E Source | ONEINFORM

Next-generation program development: Future-proofing the business

Case study

Key highlights

Using E Source OneInform, our client:

- Is transforming how it engages with customers by radically rewriting the rules of segmentation; rather than relying on canned segments, the utility is analyzing **customer behavioral load cohorts**—groupings of customers based on their weather-normalized energy usage
- Captured planning benefits early on by identifying all electric vehicles (EVs) in its service territory using Level 2 chargers and developing a solar adoption forecast over time
- Is developing future programs with individualized offers with specific value propositions based on what is known about each customer

Challenges

Facing the threat of new competition, a large mid-Atlantic electric utility wanted to future-proof its business by becoming the go-to provider of all things electric. To do that, it needed to understand individual residential and business customers and be able to serve their specific needs.

Solution

The utility teamed with E Source on an ambitious fact-finding mission: better understand the behaviors and load profiles of every one of its customers—all 1.6 million of them. Through OneInform, our artificial intelligence (AI)–powered suite of solutions, we tapped into the utility's customer-history data and fused it with our proprietary trove of 650 household attributes. The result was a collection of AI-ready datasets to be used for further behavioral analysis.

OneInform is also using the utility's advanced metering infrastructure (AMI) data to develop weather-normalized load baselines and forecasts for every customer in the system. OneInform applies machine learning to automatically cluster customers into cohorts based on behavioral load shapes. It then performs AI-driven analysis on each cohort to inform program development. The programs run through a recommendation engine that simulates program impacts for each customer.

Outcomes

With OneInform, the utility is unlocking the potential of its massive AMI database to mine additional value for its customers and itself, already realizing quick wins with solar adoption scenarios and the identification of all EVs with Level 2 charging in its service territory. By creating new,

dynamic, fine-grained customer cohorts that are continually enhanced through machine learning, the utility is on the path to its ultimate goal: offer individualized value propositions to each customer. This is a truly customer-centric approach to developing the next generation of programs.