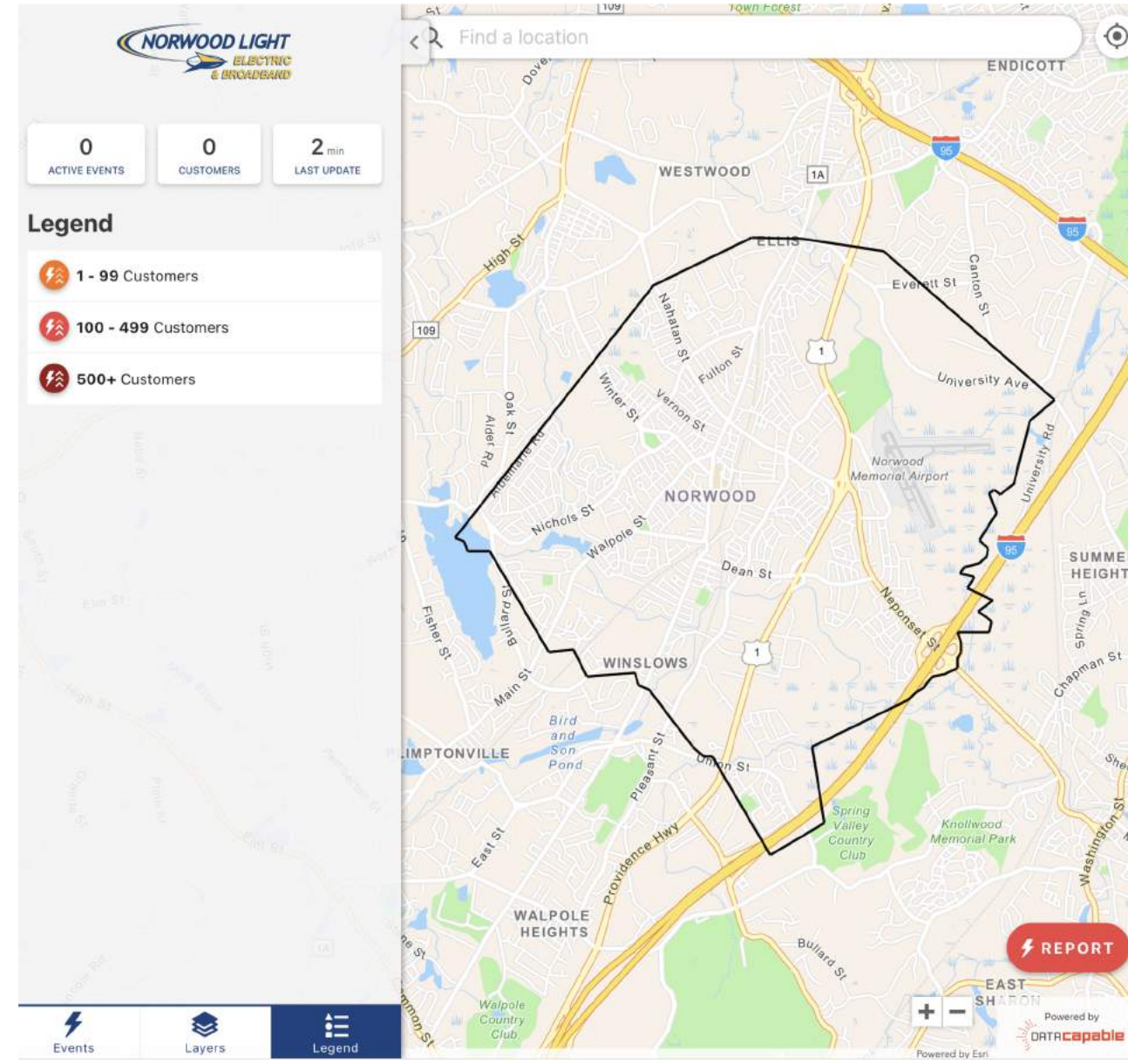
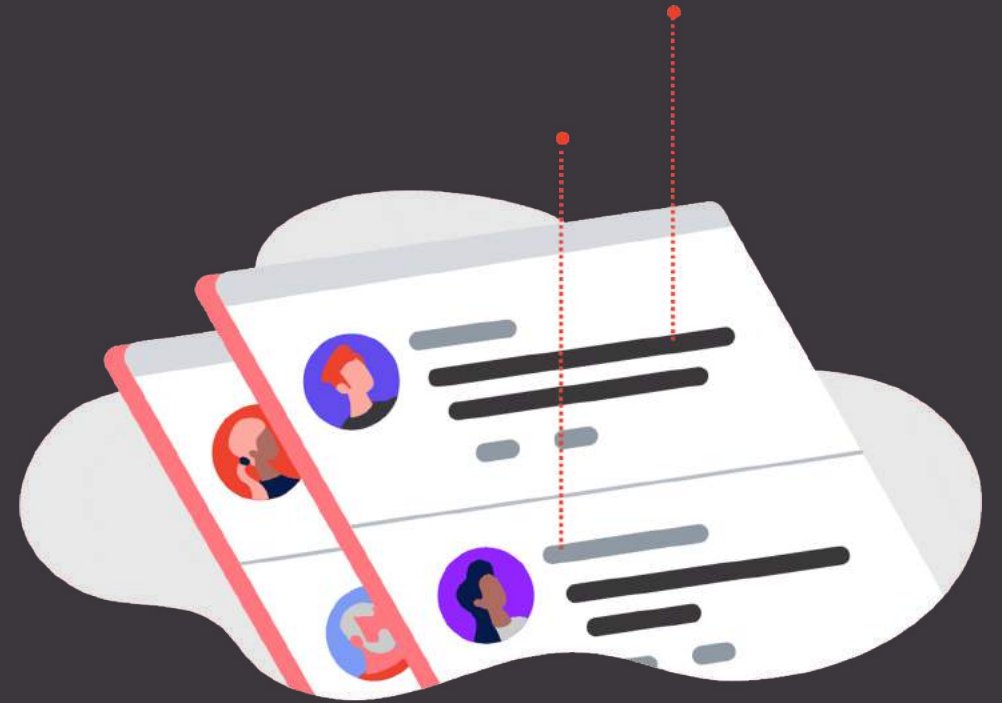


# Leveraging Customer Intelligence in Program Design & Marketing



# Agenda

- DataCapable Overview
- The Customer of 2022
- Agile in Action
- Vendor Landscape
- The Community Portal
- What is Next





## Zac Canders

Co-Founder & Co-CEO

[Zac@datacapable.com](mailto:Zac@datacapable.com)

- **Home:** Bangor, Maine
- **Favorite Project:** Avangrid Community Portal (more on this later)
- **Utility Leadership:** White House Visitor, Multiple TD World Cover Articles, 1<sup>st</sup> to Display Network in Real-Time!
- **Dog or Cat Person:** Dog

# DataCapable

Close the communication gap between businesses, customers, their communities and the critical events that impact them.

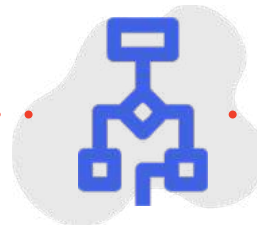
Increase safety, communication and value through enabling the real-time global discovery of events affecting people and places.



Founded in 2013,  
San Diego-based



100% growth  
year-over-  
year



Patented  
Algorithms



Esri®  
Award-Winner

# Trusted by Your Peers



[datacapable.com](http://datacapable.com)



# Trusted by Your Peers



# The DataCapable Platform



## Threat Detection

Assess problems and vulnerabilities in real-time and take action.



## Power Outage & Event Mapping

Real-time visualization and two-way communication informs and protects.

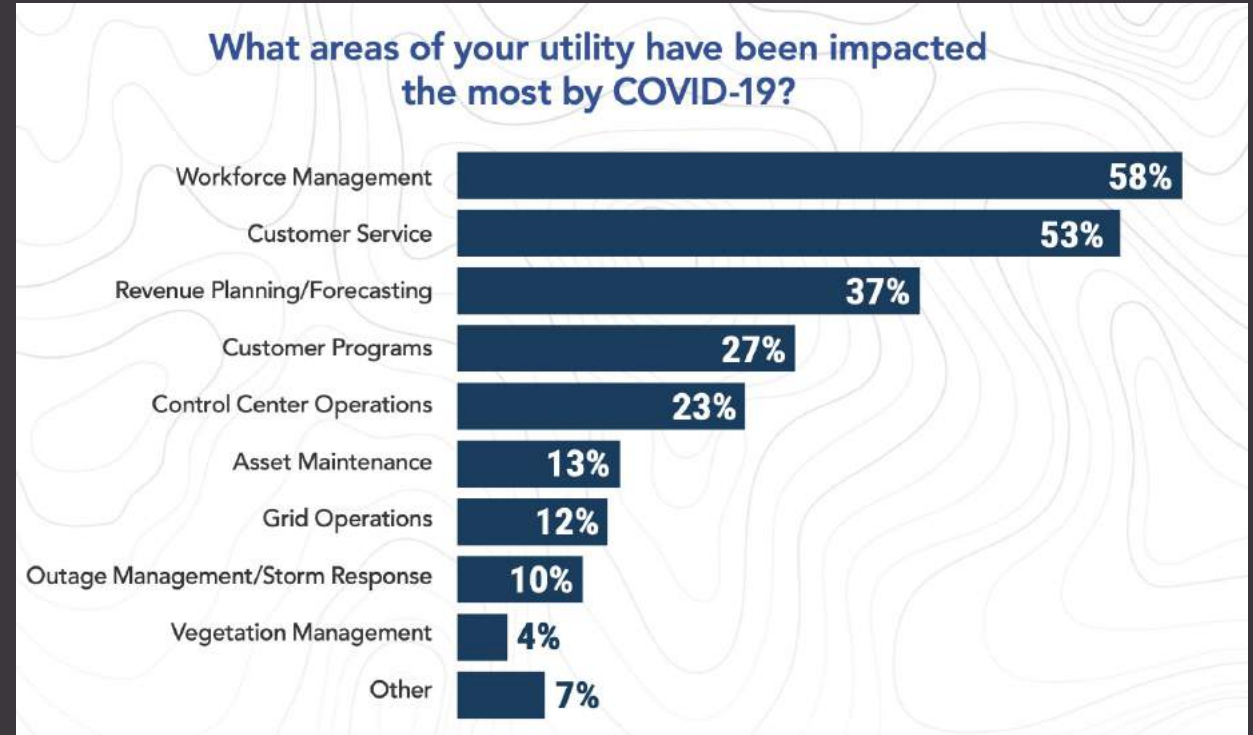
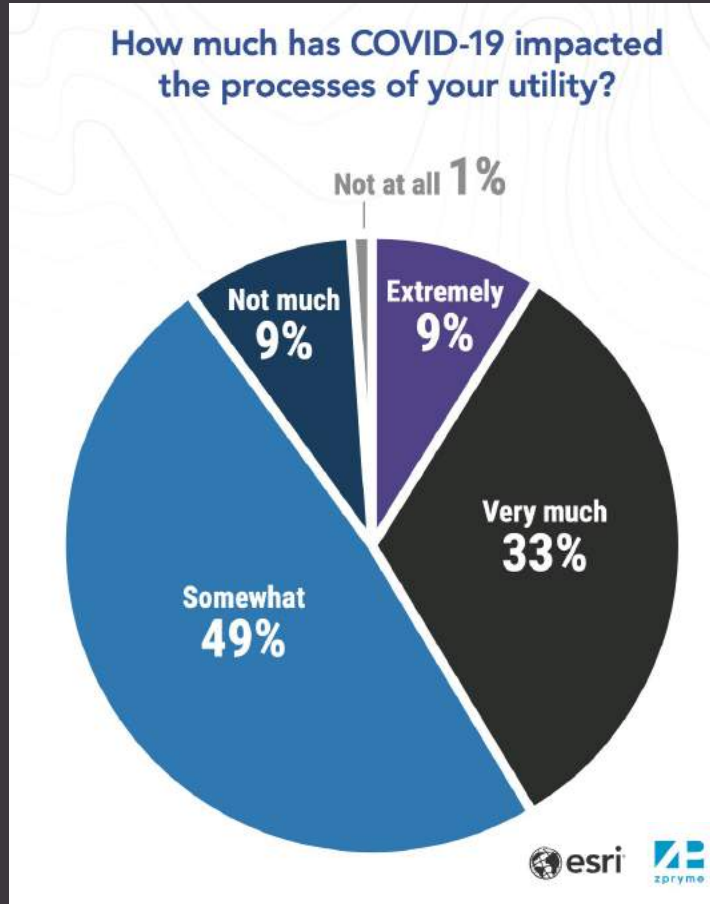


## Community Portal

Keep crews, constituents, and communities safe and informed, day or night.



# What's Changed





# Poll #1

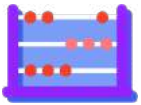
How many minutes (on average) do people spend thinking about their power bill each year?

1. 1 minute
2. 6 minutes
3. 22 minutes
4. All minutes

# The Customer of 2022



Is the utility industry solving problems from the customer's point of view?



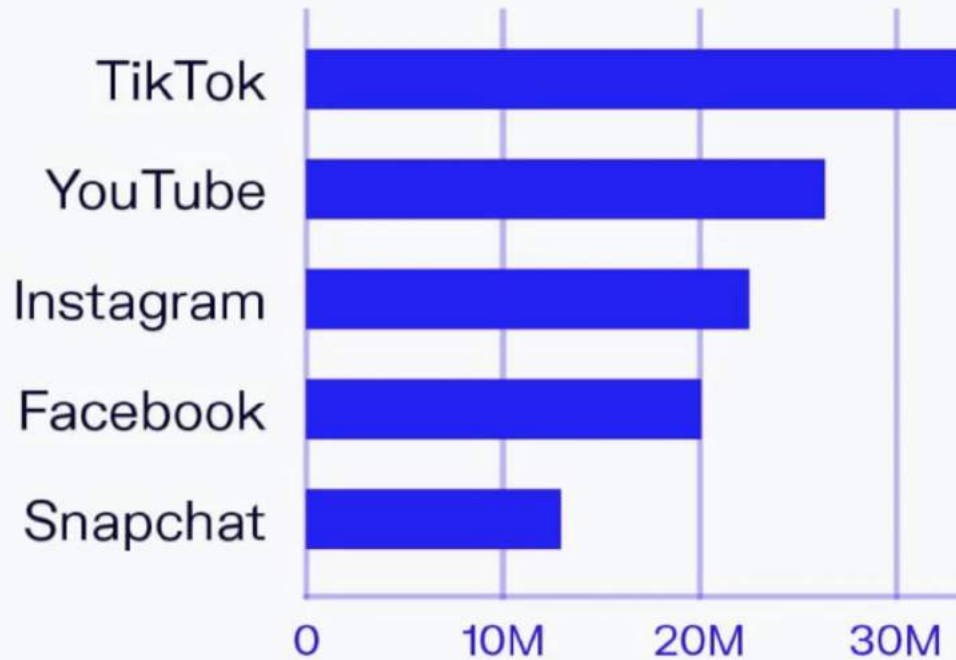
Do we know what information is important to the diverse audience of utility customers?



Are we EMPOWERING customers to take control during BLUE SKY *and* BLACK SKY days?



# The Customer of 2022



It ranked as the **top most downloaded app** in Apple's iOS App Store for Q1 2019, with more than

**33 MILLION**

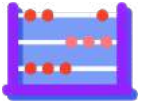
downloads.

(SensorTower, 2019)

# Customer Surveys



How do you do them? Do they include all underserved/demographic groups?



How often?



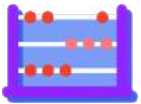
Do you capture customer awareness, customer participation?

# Customer Surveys



**Obtain representative, quantitative information about residential customers in the service area, with a focus on underserved customer groups:**

- Assess customer home characteristics, relationship to home (i.e., owner / renter), and geographic location
- Understand customer demographics
- Understand customer utility service, heating and cooling equipment, and energy burden



**Measure participation levels in residential programs to track progress towards improving service to underserved populations**

- Measure program participation rates
- Measure types of program participation
- Measure depth of program participation and savings
- Explore program participation for different groups and identify populations that have been underserved and in what ways o Identify any significant changes over time



**Assess customer awareness of the utility, especially among underserved customer groups**

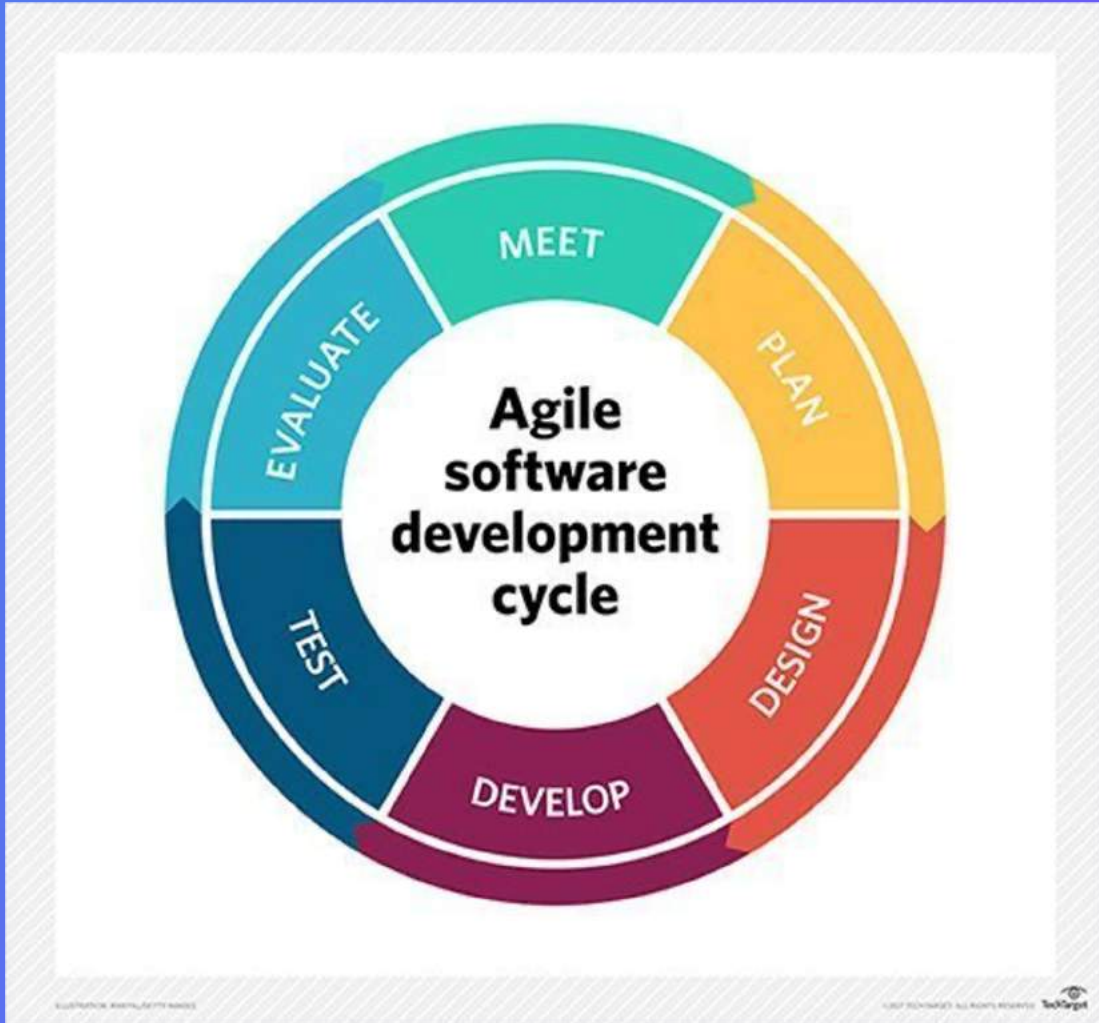
- Measure customer awareness of other energy services available in MA
- Identify any significant changes over time



# The Role of CRM...not CIS







# Agile In Action

Sprint 1

Sprint 2

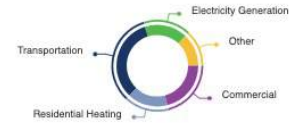
Sprint 3



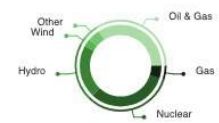
RESIDENTIAL

ALL CUSTOMERS

NYS CARBON EMISSIONS BY SECTOR



NYS ELECTRICITY GENERATION MIX



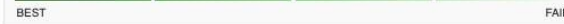
AVERAGE MONTHLY ENERGY USAGE

ELECTRICITY  
⚡ **1,172 kWh**

↑ +17.82%  
vs LAST MONTH

↑ +11.24%  
vs LAST YEAR

RANKED IN THE THIRD QUARTILE

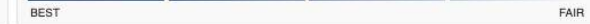


NATURAL GAS  
🔥 **36 Ccf**

↓ -30.51%  
vs LAST MONTH

↑ +26.45%  
vs LAST YEAR

RANKED IN THE SECOND QUARTILE



LIGHTING PROGRAMS

COMMERCIAL PARTICIPANTS

💡 **62**

CARBON SAVINGS (Metric Tons CO<sub>2</sub>e): 837

LEARN MORE

HVAC PROGRAMS

COMMERCIAL PARTICIPANTS

🏠 **3**

CARBON SAVINGS (Metric Tons CO<sub>2</sub>e): 8

LEARN MORE

TRANSPORTATION

ELECTRIC & HYBRID VEHICLES

🚗 **139**

CARBON SAVINGS (Metric Tons CO<sub>2</sub>e): 676

GASOLINE VEHICLES

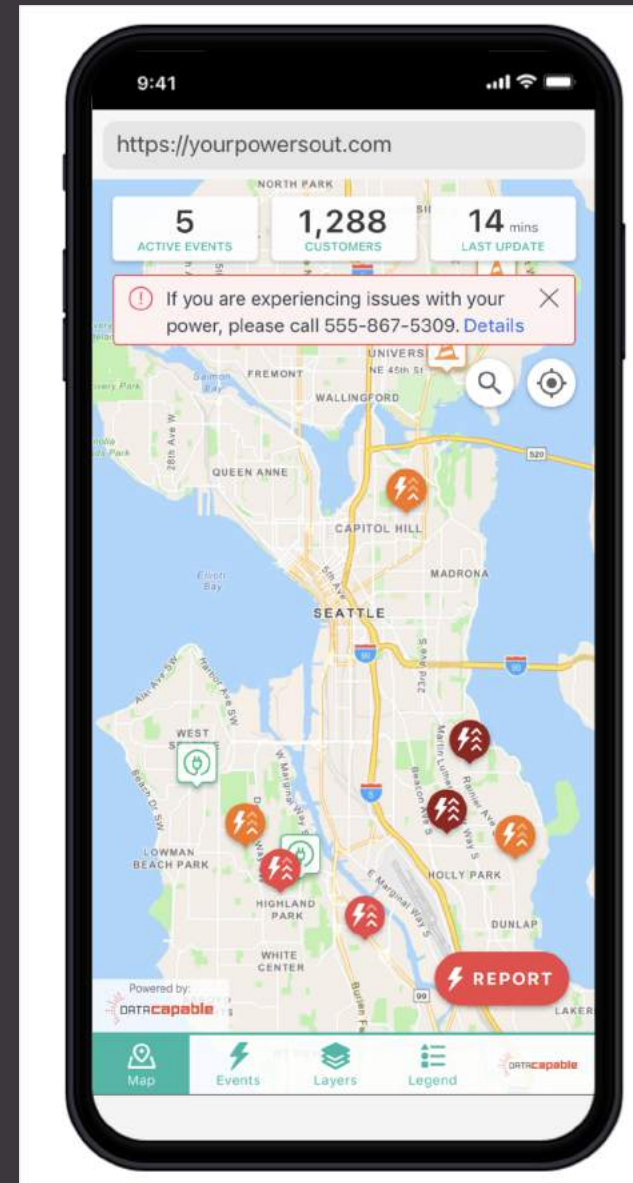
🚗 **6,145**

CARBON EMISSIONS (Metric Tons CO<sub>2</sub>e): 35,149

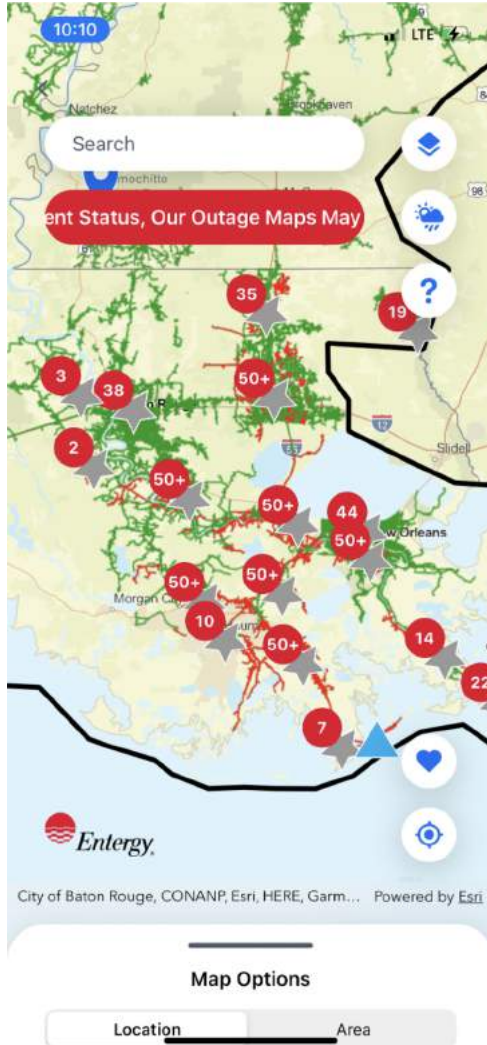
LEARN MORE

# Are You Mobile at the Core?

**Fact** - Most customers access the utility software via a mobile device.



# Native OR Embedded Mobile



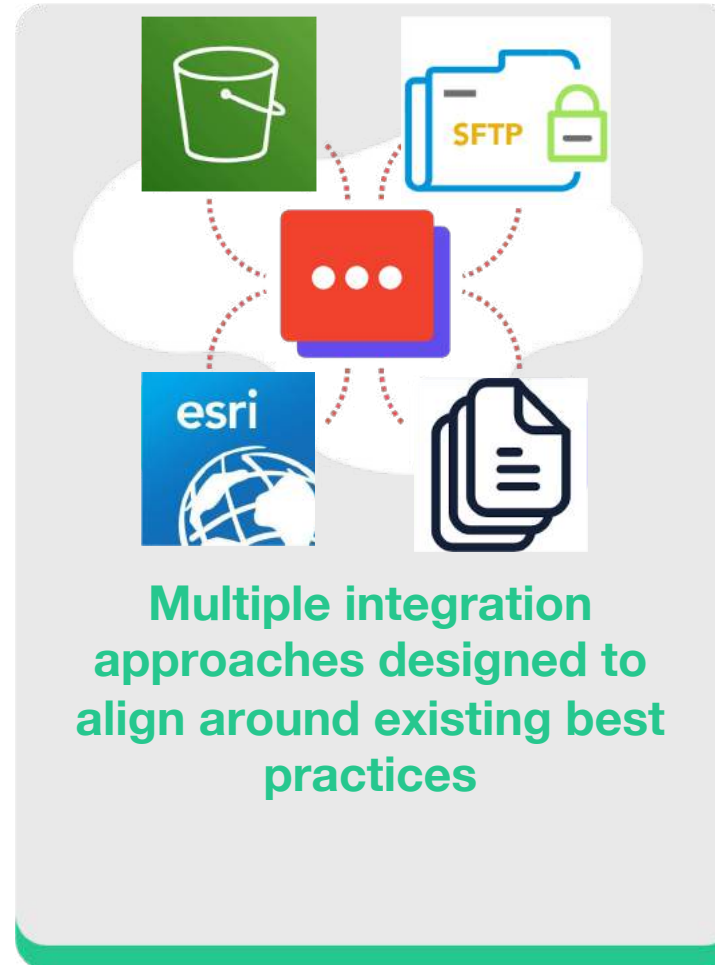
- **Native:** download the free Entergy mobile app to and view a **native** outage map.
- **Embeddable:** insert the experience as an iframe existing website or mobile app.





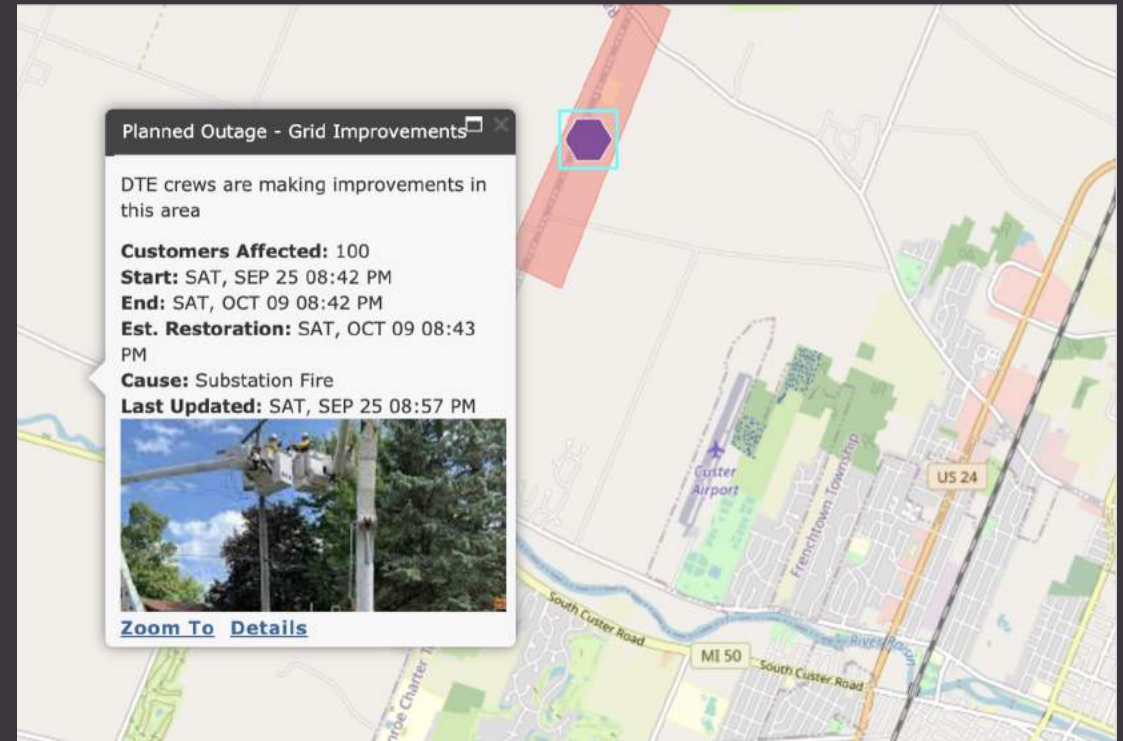
# Integration & Documentation

*Q: Can you provide integration documentation? If so, please explain:*



# Configuration vs. Customization

*Q: We would like to understand what's configurable with your offering; what capabilities do we have for controlling what info is displayed, how are features turned on / off, what is your release cycle?*





# Are You GIS Aligned?

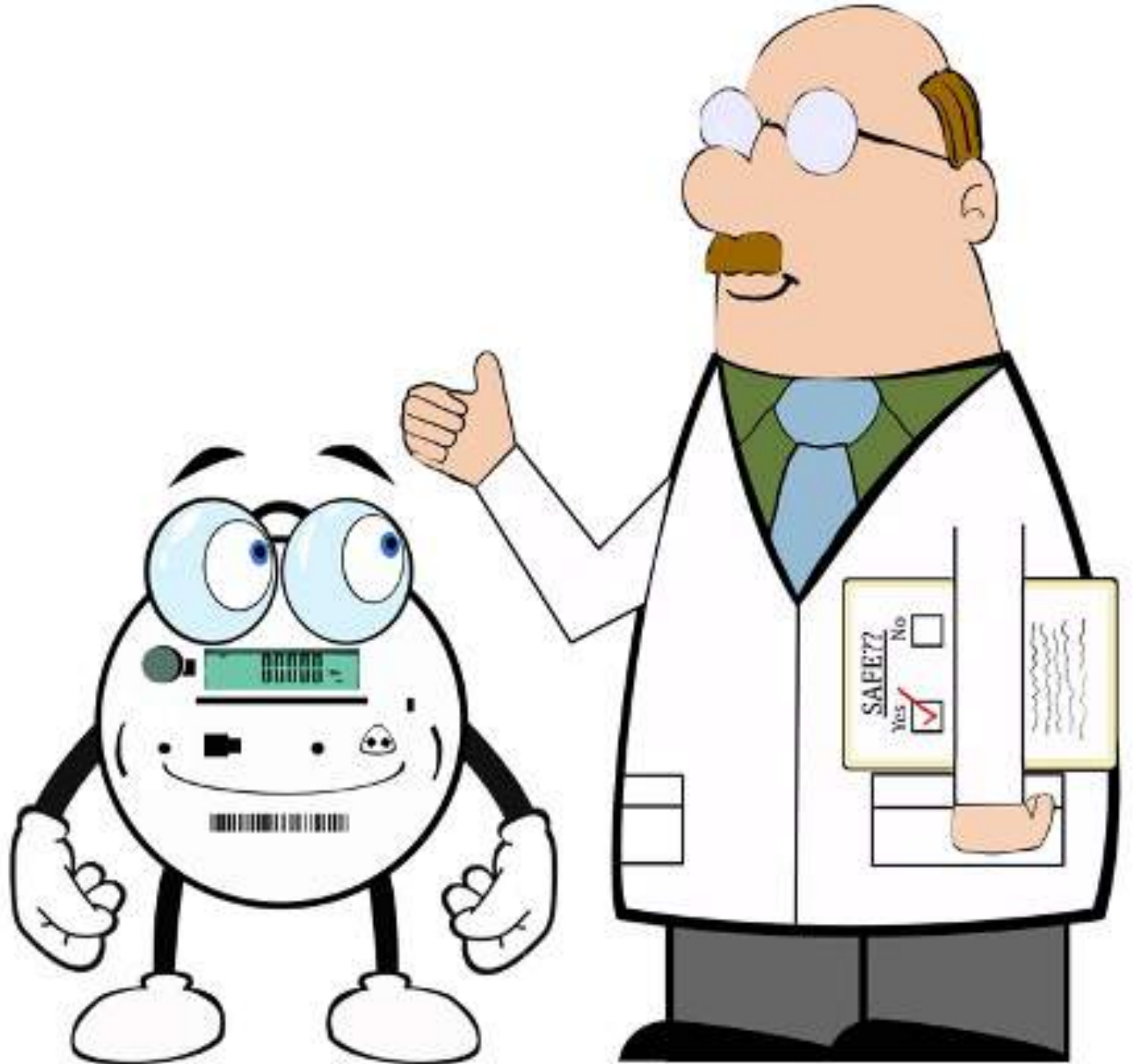
A well-documented history of project integrations, collaborations, and awards for Real-Time Geospatial Solutions?



## Poll #2

*Which cartoon character was the spokesperson for the electrification of America starting in 1926*

- 1. Eddy Lightbulb*
- 2. Reddy Kilowatt*
- 3. Electro Man*
- 4. Marty the Meter*

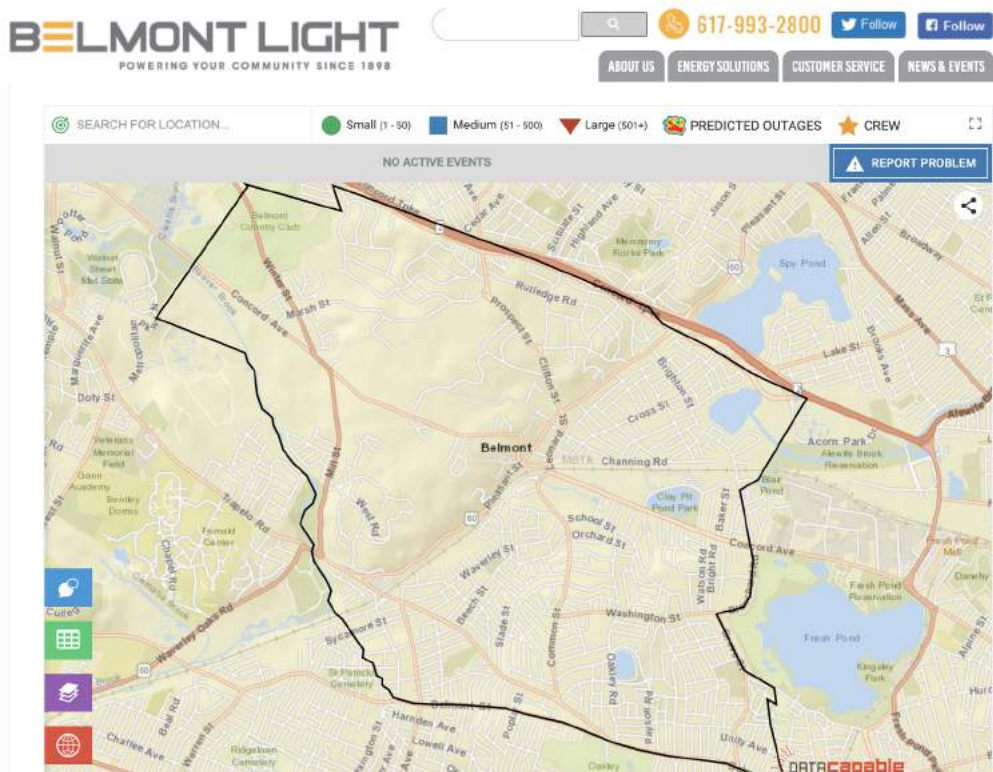


# Local Leadership in Action



“The future of OMS is a dynamic connection with the customer, powered by investments in GIS technologies”

~ Craig Spinale GM Belmont Light

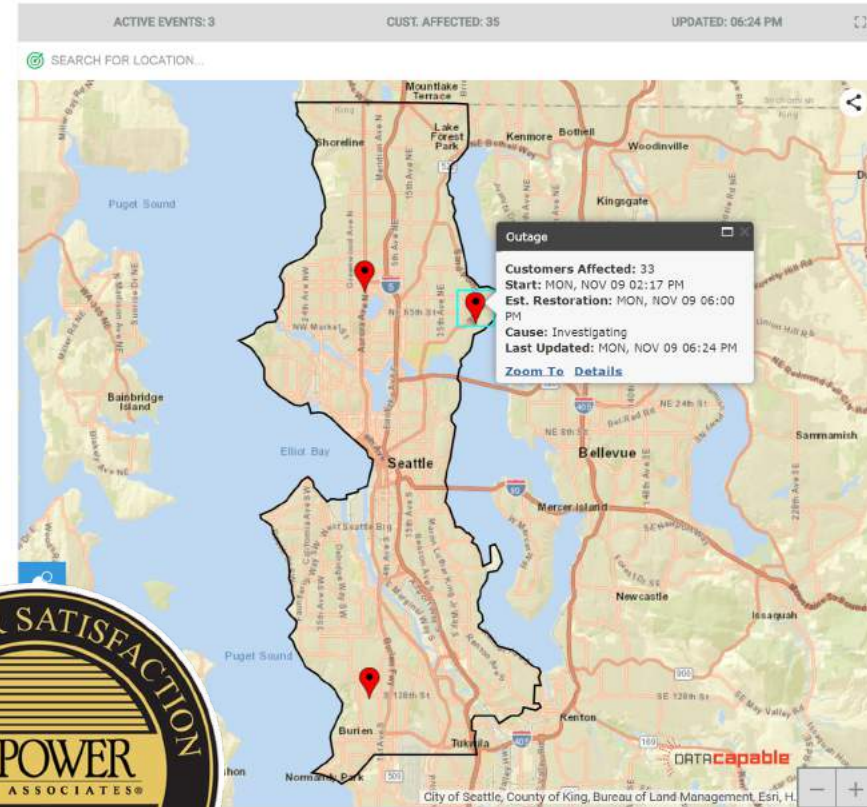






## An Award-Winning Map

- Noted excellence in Customer Communication, Engagement, and Satisfaction.
- Cover of TD World



# Communicate!!!!



### Reach Your Decarbonization Goals with Uplight

Achieve up to 20% of your utility carbon reduction goal through customer-centric strategies.

Learn More

### Exceed Your Net Zero Goals

Achieve up to 20% of your carbon reduction goal through customer-centric strategies.

Uplight [Open >](#)

## NEWS > LAFAYETTE PARISH

### LUS launches power outage and events map

**LUS Outage & Events Map**  
Customers will need to call to report an outage.  
• For a power outage: (337) 291-9200  
• For a downed power pole or line or to report a water or wastewater issue: (337) 291-5700

Photo by: KATC

By: KATC News  
Posted at 4:12 PM, Jun 23, 2021 and last updated 6:09 PM, Jun 23, 2021

Lafayette Utilities System (LUS) has launched a power outage and events map in preparation for hurricane season and year-round operations.

Search **KATC** EVERYWHERE you stream!

androidtv Apple TV freetv Roku

Now earn **3x points** on select streaming services.



SMART UTILITY > OUTAGE MANAGEMENT

## Outage Data Is Everywhere

Aug. 1, 2019

Social media and nontraditional data sets create transparency of when, why, and where major grid events occur.

Nancy Harris , Michael S. Weber



# The Community Portal

Real-time visualization of your events, public communications, and more.

**ALERT BANNER TO PROVIDE UPDATED INFORMATION DURING EMERGENCIES**

SWITCH TO SATELLITE VIEW

10 mi

LEGEND

ROLE-BASED ACCESS AND ARCHIVAL DATA

ANALYTICS AND EXPORT FUNCTIONALITY

LEVERAGE GIS ASSETS AND LAYERS

POWERFUL "TWO WAY" COMMUNICATIONS





**August 5, 2020** — The storm caused widespread damage throughout the northeast, impacting 3.7 million homes and businesses.

**Central Hudson Gas & Electric (CHGE)** experienced heavy rains and damaging winds lasting over 12 hours, with over 38,000 outage reports received at the local contact center.

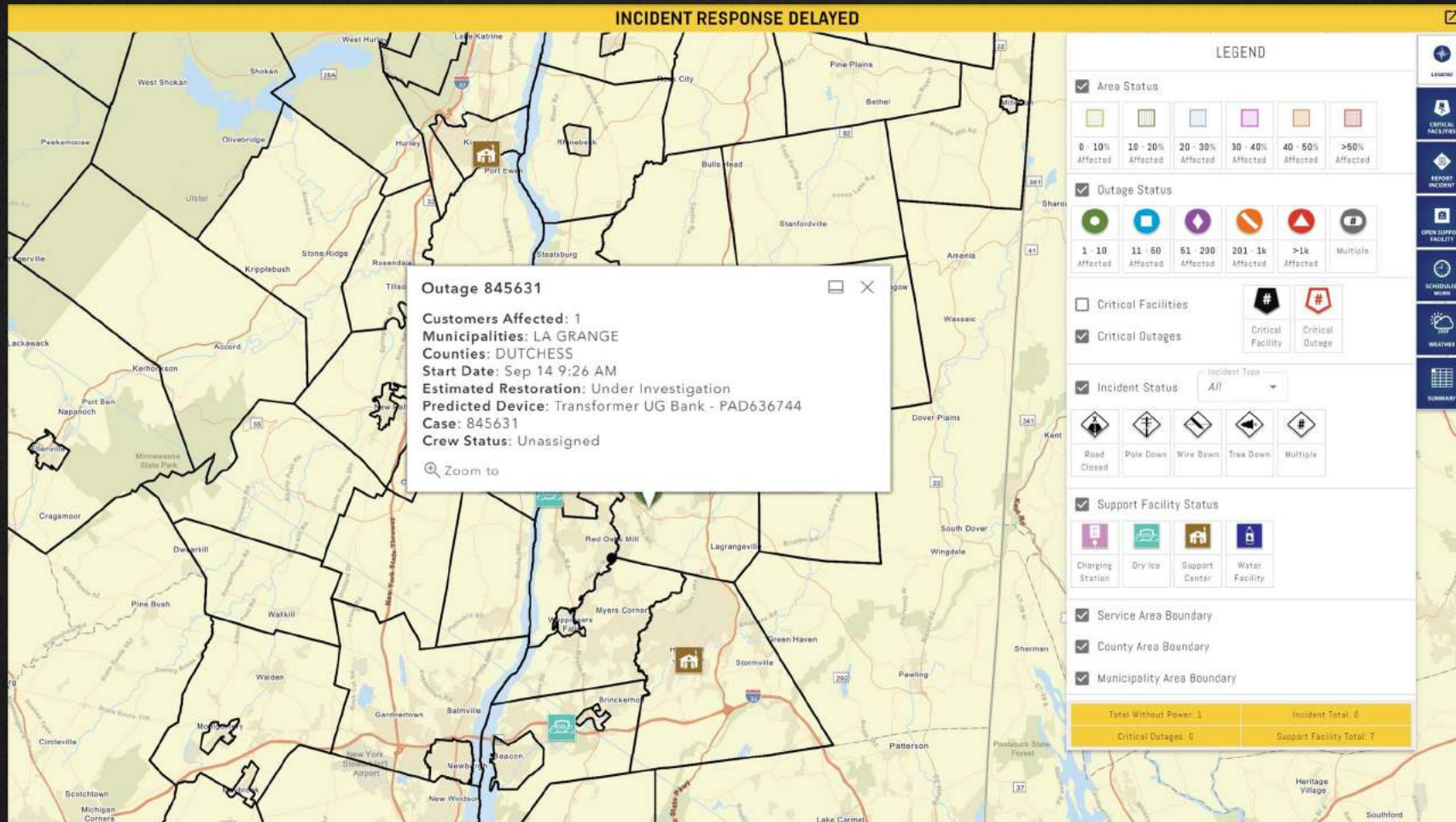
**Isaias was the 4th largest storm in CHGE’s company history and knocked out many of the traditional on-site systems of communication (phone, email, website, and more).**

Over 1,170 damage locations were reported via DataCapable’s cloud solutions as CHGE leveraged the ‘**Community Portal**’ to report incidents via smartphone, announce the availability of emergency facilities and dry ice locations, and provide updates on status for subscribed events.





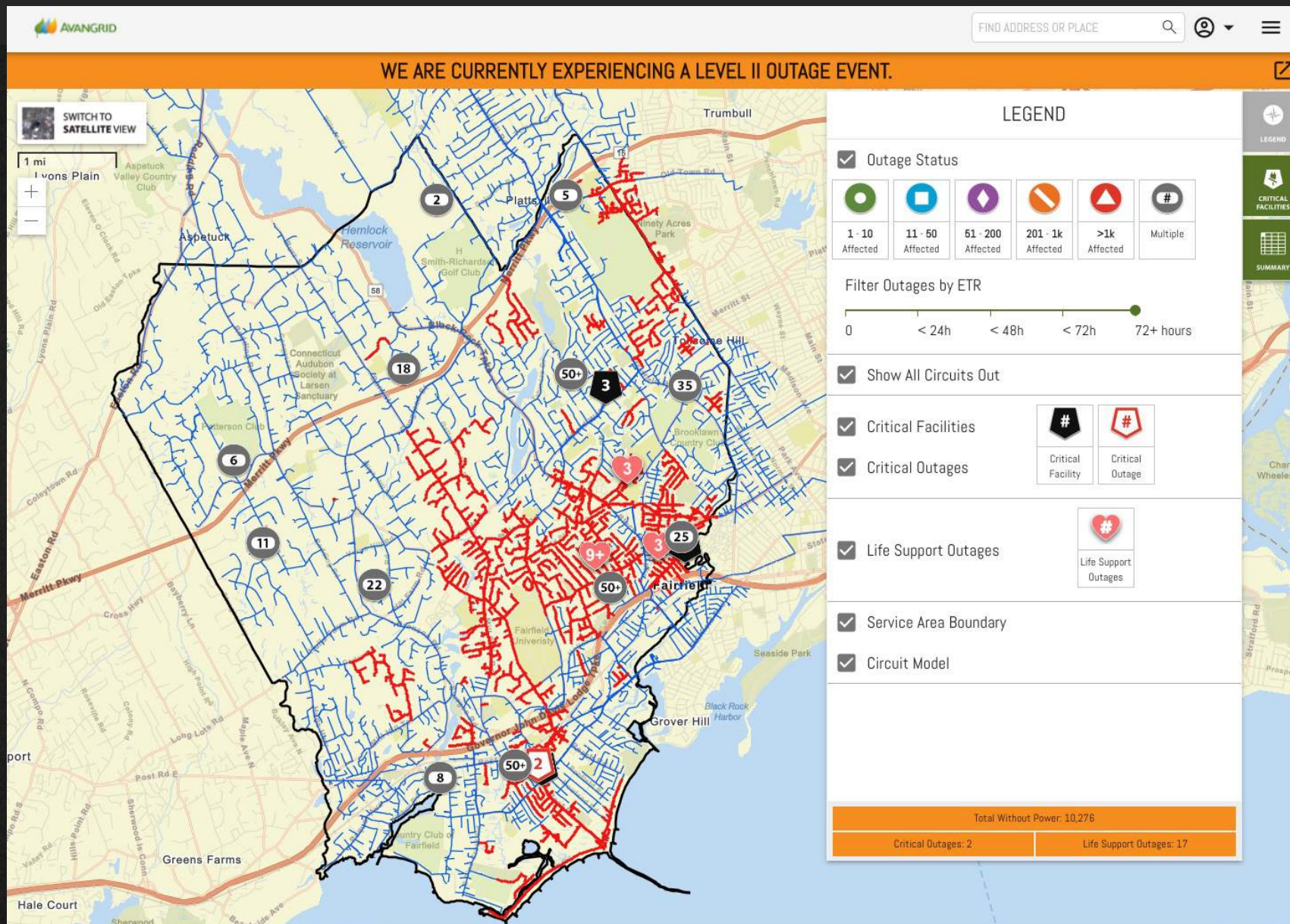
# VISUALIZE ASSETS AND OUTAGES







# A REAL TIME NETWORK MODEL







# ENABLE EASY INCIDENT REPORTS

### INCIDENT RESPONSE DELAYED

SWITCH TO SATELLITE VIEW

6 mi

#### REPORT INCIDENT

Channels are **NOT** monitored 24/7 — CALL 911 in the event of fire, motor vehicle accidents or other emergencies.

**Address**

USE MY LOCATION

**DROP A PIN ON MAP**

STREET ADDRESS

CITY

STATE ZIP CODE

##### 1) POLE DAMAGE

IS A **POLE** AFFECTED? **YES**

A) IS A **POLE** LEANING? **YES**

1  2  3  4+

B) IS A **POLE** BROKEN? **NO**

##### 2) WIRE DOWN / WIRE LOW

IS A **WIRE** AFFECTED? **YES**

A) IS A WIRE DOWN **BETWEEN POLES**? **NO**

B) IS A WIRE DOWN **BETWEEN BUILDINGS**? **YES**

ADD PHOTOS

SUBSCRIBE

Total Without Power: 1	Incident Total: 0
Critical Outages: 0	Support Facility Total: 7

LEGEND

CRITICAL FACILITIES

REPORT INCIDENT

OPEN SUPPORT FACILITY

SCHEDULED WORK

WEATHER

SUMMARY



# OPEN EMERGENCY FACILITIES

**Central Hudson** MUNI-PORTAL ADMIN - MAP VIEW

MUNICIPAL PORTAL DEMO...

SWITCH TO SATELLITE VIEW

0.4 mi

OPEN SUPPORT FACILITY

Support Facility Name\*  
Dry Ice

Description  
Located at the local park. Hours 9am-5pm

< DROP A PIN OR USE MY LOCATION

Or enter an address below:  
196 E HOOK RD, HOPEWELL JUNCTION, NY, 12533, USA

Support Facility Services (select ALL that apply)

- Center
- Dry Ice
- Charging Station
- Water

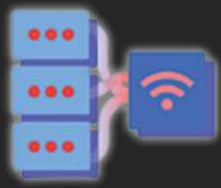
OPEN SUPPORT FACILITY

Total Without Power: 6,009	Incident Total: 11
Critical Outages: 10	Support Facility Total: 4

Esri, HERE, Garmin, SafeGraph, INCREMENT P, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA

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# COMMUNICATE

Engage in two-way communication with stakeholders at municipalities with a few clicks.

Fully compliant with NYPSC reporting mandates

**Central Hudson** MUNI-PORTAL ADMIN - OUTBOUND MESSAGING

**COMPOSE MESSAGE**

To (Municipalities):  
Ancram x

To (Custom Groups):  
Select...

CREATE NEW GROUP EDIT EXISTING GROUP DELETE GROUP(S)

Internal Title \*  
eg: PLANNED OUTAGE #12

Message Body \*  
eg: PLANNED OUTAGE ON XX/XX/XXXX

SEND > RESET