



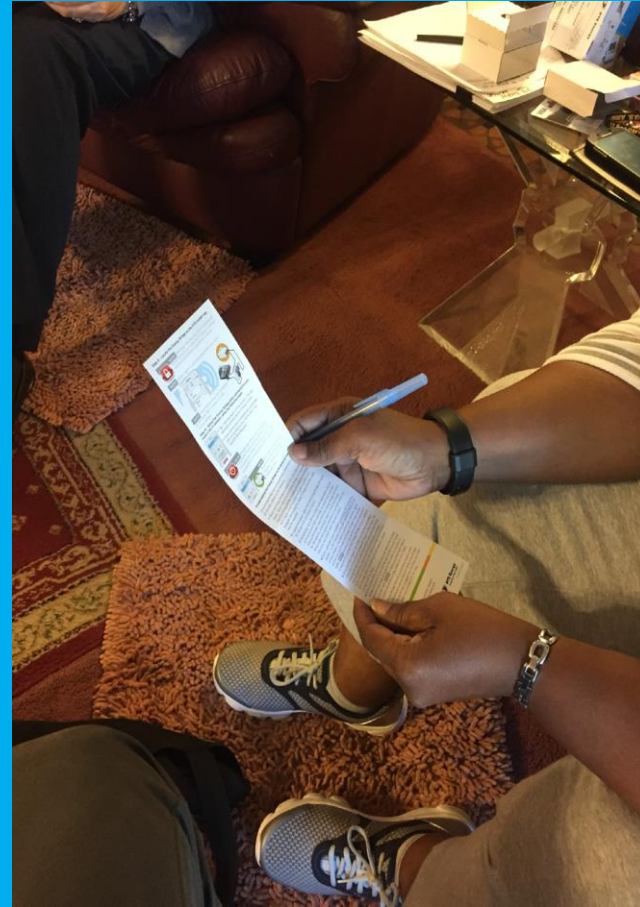
DTE Insight[®]

The app that puts real-time
(instant) home energy usage
data at your fingertips.

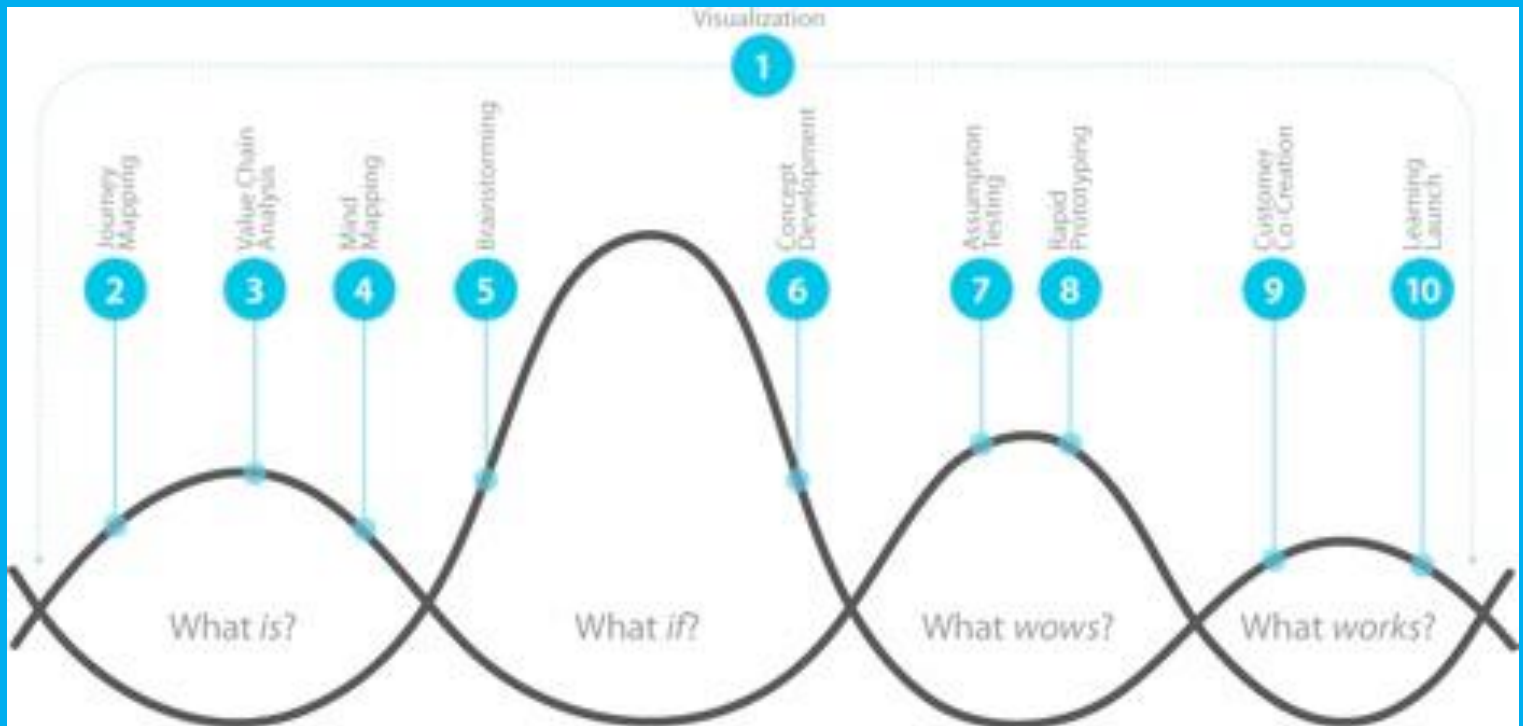


Technology built by first
interacting with humans

Design thinking helps us to
prioritize features to help engage
our customers



Ethnographic research gives answers with small sample sizes

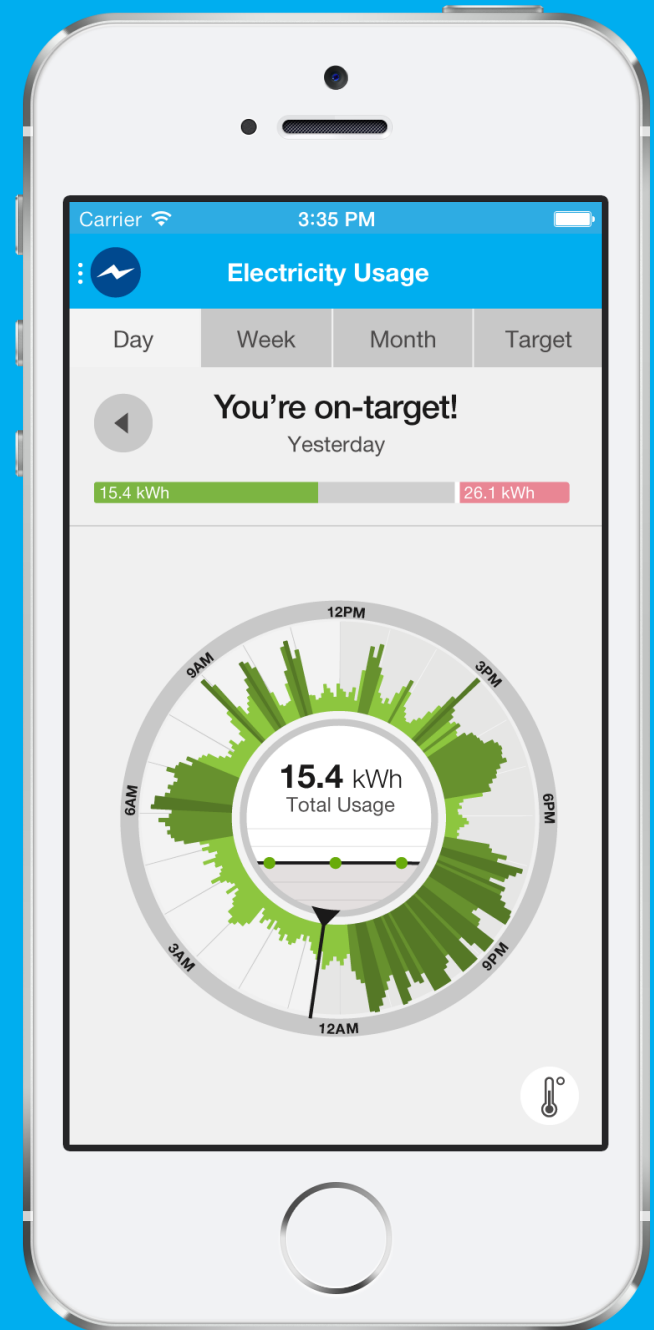


“How can I be more aware of my Energy Use?”

DTE Insight :



- Discover
- Explore
- Identify
- Save



Integrated Experience

Leveraging Advanced Meter Technology

DTE Insight links a customer's smartphone to the home's advanced electric meter to help you discover your energy usage.



Historical Tracking

Customers can see how much energy they have used each day, week, month, track usage trends and view progress.



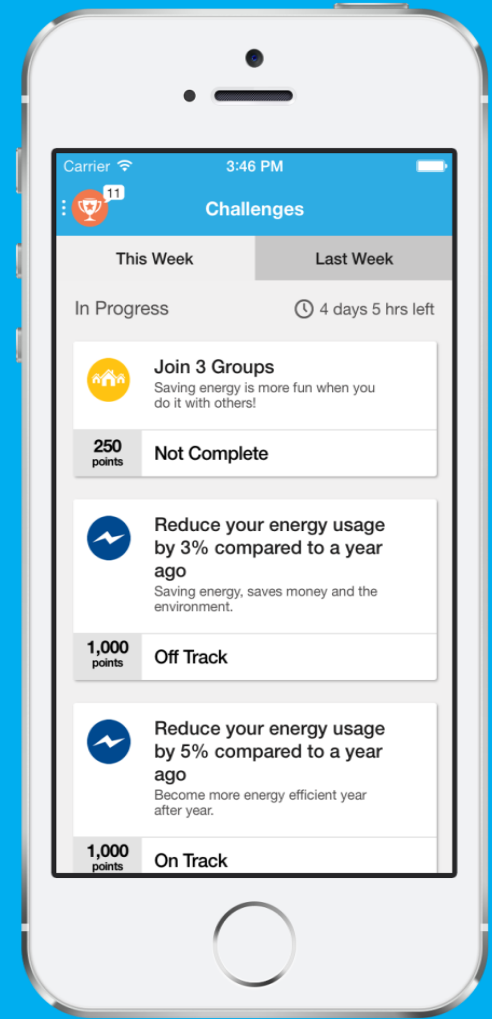
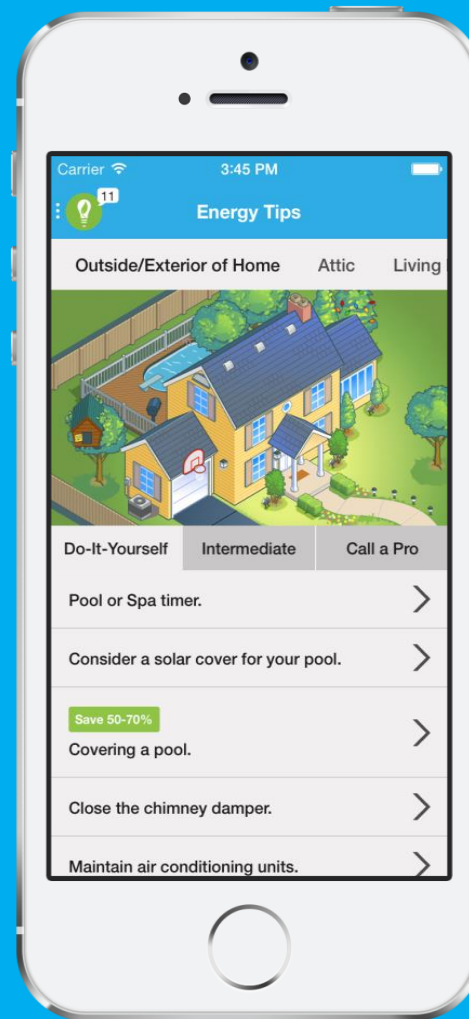
DAILY VIEW

WEEKLY VIEW

MONTHLY VIEW

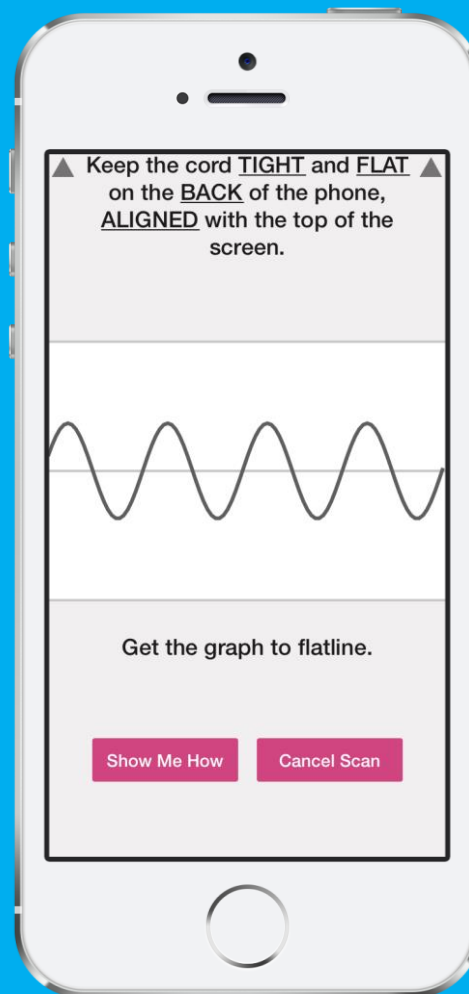
Tips and Challenges

Helpful ideas and challenges to inspire energy reduction and savings.

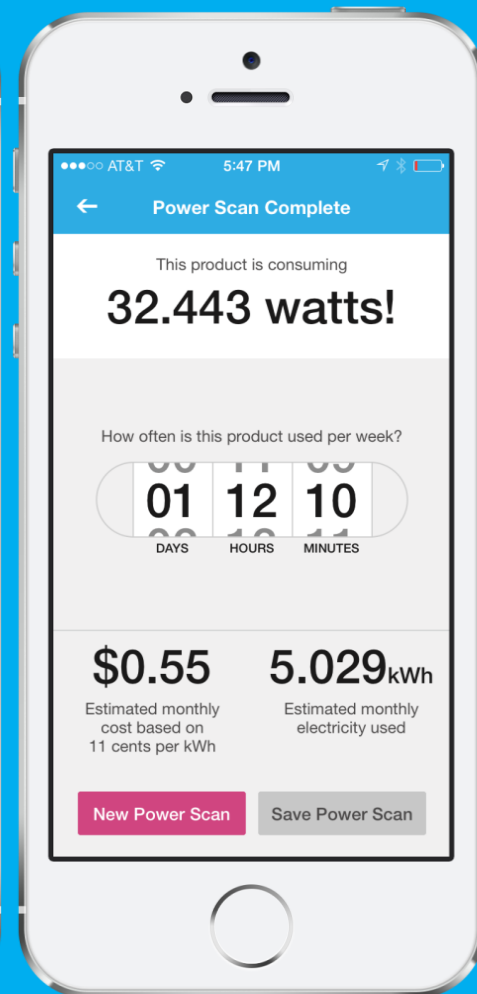


Power Scan

A convenient way to measure the energy consumption of devices by scanning the power cord.



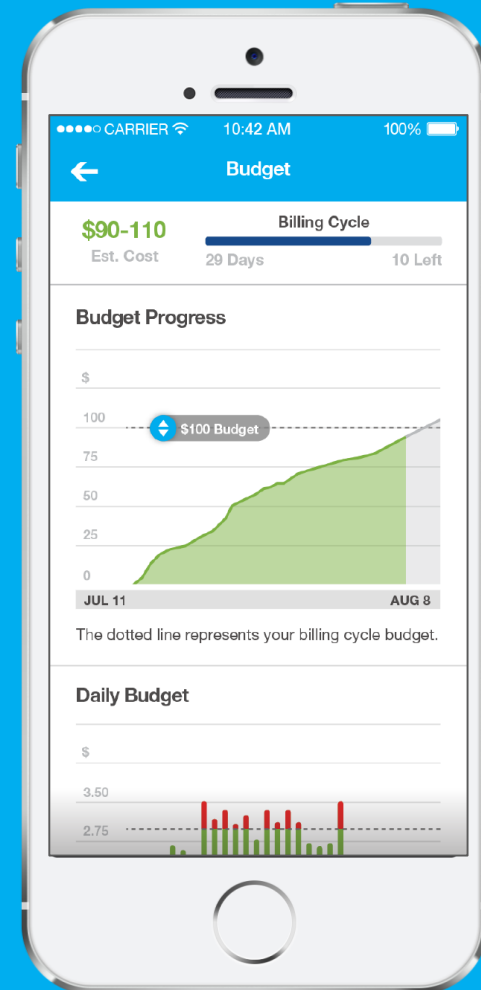
Scan a Power Cord



Estimated Costs

Budget

Visualize energy use in dollars and cents



How has this helped us
to increase customer
engagement?

We've moved the interaction to
the device customers have with
them at every moment

We're building notifications to
keep customers returning and
on track



How will we keep them engaged?

Remember that ICT is the tool, but you have to focus on how it is used by humans

Don't build the coolest thing, think about what job this does for the customer

