

Aclara ACE Electric Solutions

Consumer Engagement



Thanks to the increased prevalence of advanced metering infrastructure (AMI) and other smart infrastructure solutions (SIS) as well as the evolving demands of the utility consumer, an effective consumer engagement (CE) strategy has become a critical component of a utility's overall service offering for their customers. Without an effective CE strategy in place, utilities could fall short of their customers' expectations, thus leading to consequences such as lower customer satisfaction, higher call center volumes, and a higher cost to serve. To respond, utilities require a reliable CE solution that can adapt to their objectives, enabling them to meet their customers' expectations, and position the utility to better serve their customer base.

OVERVIEW

Aclara's Adaptive Consumer Engagement (Aclara ACE®) portal was architected at every layer to be flexible and configurable, allowing for our solutions to adapt to each of our utility partner's needs. Whether your utility is focused on bill/cost awareness, utility program adoption, conservation or AMI data presentment, the Aclara ACE portal can be configured with content that is in direct alignment with your utility's priorities.

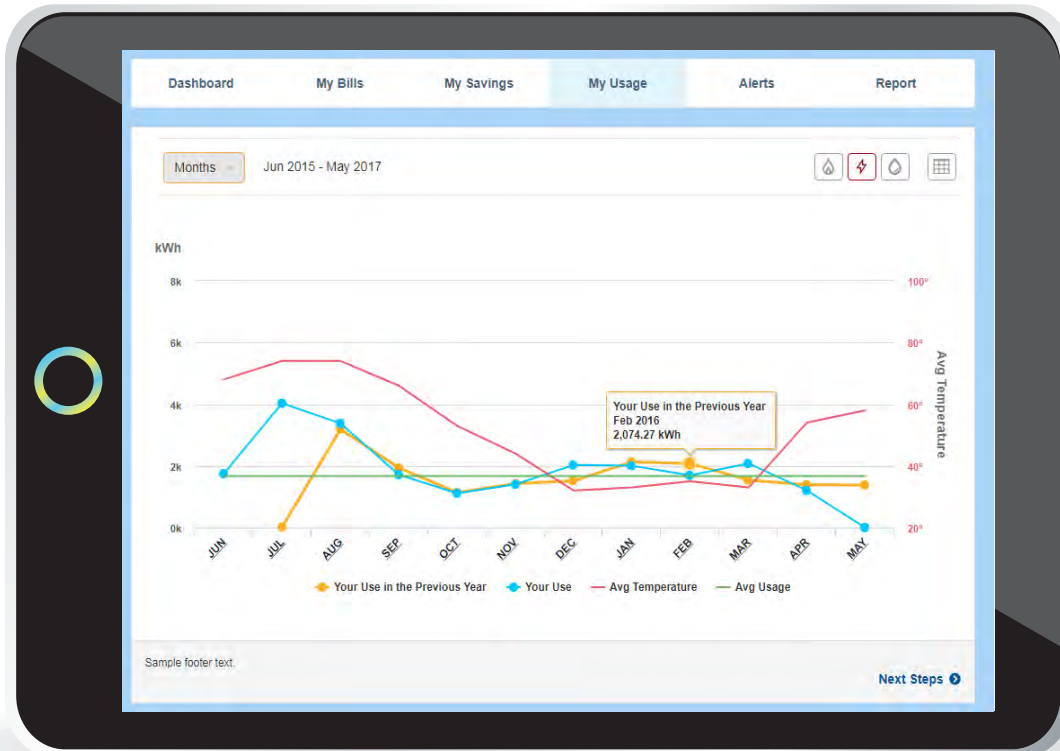
Aclara ACE equips utility customers with personalized content that enables them to better understand their utility bill and changes to their costs (My Bills), transparency into their consumption (My Usage), and tools/information to reduce their overall costs (My Savings). Additionally, our Insights engine generates succinct, direct, and personalized messages for each user that keeps them informed of changes to their costs due to weather or other factors, consumption patterns, and promotion of Ways to Save to help the user control their costs.

BENEFITS

- Have the ability to configure your solution to meet your CE goals.
- Reduce call center volumes by equipping your customers with the tools and information to self serve.
- Improve customer satisfaction by providing your customers with the transparency into their costs and consumption.
- Drive program adoption by effectively targeting your users with information about utility-sponsored programs that are relevant to that customer.
- Personalize your customers' online experiences through our direct messaging and Insights engine.
- Support your customers by equipping your customer service representatives (CSRs) with a "360° view" of your customers.
- Meet program goals by providing your customers with the tools to heighten cost awareness and adoption of cost-reducing tools.
- Reach your customers on their channel of choice. Aclara's ACE™ content is available online, on smart phones or tablets, through text messages or e-mail alerts or through mailers.

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FEATURES

- **My Bills** – Enables users with the tools to self serve and answer their billing-related questions themselves.
- **My Usage** – Provides users with complete transparency into consumption through dynamic charts, graphs, and visualization.
- **My Savings** – Equips users with tools such as an online audit, recommendations library (Ways to Save), the ability to set goals; create an action plan to save on their utility costs. Available for residential to small/medium businesses.
- **Load Disaggregation** – Inform your customers about their home’s consumption to help them identify Ways to Save on their costs or promote utility programs.
- **Responsive Design** – Makes all Aclara ACE® content accessible on any smart phone or tablet.
- **Alerts** – Delivers actionable text message or e-mail alerts to help customers control their costs.
- **CSR Tools** – Provides customer service representatives with a “360° view” of customers and the exact same user experience to enable them to efficiently and effectively serve your customers.
- **Content Management System** – Configure the Aclara ACE portal for promotions, messaging and cost savings recommendations to match your goals.
- **API-widget design** – Offers flexibility to configure the Aclara ACE portal and also enables utilities to integrate our widgets/content into their portals.