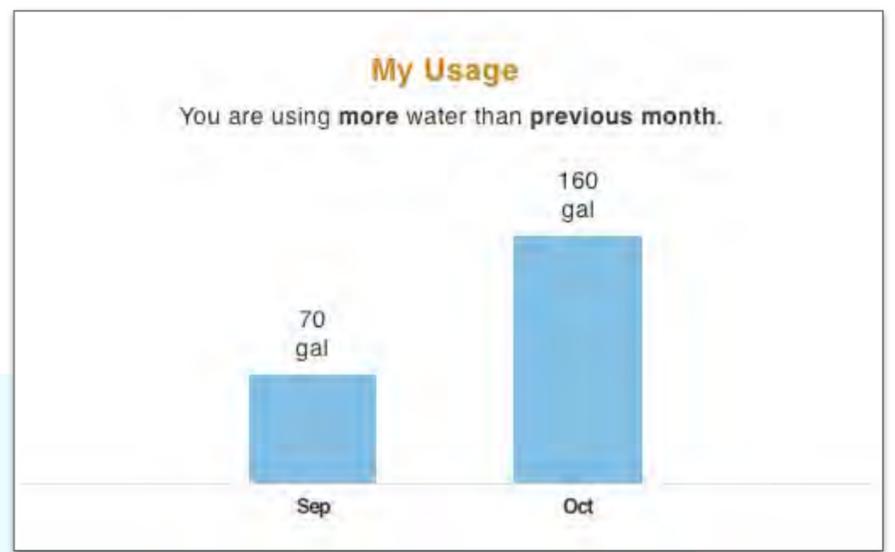
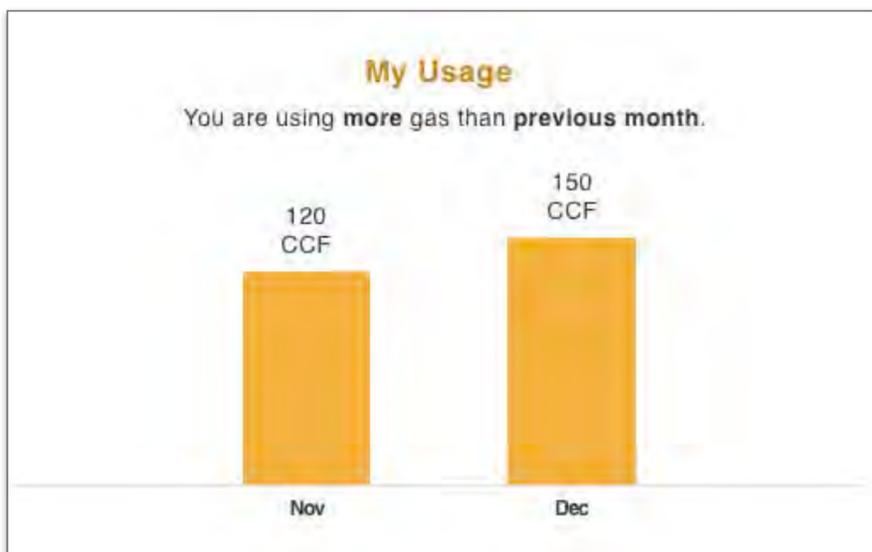
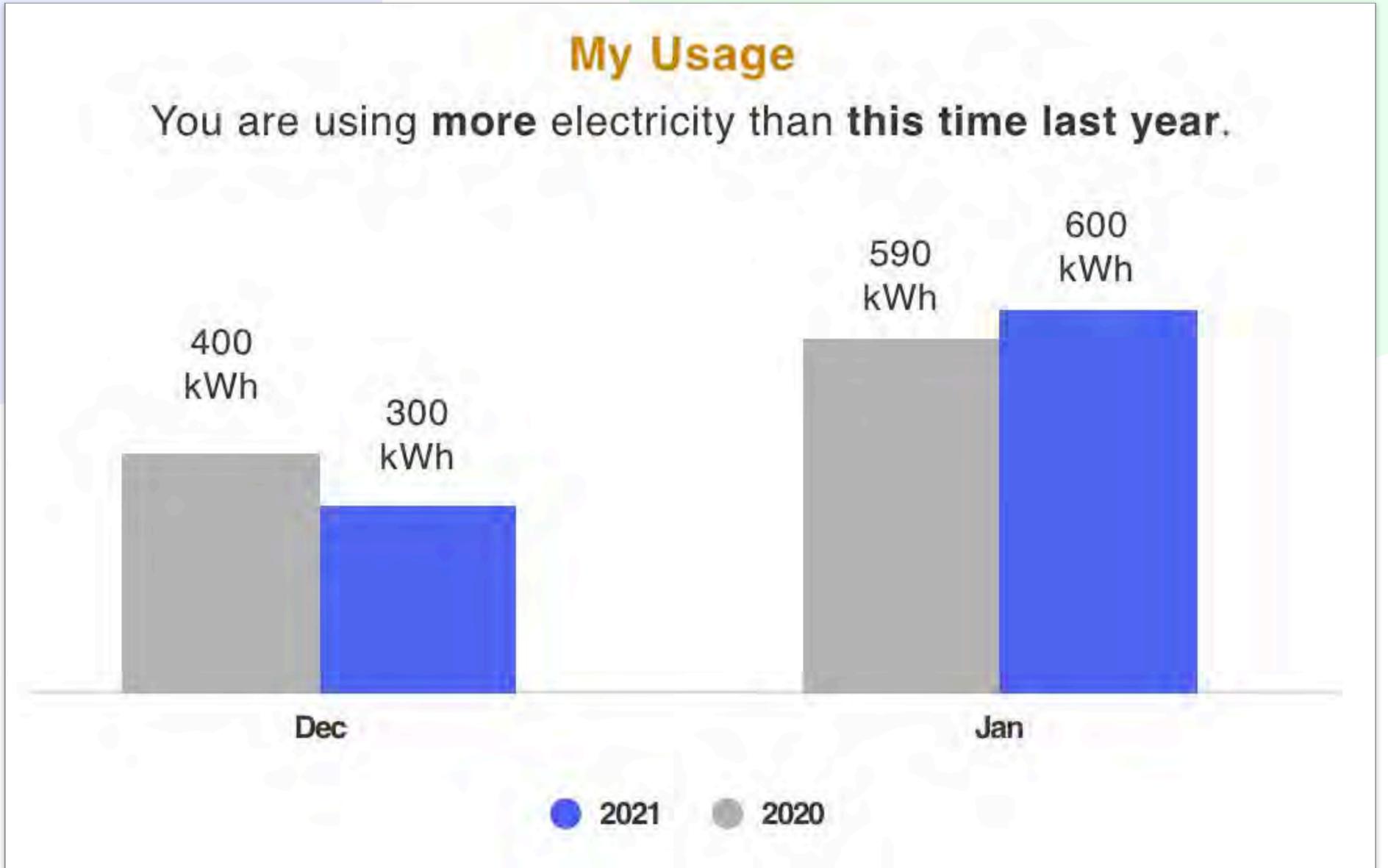


Efficient Similar Homes



Usage Trends

Usage Trends show customers how their billed usage is trending – are they using more or less? Customers who have more than a year of bills will see how their last bill compares to the same month in the previous year. Newer customers will see their last bill compared to the previous month.



Targeted Savings Measure

For low-income segments, this can include information about local programs such as weatherization assistance, efficiency project financing, and home energy audits. For segments with higher-income households we include tech-savvy measures such as high efficiency equipment upgrades and programmable thermostats.

Saving Tips



Saving Title

Cleaning or replacing the filters used by your heating and cooling equipment is a simple, do-it-yourself maintenance job that will help keep your heating and cooling systems in good shape, keep your indoor air clean, and lower your energy bills!

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Cleaning or replacing the filters used by your heating and cooling equipment is a simple, do-it-yourself maintenance job that will help keep your heating and cooling systems in good shape, keep your indoor air clean, and lower your energy bills!

[View More Tips](#)

This section has timely advice for customers who have an opportunity to save and are motivated to take action. The recommended savings measures are targeted to the treatment group and calendar month. Incorporate video content here for added impact, especially helpful for DIY measures.



Customer Service

The eHER website page for your program does not require a sign up or sign in, so it is easy to access. It introduces the program, explains its goals and benefits and helps customers who want to opt out. The Frequently Asked Questions section answers common questions and concerns. This page also includes contact information and tips on how to unsubscribe.

Frequently Asked Questions

Home Energy Report
Reliable Energy's Home Energy Report is a monthly email program that provides personalized information about your energy use and how you can save money.

About the Home Energy Report Emails

What is this?

The Home Energy Report is a once-a-month email with information about your energy use. We want our customers to know if they have opportunities to save money. This email is designed to give you interesting and useful information that will help you manage your energy costs.

Can I opt out?

What if I have questions or concerns?

About the "How Has My Usage Changed" Section

What is this?

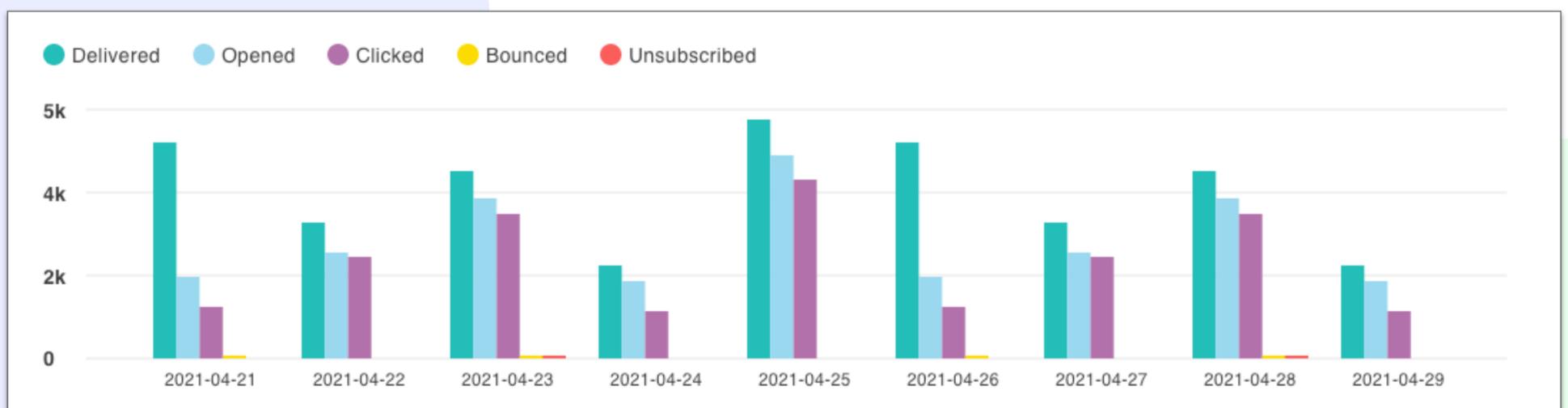
What is it for?

About the "How Am I Doing" Section

What is this?

Campaign Analytics

Power BI reports keep you informed about email deliveries and customer actions. See details about your subscribed customers and search by account number, email address and name.



This Power BI report provides the following eHER delivery metrics

- eHER reports delivered via email
- Emails opened by the customer
- Email links clicked by the customer
- Invalid email addresses
- Customers who clicked the unsubscribe link in the email.

It also includes the following subscription information:

- How many customers are subscribed
- Searchable subscription details, including account number, name and email address.