

# How AI is Transforming Utility Communications





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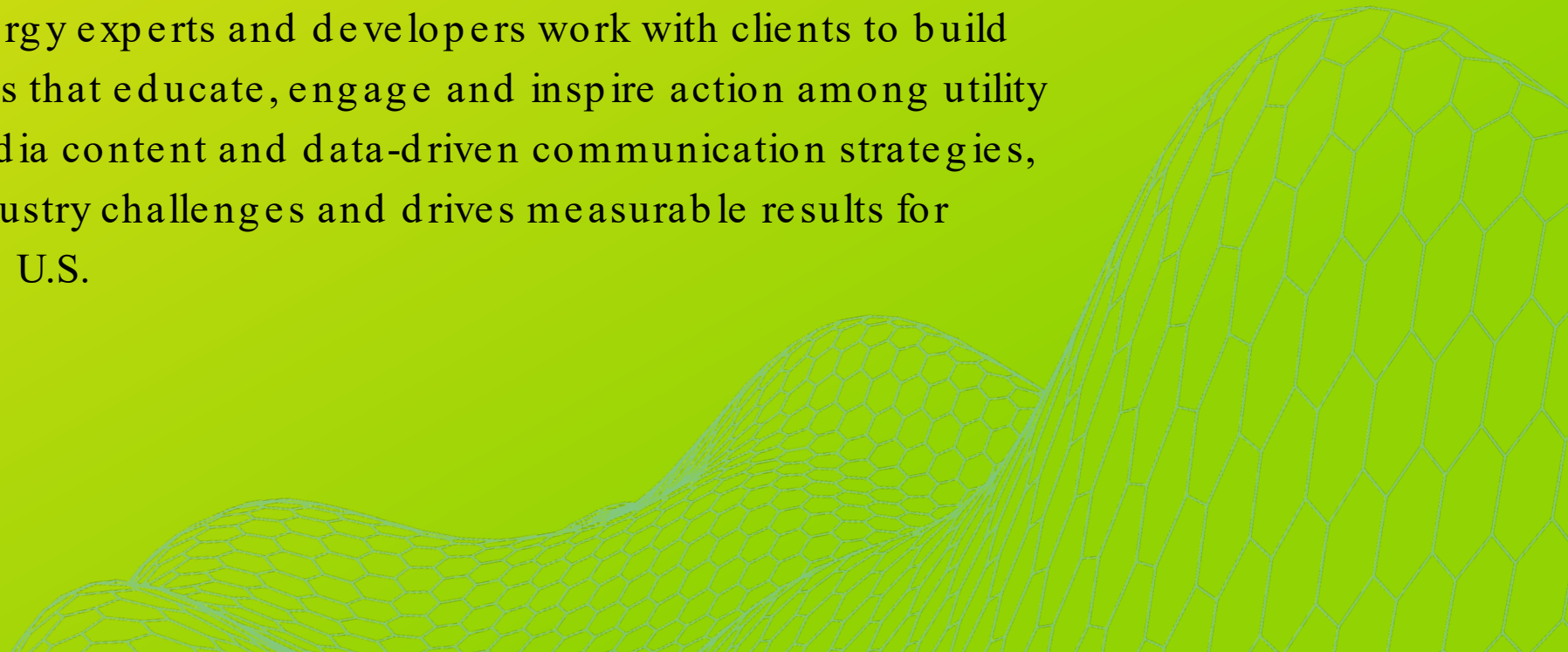
# Who is Questline Digital?

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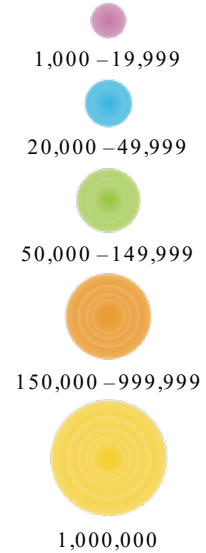
Questline Digital is a marketing and technology company that builds engaging experiences throughout the utility customer journey, boosting program participation and overall satisfaction.

Our team of strategists, energy experts and developers work with clients to build cohesive digital experiences that educate, engage and inspire action among utility customers. Mixing multimedia content and data-driven communication strategies, Questline Digital solves industry challenges and drives measurable results for energy providers across the U.S.



# Our Clients

## Utility Customers



# Agenda

- Introduction
- Benefits of AI
- How AI Improves Engagement
- Utility Use-Cases
- Strategies for Implementation
- Limitations of AI
- Questions

## How AI Is Transforming Utility Operations

### [Energy Innovation]

Artificial intelligence isn't just for organizations with deep pockets or advanced technical skills. Beyond AI-powered chatbots and virtual assistants that can handle simple queries in real-time, freeing up customer service representatives to handle more complex issues, AI algorithms can also analyze data to anticipate customer needs, optimize energy management, and predict future demand. Learn from real-world examples to see how your utility can leverage AI to better manage resources and reduce costs, from predicting and reacting to market fluctuations to helping your team save time and providing customers with a personalized experience.

***Jared Combs**, Business Intelligence Analyst, CDE Lightband, Clarksville, Tennessee; **Juan Corredor**, Chief Technology Officer, Open International; and **Brian Lindamood**, Vice President of Content & Marketing Strategy, Questline*

# Learning Objectives

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1. Understand how AI technologies are designed to work in tandem with human skills, enhancing productivity while allowing for more strategic use of human resources.
2. Identify and explain specific use cases where AI can improve efficiency and effectiveness in utility communications.
3. Assess strategies for implementing AI in utility communications.

# AI in Utility Customer Engagement

# Most People Already Use AI



2007

Netflix begins streaming content; "Top Picks for You"

JEOPARDY!

Feb. 2011

Watson Computer System wins Jeopardy!



Oct. 2011

Apple integrates Siri into iPhone 4S

alexa

2014

Amazon Alexa initially released



2022

ChatGPT released

## So, why now?

1

The technology that has been developed is something to talk about

2

This is going to have an immediate impact on people's jobs and lives



# Benefits of AI



Scales up human efficiency



Understand customer needs



Time-saving and convenient



# How Can AI Improve Customer Engagement?

- **Automate communications:** Send relevant content and promotions based on customer needs and interests
- **Data analytics for segmentation and personalization:** Set up rules for behaviors, actions and interests and group customers accordingly; send targeted communications
- **Track energy consumption and usage:** Create dynamic pricing or time-of-use rate plans; offer ways customers can reduce energy usage by changing habits
- **Advanced customer service:** Chatbots assist service representatives in providing quick, efficient responses and predict customer recommendations

# How Can AI Improve Customer Engagement?



Create more personalized experiences for customers by tracking data and actions

Artificial intelligence allows us to **understand customer interests** and **respond to customer needs** faster, more effectively and more efficiently.

# Utility-Specific Use Cases for AI



## Welcome messaging

Outreach campaign responds to customer needs and actions



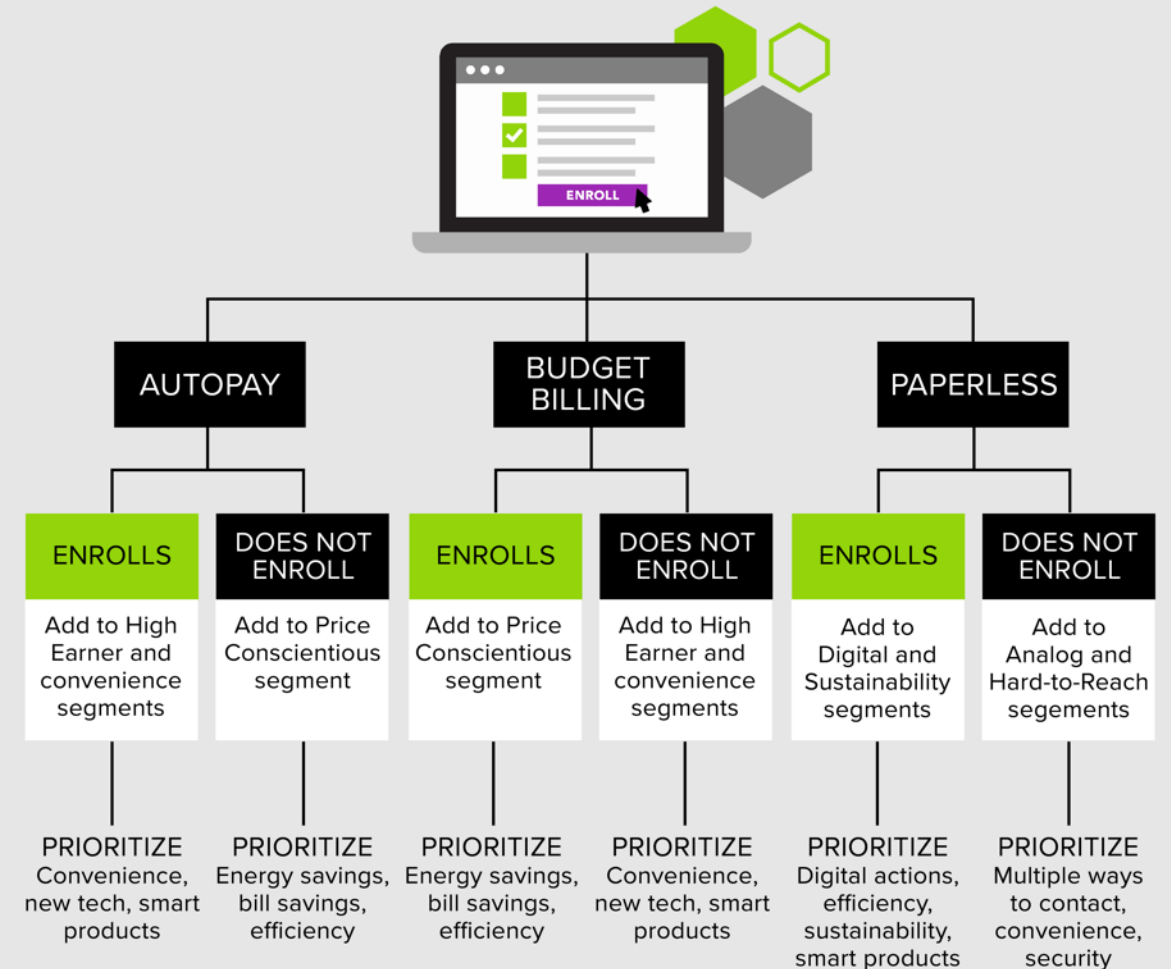
## Chatbots

Answer customer questions or handle common inquiries



## Dynamic newsletters

Personalized, relevant content that responds to customer interests

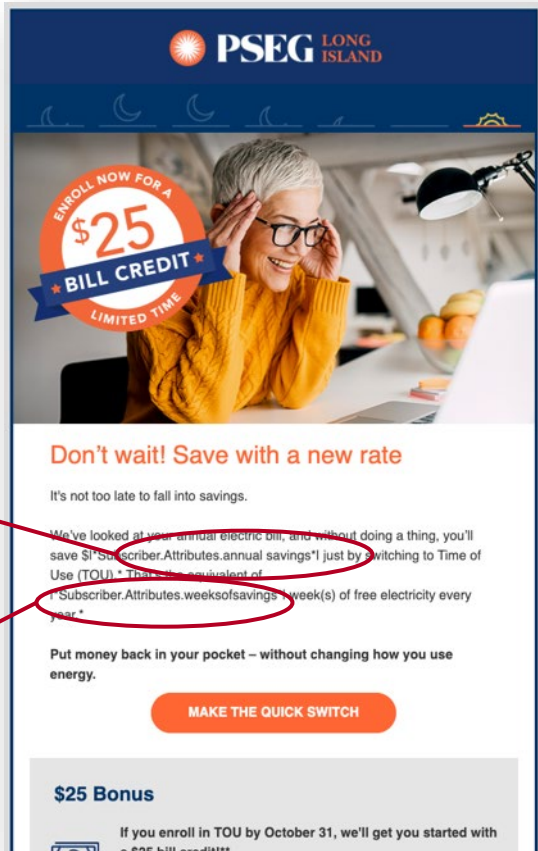


# AI Communications Case Studies

# Case Study: Targeted Rate Communications

- **Utility Goal:** Educate customers about dynamic rates and promote adoption of new time-of-use rate plan
- **AI Solution:** Analyze customer energy use to identify segments based on how the rate plan would impact them
- **Communications campaign:** Targeted messages based on segment, personalized to include the actual rate impact for each customer

# Case Study: Targeted Rate Communications



**PSEG LONG ISLAND**

ENROLL NOW FOR A **\$25 BILL CREDIT** LIMITED TIME

**Don't wait! Save with a new rate**

It's not too late to fall into savings.

We've looked at your annual electric bill, and without doing a thing, you'll save \$! \*Subscriber.Attributes.annual savings\*1 just by switching to Time of Use (TOU). \*\* That's the equivalent of \*Subscriber.Attributes.weeksofsavings\* week(s) of free electricity every year.\*

Put money back in your pocket – without changing how you use energy.

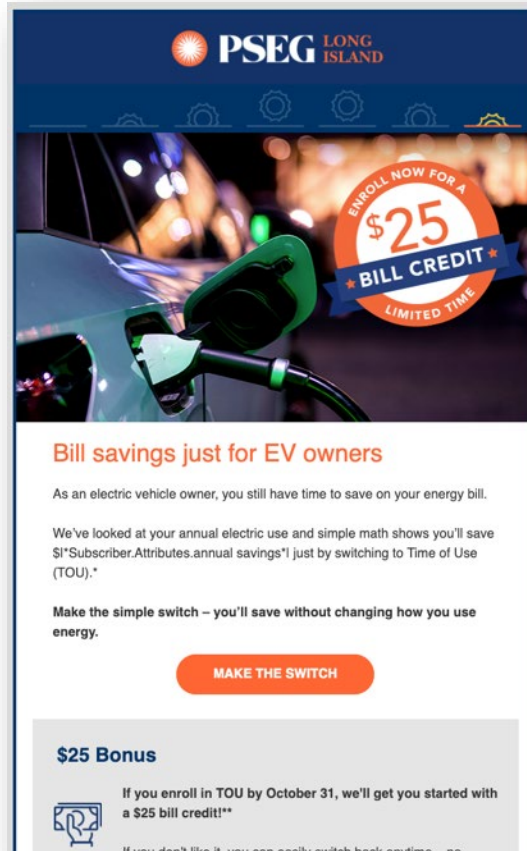
**MAKE THE QUICK SWITCH**

**\$25 Bonus**

If you enroll in TOU by October 31, we'll get you started with a \$25 bill credit! \*\*

Annual savings

Weeks of free electricity



**PSEG LONG ISLAND**

ENROLL NOW FOR A **\$25 BILL CREDIT** LIMITED TIME

**Bill savings just for EV owners**

As an electric vehicle owner, you still have time to save on your energy bill.

We've looked at your annual electric use and simple math shows you'll save \$! \*Subscriber.Attributes.annual savings\*1 just by switching to Time of Use (TOU).\*

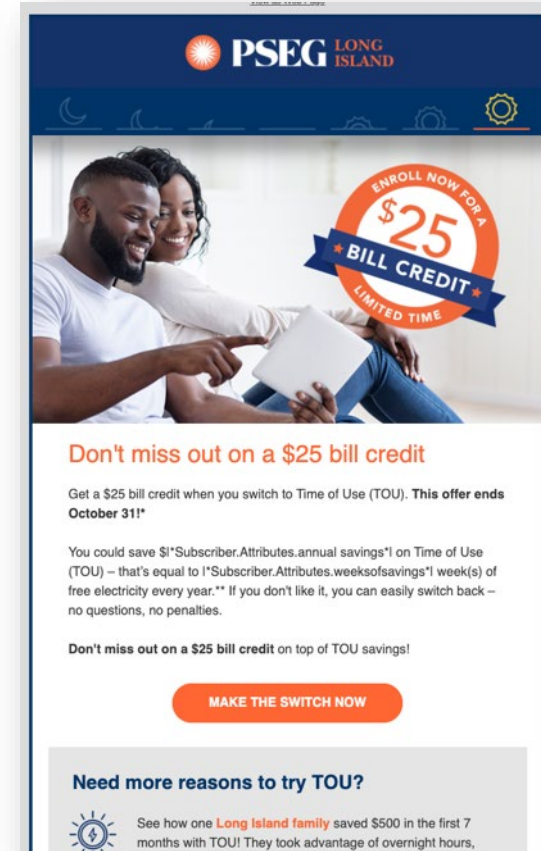
**Make the simple switch – you'll save without changing how you use energy.**

**MAKE THE SWITCH**

**\$25 Bonus**

If you enroll in TOU by October 31, we'll get you started with a \$25 bill credit! \*\*

If you don't like it, you can easily switch back anytime – no



**PSEG LONG ISLAND**

ENROLL NOW FOR A **\$25 BILL CREDIT** LIMITED TIME

**Don't miss out on a \$25 bill credit**

Get a \$25 bill credit when you switch to Time of Use (TOU). **This offer ends October 31!\***

You could save \$! \*Subscriber.Attributes.annual savings\*1 on Time of Use (TOU) – that's equal to ! \*Subscriber.Attributes.weeksofsavings\*1 week(s) of free electricity every year.\*\* If you don't like it, you can easily switch back – no questions, no penalties.

**Don't miss out on a \$25 bill credit on top of TOU savings!**

**MAKE THE SWITCH NOW**

**Need more reasons to try TOU?**

See how one **Long Island family** saved \$500 in the first 7 months with TOU! They took advantage of overnight hours,

# Case Study: Segmented Program Messages

- **Utility Goal:** Increase adoption of paperless billing, especially among customers who may be resistant
- **AI Solution:** Create customer personas based on propensity to adopt e-billing and potential motivations or hurdles to going paperless
- **Communications campaign:** Segmented email messages, addressing the interests and concerns of each persona



# Case Study: Segmented Program Messages

DLC DUQUESNE LIGHT CO. [View as Web Page](#)

**ECO-CONSCIOUS? TECH-SAVVY?**

5:30

YOUR PAPER FREE ELECTRIC BILL IS READY TO VIEW

**Yes? We think you're a natural fit for Duquesne Light Co.'s e-Bill.**

We know you probably use your smartphone for everything these days. Now you can use it to access and pay your electric bill from anywhere! Plus, with your DLC [online account](#), you can get convenient email, text and/or voice [reminders](#), view 12 months of past bills and reduce your carbon footprints – simply by going paperless.

**Enroll in seconds** – and see for yourself how e-Bill can work for you.

**Enroll Now**  
No Login Required

Benefits of e-Bill

Digital Disrupters

DLC DUQUESNE LIGHT CO. [View as Web Page](#)

Today's to-dos

- Groceries
- e-Bill
- Walk the dog
- Find more time!

**Duquesne Light's e-Bill is one less thing to stress about.**

Now you can access your electronic statements while walking your dog, or quickly pay your bill as you wait in line at the grocery store. Multitasking is easier than ever before and all you need is your mobile device.

**Simplify your schedule** – we'll alert you when your bill is ready to view and pay!

**Enroll Now**  
No Login Required

Benefits of e-Bill

Business Class

DLC DUQUESNE LIGHT CO. [View as Web Page](#)

**SIT BACK AND RELAX**

**Don't waste time on paper bills**

You've had a long day. Spend *your time* at home relaxing, not searching for paper bills.

Enroll in Duquesne Light Company's e-Bill to get a monthly email with your balance and due date. **Access your electric bill from the comfort of your couch while watching your favorite show.** Plus, pay the way you always do or choose another one of our flexible payment options.

**Your time is valuable – make the switch to e-Bill.**

**Enroll Now**  
Work Faster, Not Harder


Benefits of e-Bill

One Day at a Time


# Case Study: Content Engagement

- **Utility Goal:** Improve customer education and program participation by increasing engagement with newsletter content
- **AI Solution:** Identify customer interests based on content consumption; recommend topics that will be relevant to each individual customer
- **Communications campaign:** Dynamic newsletter that automatically provides content based on each customers' interests

# Case Study: Content Engagement


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Customer Account Manager  
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## Healthcare Facilities: Guide for Energy Savings





These free ASHRAE design guide recommendations can help reduce your energy costs. | [Read More](#)

You may also enjoy:


 **Test Transformer Insulating Fluids and Avoid Problems**  
Fluid testing reveals a lot about a transformer's condition and helps prevent failure. | [Read more](#)

 **Power Quality Problems and Solutions**  
Find out how power quality problems can impact your facility and what you can do to protect your critical equipment. | [Read more](#)

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Save energy and improve employee performance with these simple efficiency tips for your office. | [Watch now](#)


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## Control Strategies for Compressed Air Systems

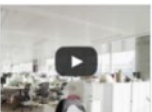



Compressed air systems can be highly inefficient. These control strategies can help save energy and money. | [Read More](#)

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## School of Thought: Saving Water Saves Energy





If you want to stay within your district's operating budget and save energy, take a closer look at your water consumption. | [Read More](#)

You may also enjoy:


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## Facility Energy Audits: The Next Level of Efficiency




An energy audit can identify cost-saving measures and lay the groundwork for a sound energy management plan. | [Read More](#)

You may also enjoy:

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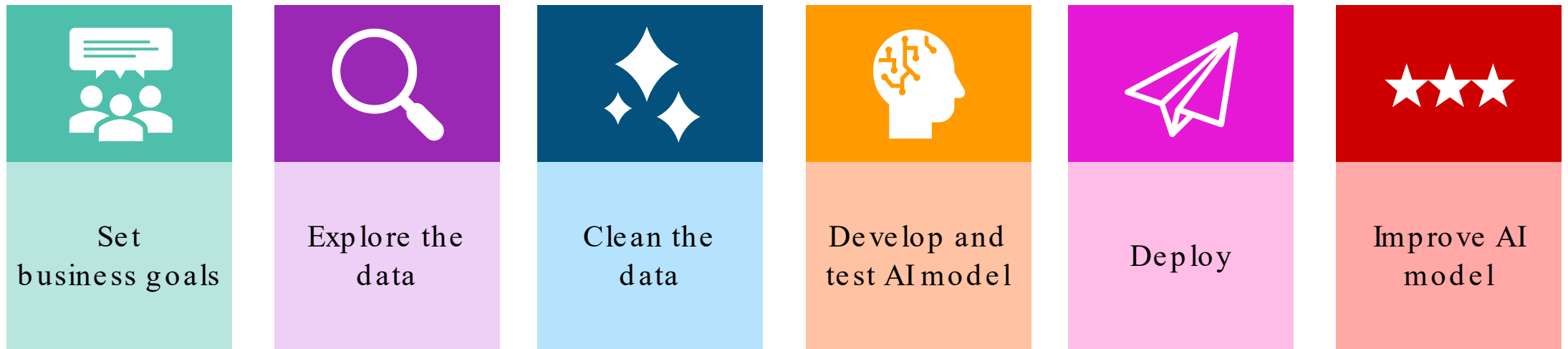
# Strategies For Implementing AI

# Achieving AI Success is a Journey

Without realizing it, you're already on the path to reaping the benefits of AI

- You are ...
  - Capturing customer data
  - Analyzing energy use
  - Encouraging customers to switch to smart alternatives
- Next steps...
  - Plan for how you can achieve value from AI now
  - Then plan for the future of AI

# Best Practices for Implementing AI



Humans + AI =  
Winning Strategy

# Limitations of AI

- **Machines can't understand user intent:** Machines can't know for sure what a searcher wants; Data will help improve the AI system but it will never be perfect
- **AI doesn't understand nuance:** They see things in black and white, doesn't offer perspectives from multiple lenses
- **AI-created content can be wrong, biased or misused:** It needs to be fact-checked



# Adobe MAX Inspiration Keynote

Karen X Cheng, Creative Director

“ The leading edge of aesthetics will probably always involve human skill, even if the methods we use to channel that skill will change dramatically.

We should think of AI tools more like an instrument that can be played well or poorly, and less like a replacement for humans.

Human + AI is probably going to beat AI alone for a long time. ”



# Things to Remember



AI is to be used in tandem with humans, not replace them

Human design with artificial intelligence will always be better than AI on its own; the creative ability a human has outweighs solely AI



Resist the urge to try all the AI tools

Look at the challenges you're trying to solve, then look for an AI program that will help with those



You know your audience best

AI can help you with your work, but trust your intuition

Questions?

# Thank You



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