

1. Do recipients of the bill explanation videos understand it is their billing data being analyzed? Yes, we believe having the family name on the opening screen queues people up to recognize it is their home's analysis. From reviewing the comments that come in on the surveys, customer rave about how impressed they are with the videos, so we believe most do understand we are presenting their home's analysis.
2. How do your applications gain access to the billing or AMI data? And how much work is there for our IT department to get it to you? For many of our clients, we are integrated into their billing systems, but that requires some work on the utility's IT side. What is easier and more common in our work is utilities sending us a bill extract to a secure FTP site. This approach takes little effort on the part of the utility IT dept.
3. What is the time required for a typical deployment of your services like targeting and video messaging? Using a bill extract, 6 to 8 weeks. Setting up the online energy audit requires 8 to 12 weeks.
4. Is it possible to target homes with pool pumps or electric vehicles? Yes, if AMI data is present.
5. Can a gas company use your tools to separate pool heating from home space heating? Yes.
6. Do customers tire of the videos and opt out? No, we have been pleasantly surprised by that. We have been sending personalized videos for at least a dozen utilities for more than 5 years and have an insignificant number of opt-outs. Our conclusion is the reason for this is that that they don't get the same thing every month. They only receive a video when there is something going on to trigger it, like a bill higher than the previous month by more than \$20, or letting them know there is a Beat-the-Peak event that afternoon, or a severe storm is coming with some tips on how to prepare.
7. Are integer meters common? Yes, they are less expensive than more sophisticated meters and serve the primary purpose of getting the data needed for billing. As you saw on the webinar, the data provided by those meters is not something customers are going to understand if you try to show them an hourly graph each day. Use daily totals.
8. Links to the Videos Shared:
  - a. Link to the Rate Transformation Video explaining Demand Billing: <https://vimeo.com/359708286/4ffd7c04ff>
  - b. Link to Personalized Video Bill Explanation promoting a thermostat program that matches what was uncovered in the bill analysis. <https://vimeo.com/398542171/257c328963>