# nucleus³ GreenBe

Enhanced Customer Experiences, Water Efficiency and Demand Management by harnessing AMI data in Australia.

April 2022

Project Background

Australia is the driest inhabited continent on earth—hot, prone to drought and one of the highest consumers of fresh water. It has more than 140 water authorities serving over 25 million people, the population has lived through substantial periods of drought. By being able to engage their usage, people can adapt how they actively shift their water usage household behaviors.

Engaging with AMI connected smart utility customers, through AMI metering and via the GreenBe platform, Australian utilities are engaging with the customer on a holistic level.
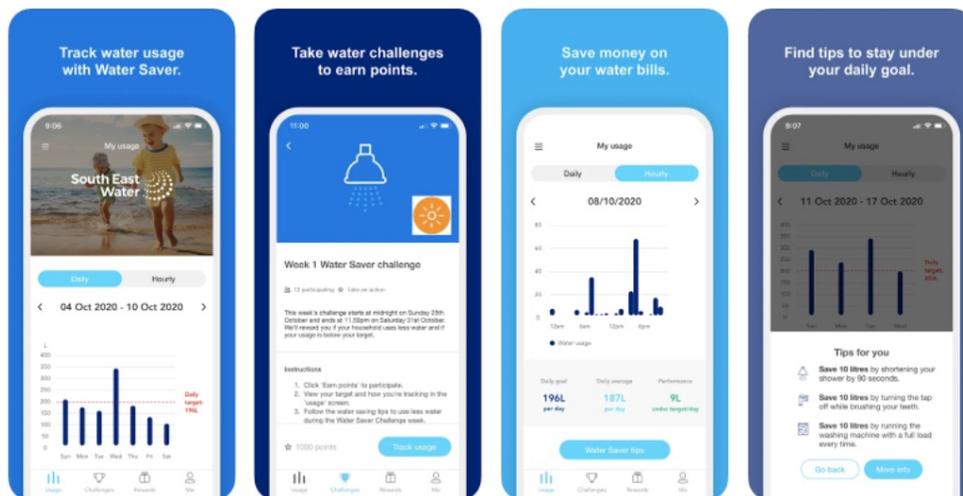
Through the deployment of GreenBe's Digital Customer Engagement Portal for digital water utilities coupled with residential customers the use of AMI smart meter data, leading Australian utilities such as South East Water have been able to engage directly with consumers on their water usage behaviors and identify and communicate behind the meter home water leaks, household appliances that consume a high amount of water and track water usage to forecast potential bill shock.
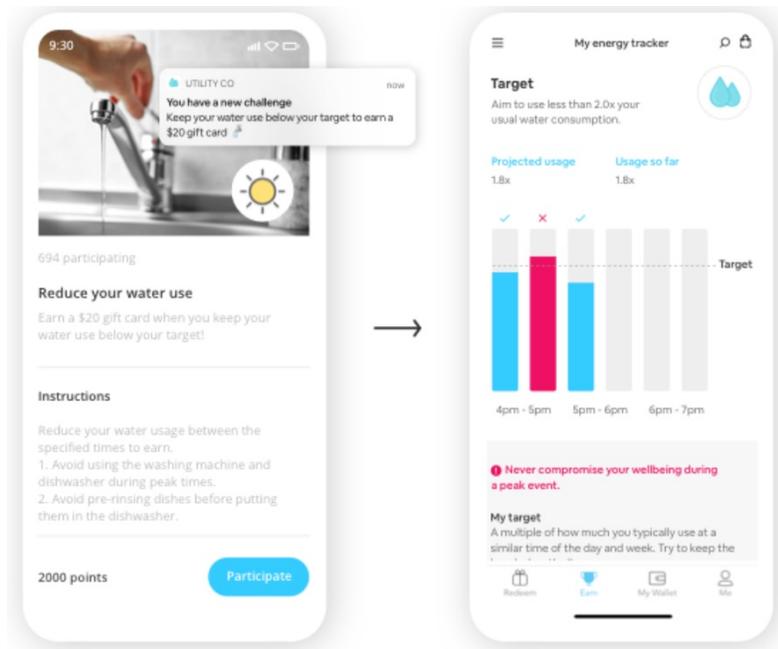
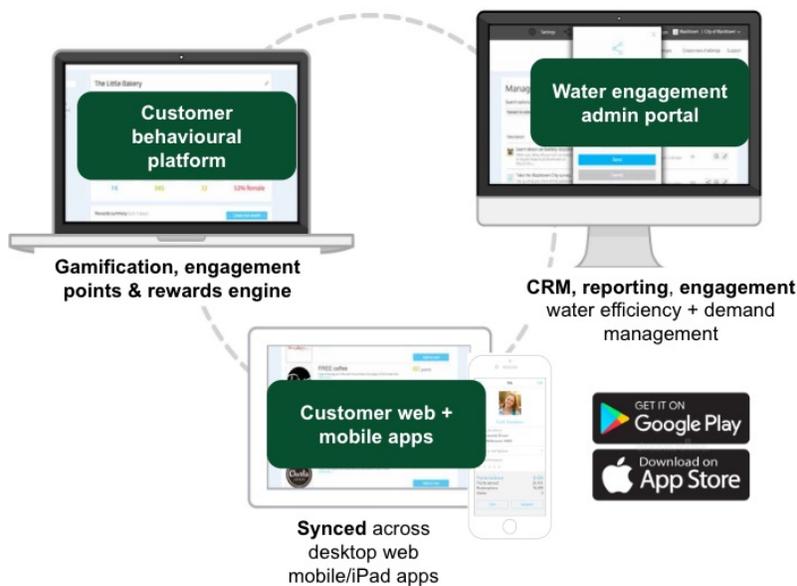# Year-round engagement with customers by harnessing AMI and behavioral nudges.

The GreenBe utilities customer engagement portal has allowed water utilities to capture valuable intelligence on real-world customer usage behaviors, while delivering customer-facing programs and engagement at scale with trackable results using AMI and digital metering.

The South East 'Water Saver' app, powered by GreenBe and connected to the utilities AMI network was deployed to help customers save water at home by actively making a positive difference to Melbourne's water future and the environment, and may save money on household water bills with the aim to developing programs to use water more effectively and efficiently.

Some key customer outcomes included:

- Identified residential leaks,
- Identified residential appliance(s) which have consumed a high volumes of water during operation
- Engaged and educated in highly personalized water efficiency 'challenges' to reduce household daily water consumption
- Allow customers to track and analyze consumption data to ensure a reduction in bill shock or concern
- Harness gamification via a built in points and rewards engine to earn badges and digital gift card rewards to drive hard to power behavior change.

The key to meeting this more sophisticated demand management and water efficiency is a deep customer integration layer that enables integrating of IoT data with customer portals for a fluid flow of usage data. The GreenBe platform offers water authorities a fully integrated customer engagement and demand management solution, which includes data connectivity and management, customer data to capture and behavioral analytics.

Customer behavioural platform
Gamification, engagement points & rewards engine

Water engagement admin portal
CRM, reporting, engagement
water efficiency + demand management

Customer web + mobile apps
Synced across desktop web mobile/iPad apps

GET IT ON Google Play

Download on App Store

Outcomes: connecting with hard to reach customers through AMI data and achieving ongoing water efficiency savings.

Utilities such as Australia's South East Water using GreenBe's customer solution are helping customers reduce water consumption by **21% (approximately 40L per day)** compared to non-application users. Now they can see their day-to-day data and connect it to their recent activities, like doing laundry or watering the garden. The platform along with AMI data empowers consumers to make water and money saving choices about when and how they use water daily.

As digital water metering has become more accessible, utilities are demanding more from their customer facing solutions - improved intelligence, the ability to collect data more frequently, deeper engagement with education and water literacy which helps customers better understand their usage and how every day behaviors can impact their usage bills.

Demand management programs can also be deployed for select water customers demonstrating how utilities can influence usage via gamification, incentives, and social norming for layering behavioral demand management on top of AMI data. Essentially, by measuring customers' data, and tracking engagement leading smart water utilities such as South East Water can show customers where they're using more than they should and better manage the water as a critical Australian resource.