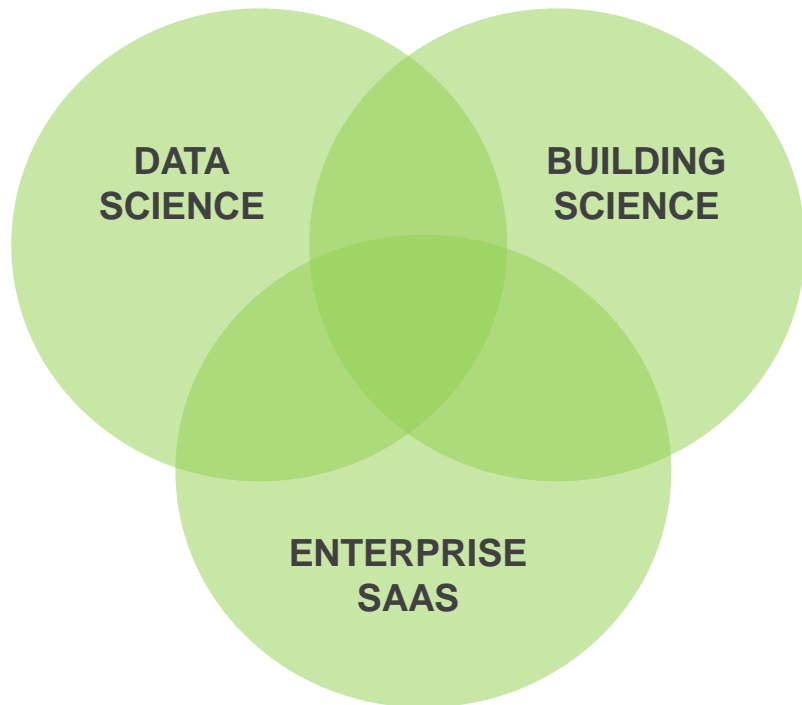


# THE IMPORTANCE OF DATA & ANALYTICS:

HOW DATA CAN HELP ACHIEVE ENERGY SAVINGS &  
ENVIRONMENTAL GOALS

# OVER 30 UTILITY & GOVERNMENT CLIENTS

Some Examples



**3M**  
Business Customer  
Meters

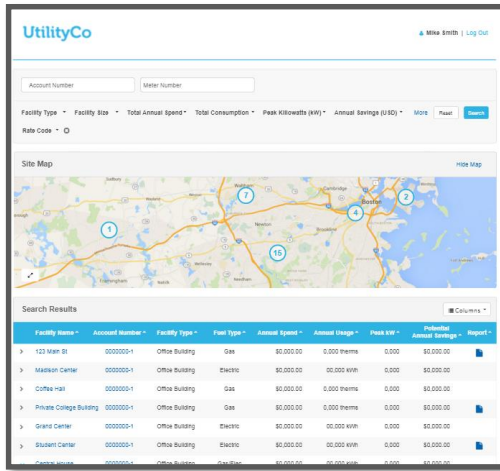
**55M**  
Secure  
reads/day

**AMI +  
Monthly**

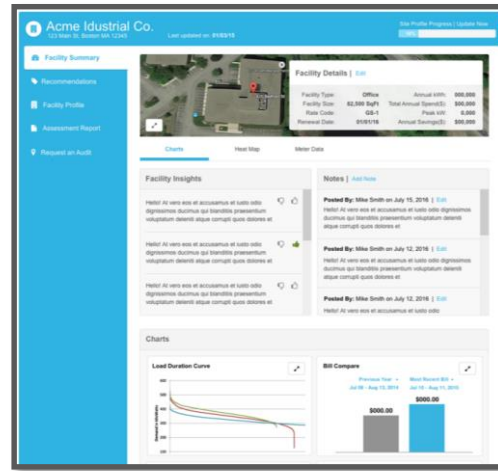
**N. AMERICA  
+ EUROPE**

# INTRODUCING FIRSTADVISOR: EE ACCOUNT PLANNING TOOL

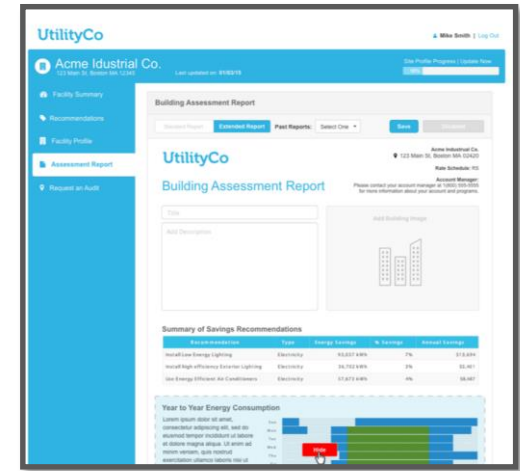
## PORTFOLIO PLANNING DASHBOARD



## DETAILED CUSTOMER INTELLIGENCE



## CONFIGURABLE PDF COLLATERAL



For **account managers** to target customers and optimize time



For **account managers** to quickly understand customers before engaging and respond live to new information



For **account managers** to instantly generate personalized collateral



For **marketing** to segment customers to maximize spend



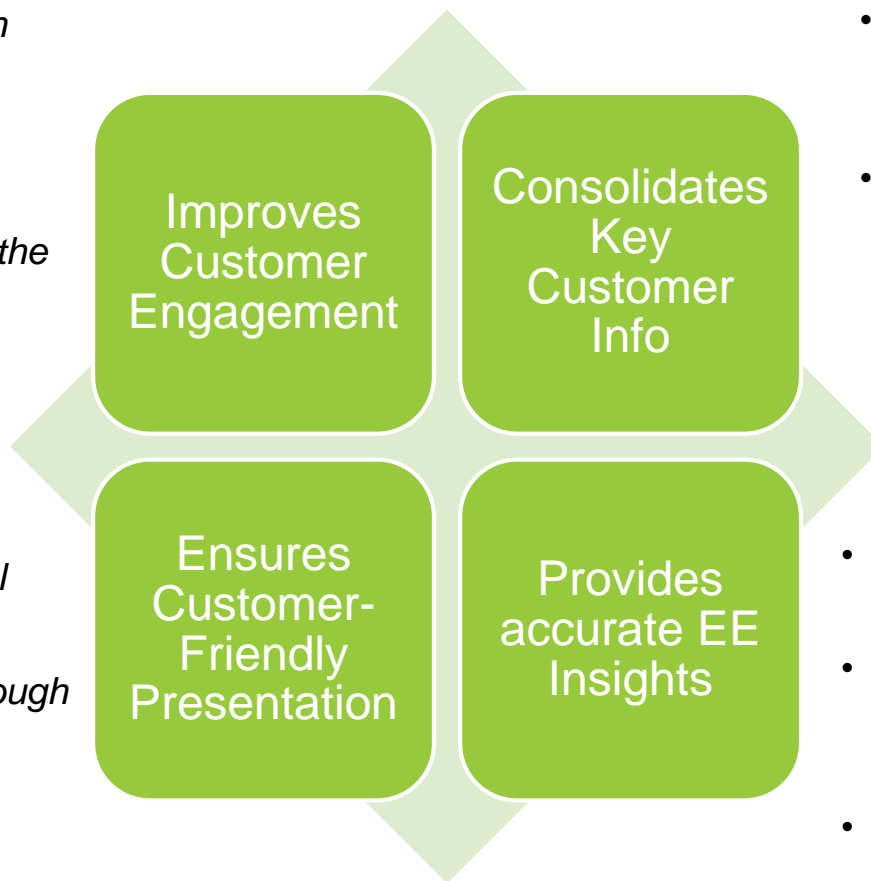
For **CSRs and phone-based reps** to rapidly understand customers calling in



For **CSRs and phone-based reps** to follow up and generate action

# ENERGY EFFICIENCY ACCOUNT TEAM BENEFITS

- *Improves credibility with customers*
- *Respond faster and to more customers*
- *Good door-opener into the discussion*



- *Consolidates key information (usage, cost etc.); a one-stop shop*
- *Stores customer information in one place as personnel changes*

- *Chart visuals are useful*
- *Customer friendly, not intimidating, simple enough to promote a program/audit/etc.*

- *Can see and speak to customer's savings potential*
- *Includes recommendations & potential savings in the absence of a proposal*
- *Populates good-fit and low-cost ECMs*

Large North American Utility		Large North American Utility
<ul style="list-style-type: none"> <li>Targeting mid-size customer segment (200kW-1MW)</li> <li>Increase sales team productivity</li> <li>Lift customer win rates</li> </ul>	<b>Objectives</b>	<ul style="list-style-type: none"> <li>Target underserved segments: Schools &amp; Municipalities</li> <li>Drive retrocommissioning projects</li> <li>Lift customer win rates</li> </ul>
<ul style="list-style-type: none"> <li>Engage <b>200+</b> customers</li> </ul>	<b>Project Scope</b>	<ul style="list-style-type: none"> <li>Engage <b>100+</b> customers</li> </ul>
<b>18%</b>	<b>Previous Conversion Rates</b>	<b>20%</b>
<p><b>50%+ improvement, at faster speeds</b></p> <ul style="list-style-type: none"> <li><b>25%</b> conversion rate</li> <li><b>3x</b> improvement in sales velocity</li> <li><b>70%</b> project commitment post-interaction</li> </ul>	<b>FirstFuel Impact</b>	<p><b>50%+ improvement, at faster speeds</b></p> <ul style="list-style-type: none"> <li><b>30%</b> conversion rate</li> <li><b>7GWh</b> identified savings</li> <li><b>50+</b> program incentive applications filed</li> </ul>

THANK YOU



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