

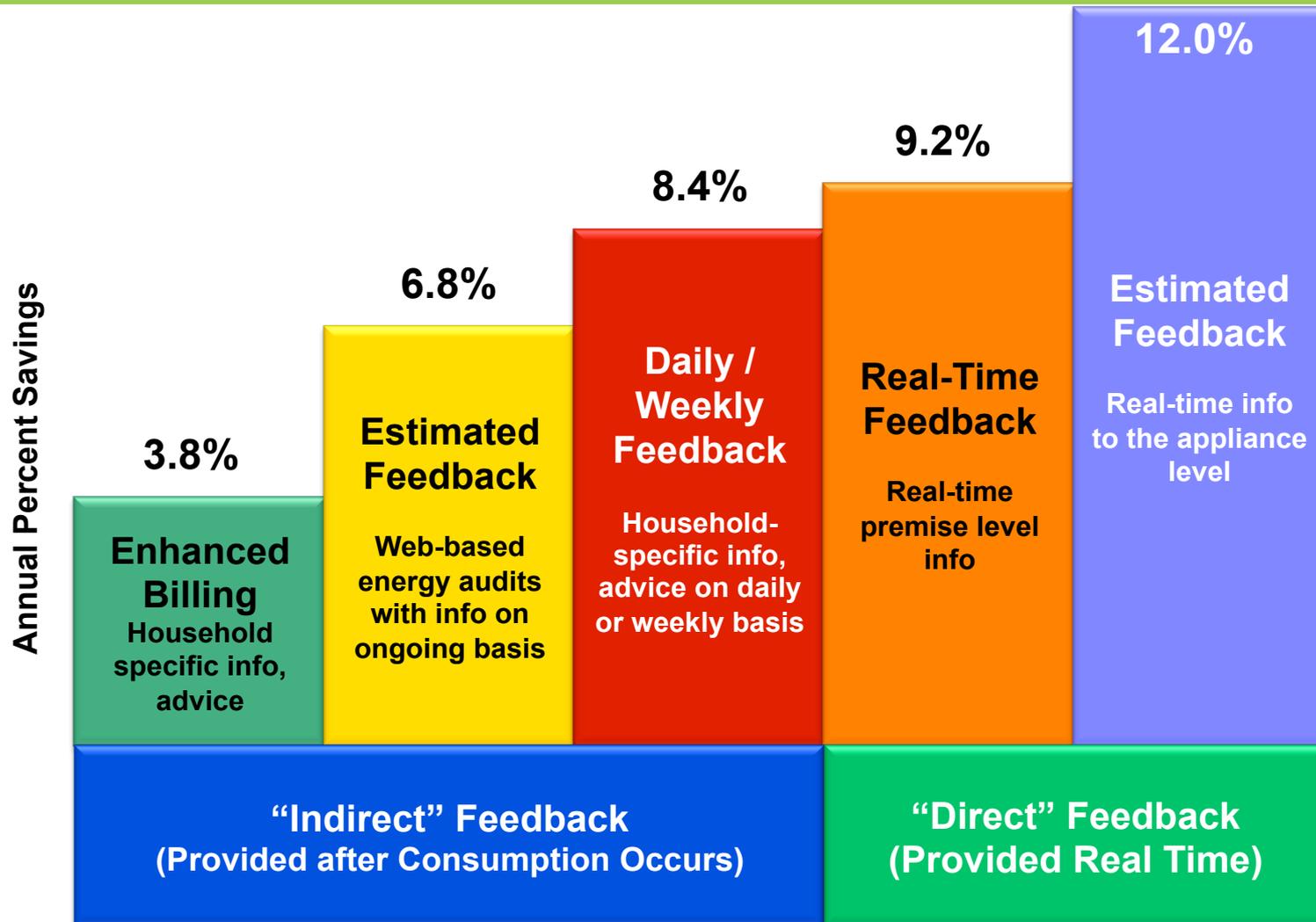


**DTE Energy<sup>®</sup>**

**DTE Insight  
Introduction to Features**

**July 19, 2016**

**Kate TenBrink**

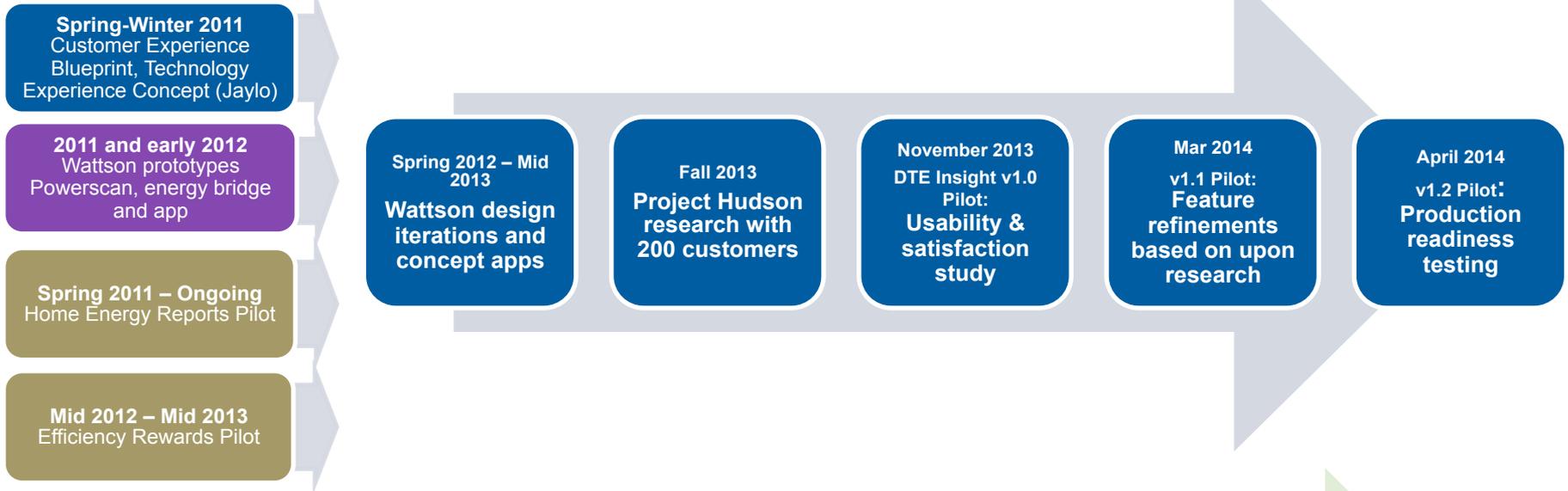


Based on 36 studies implemented between 1995-2010

The customer experience of DTE Insight was co-created with our residential customers in a rigorous and iterative design process



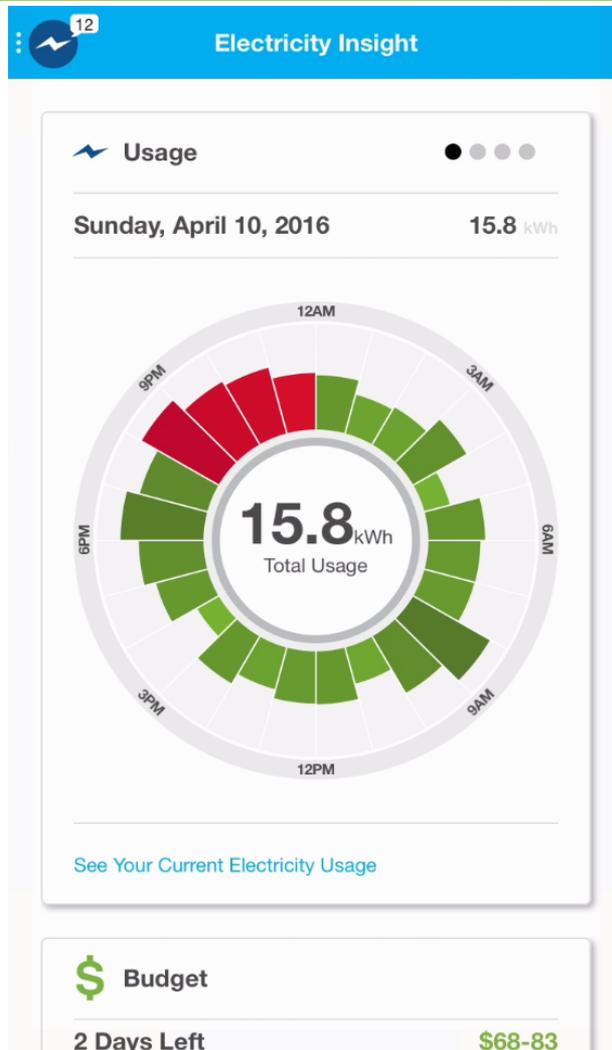
## Pre-launch Research and Development



## Post Launch Feature Updates Roadmap

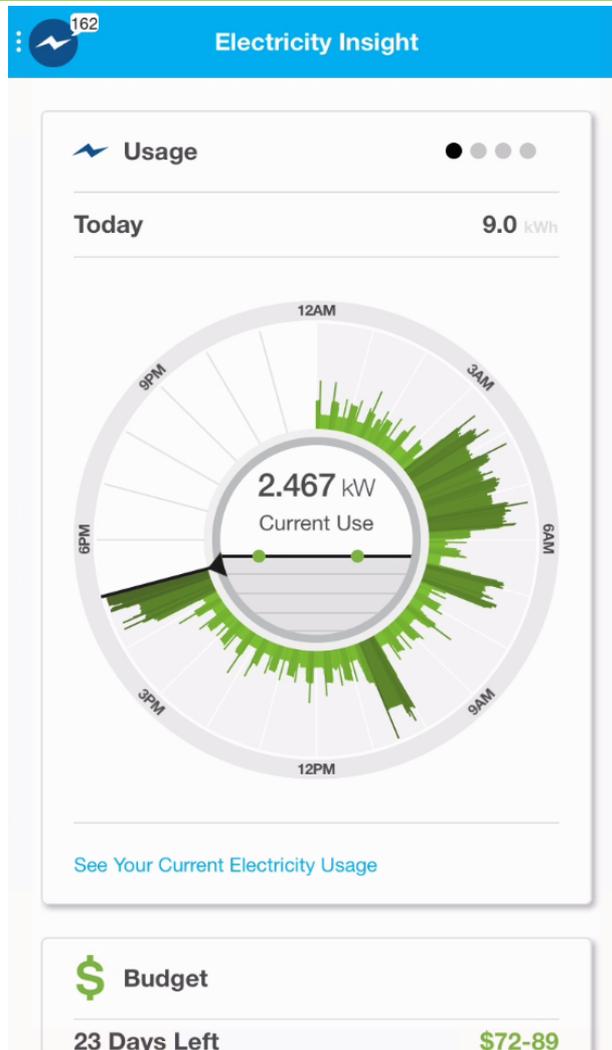


# Electricity Insight – Daily Usage Card



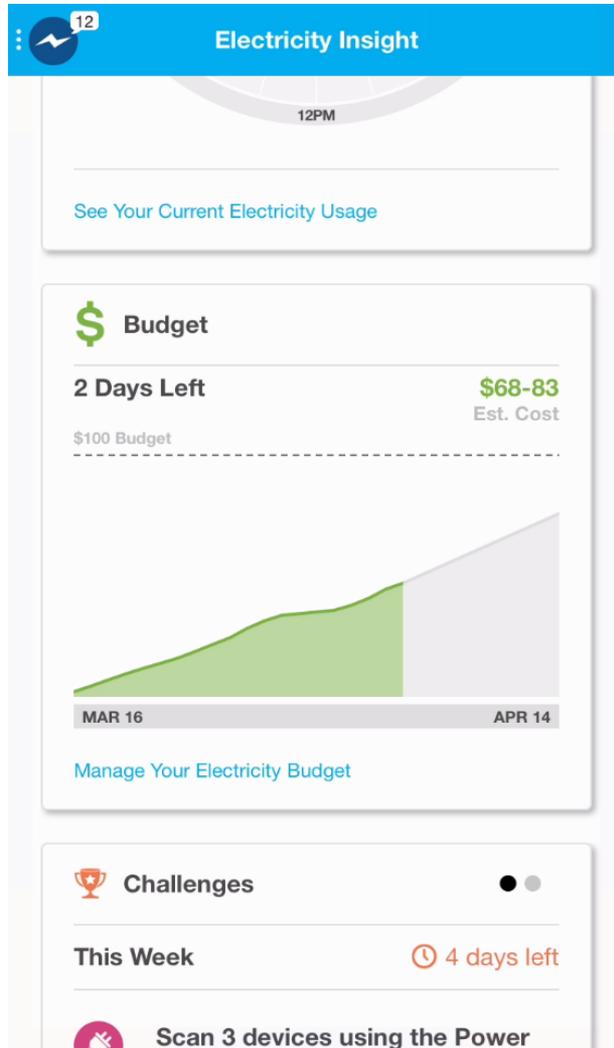
- Electric usage is shown every hour by default for all AMI residential customers
- If they have no target set, this will be all blue
- Red indicates when usage went over target
- Data arrives the next morning
- Requesting an Energy Bridge will allow a customer to see a higher resolution of data, but not all customers are accepted into the bridge test group

# Electricity Insight – Daily Usage Card



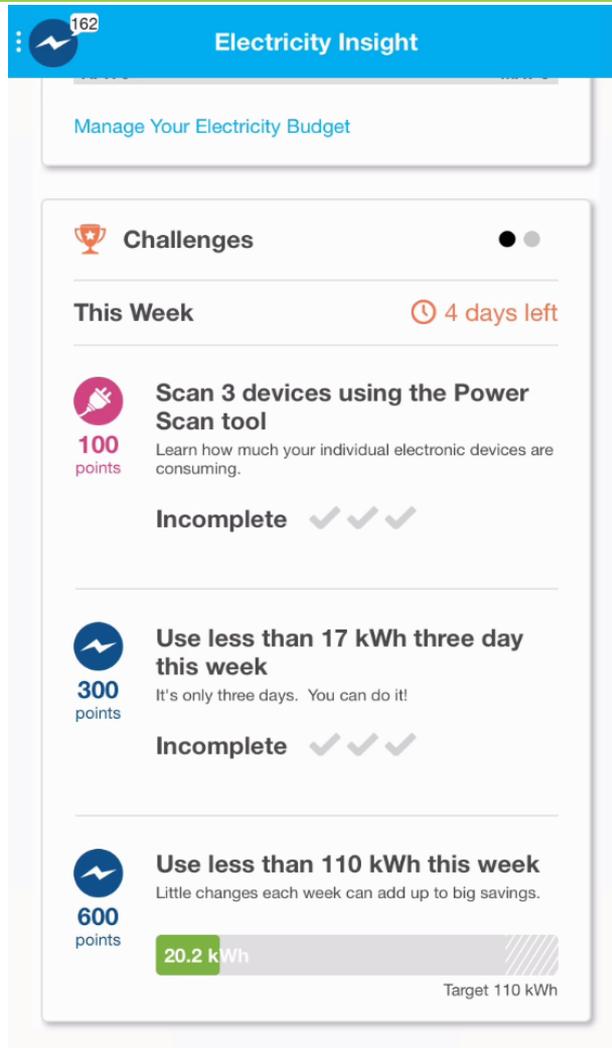
- A customer with an Energy Bridge will see a higher resolution, minute by minute data
- The center of the dial shows the instantaneous demand ... in this example, 2.467 kW of energy is being used at this moment
- In the upper right hand, you can see that 9 kWh have been used so far today
- By tapping on the card, a customer can explore each minute of their usage

# Electricity Insight – Budget Card



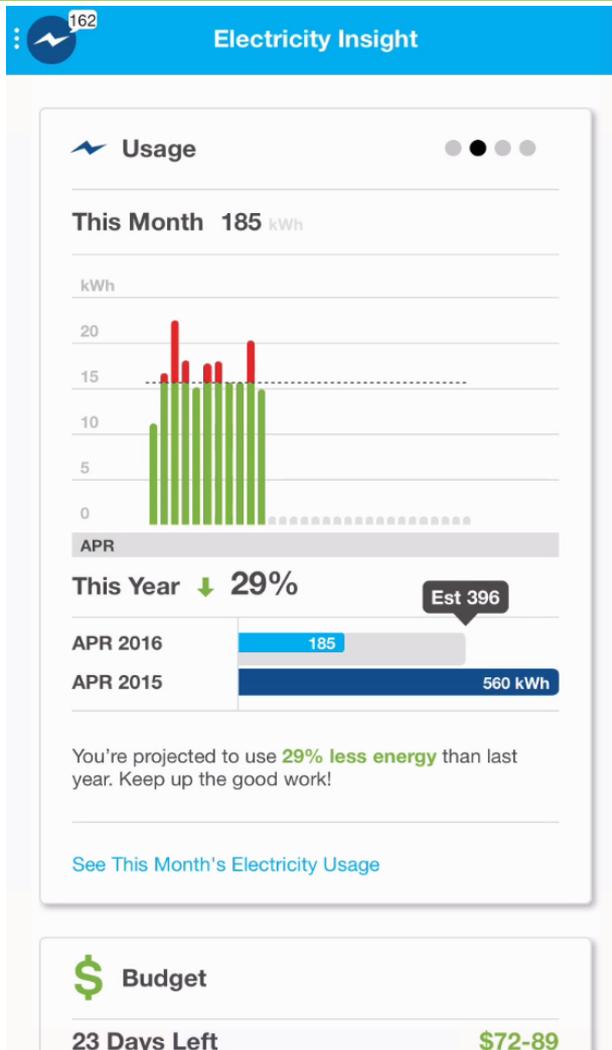
- Scrolling down reveals the new Budget Feature
- A household Electricity estimate for the current billing cycle is projected and shown in the upper right corner. The remaining days in the billing cycle is show in the upper left corner
- By tapping on the card, a customer can set their budget goal for the billing cycle
- For the first few days of the billing cycle, the chart is not available

# Electricity Insight – Challenges Card



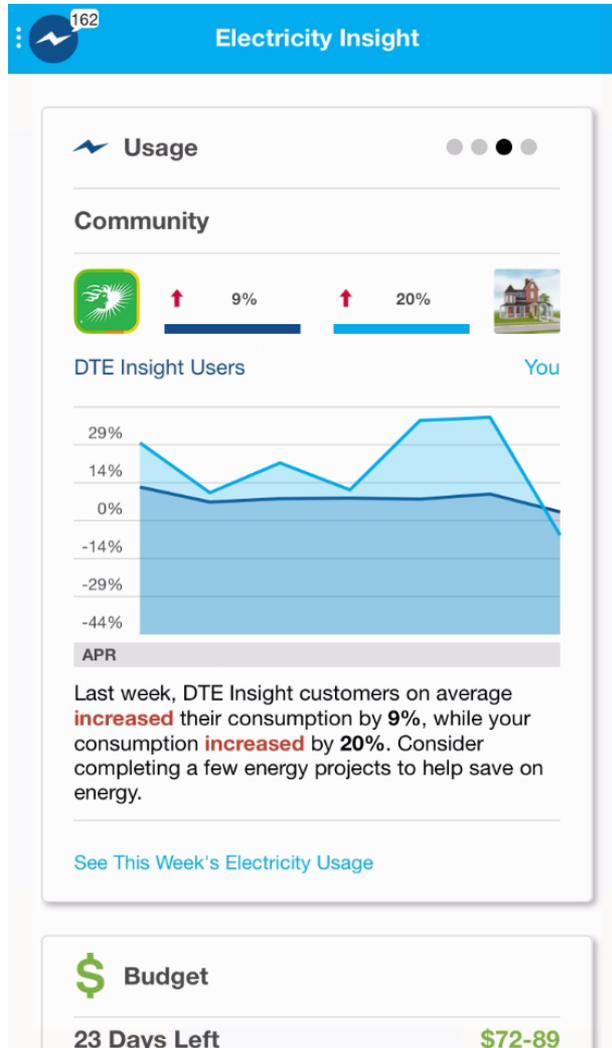
- Scrolling down reveals the weekly challenges
- Each week, three challenges are presented
- Completing a challenge allows the points to be used for upgrading your virtual avatar

# Electricity Insight – Monthly Usage Card



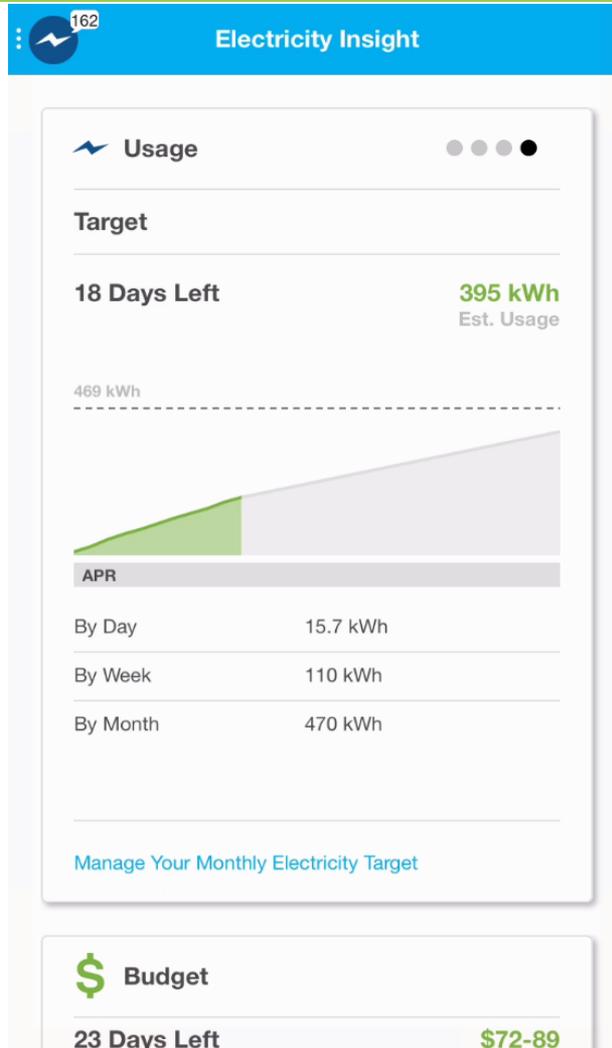
- Swiping left reveals the monthly usage card
- Based on the usage target set by the customer, usage above the daily goal is highlighted in red
- The year over year comparison for the current month is shown below the daily usage chart
- Tapping on this card will navigate the user to the interactive monthly usage chart

# Electricity Insight – Monthly Usage Card



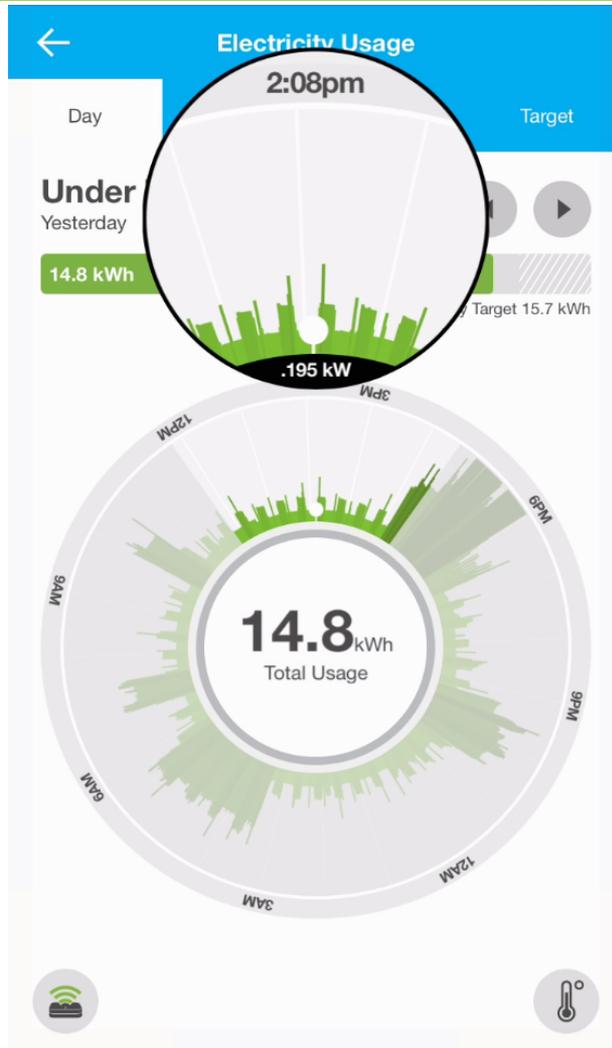
- Swiping left reveals the weekly usage comparison card
- This card is updated weekly showing the customer's usage when compared to the entire DTE Insight community
- Tapping on this card will navigate the user to the interactive weekly usage chart

# Electricity Insight – Monthly Usage Card



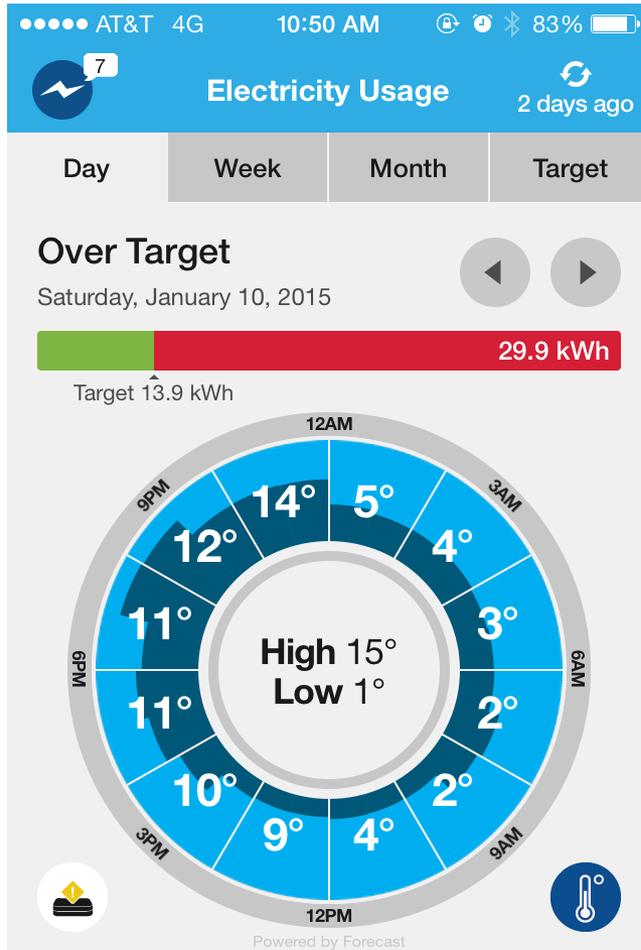
- Swiping left reveals the Usage Target Card
- This card is updated daily and projects the usage for the Calendar Month
- By tapping on the card, a customer can set their usage goal for the month

# Electricity Insight – Daily Usage



- After tapping the usage card, a customer can explore the minute by minute usage data, a customer places a finger on the outer ring of the usage dial and spins the magnifier to the time of day that is interesting
- In this example, we can see that the “always on” usage is .195 kW
  - If the customer were to reduce this to .95 kW, they would save approximately \$10 a month

# Electricity Insight – Daily View – Electric usage only



- Tapping the temperature overlay (the thermometer in the lower right) will show how usage and temperature are linked
- In the example here, heating and cooling was not the largest issue causing the increased usage
  - The customer had a party and had lights on all over the house!

# Gas Insight – Weekly View



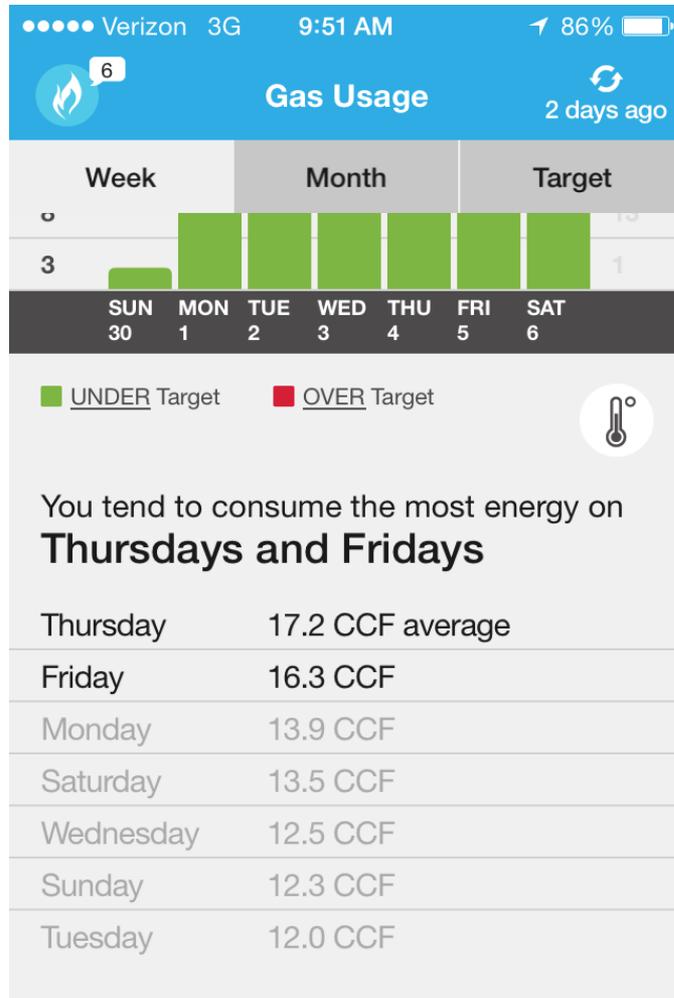
- Gas views launched in December 2014
- AMI gas meters read daily
- Customers are able to see if their usage beats, meets or exceeds a personal target that they can set each month
- Each day can be touched to display details (shown on left for Thursday)

# Gas Insight – Weekly View with weather overlay



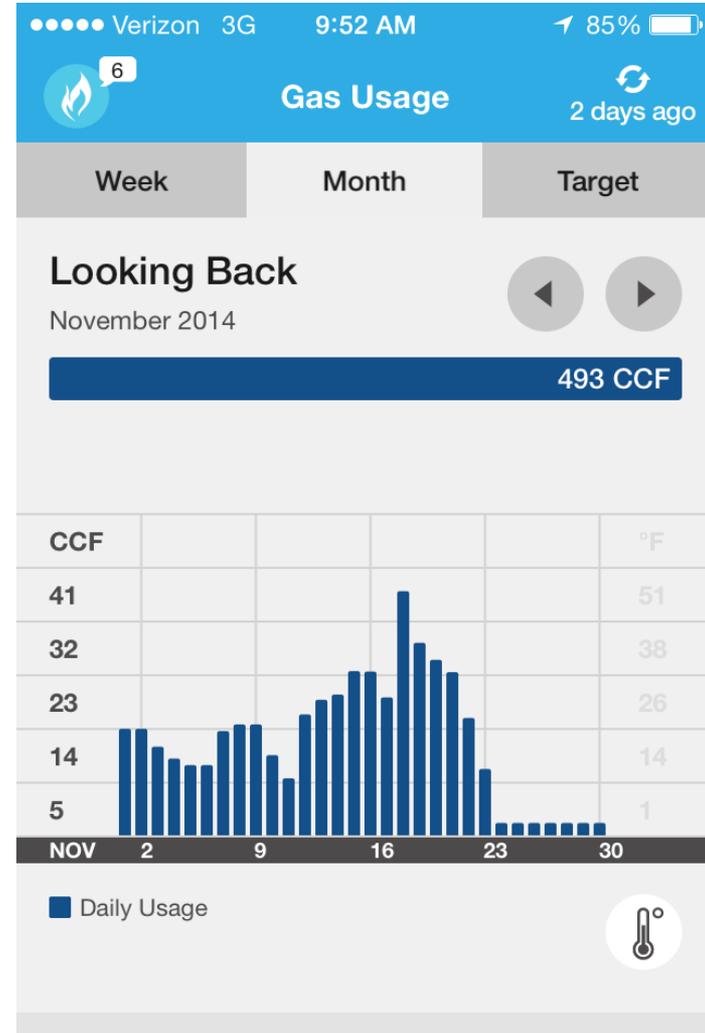
- Clicking the thermometer icon on the bottom right adds a weather overlay, where the average temperature of the day is displayed over the usage to help customers relate their usage to weather patterns

# Gas Insight – Weekly view Historic Averages

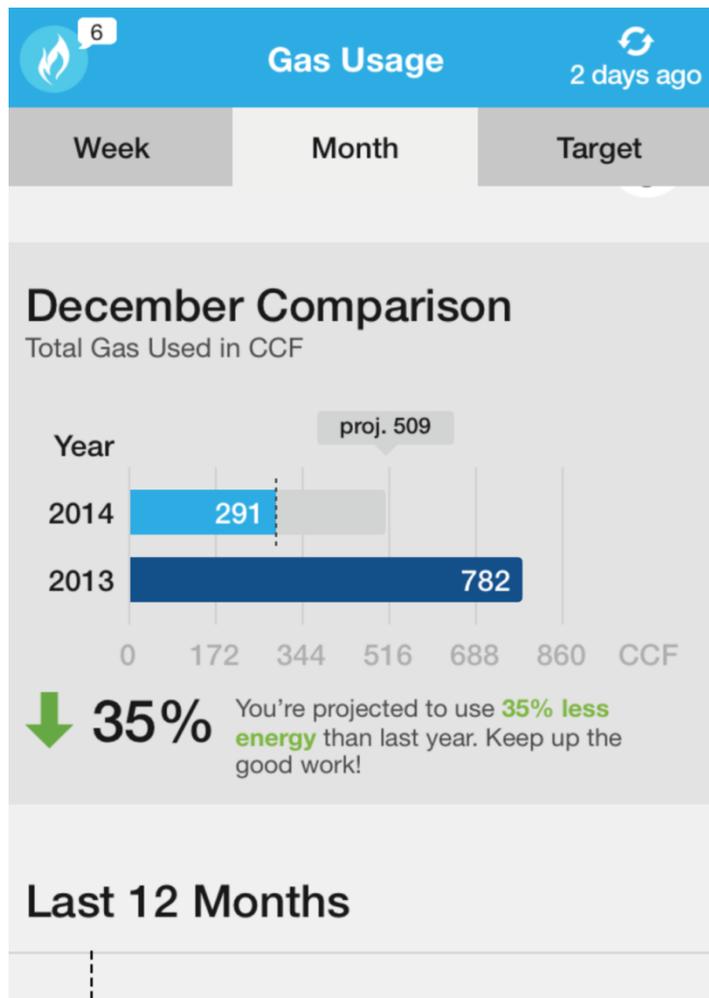


- Weekly view gives customers a historic average of all of their usage, including an indication of high usage days

# Gas Insight – Monthly view with and without target

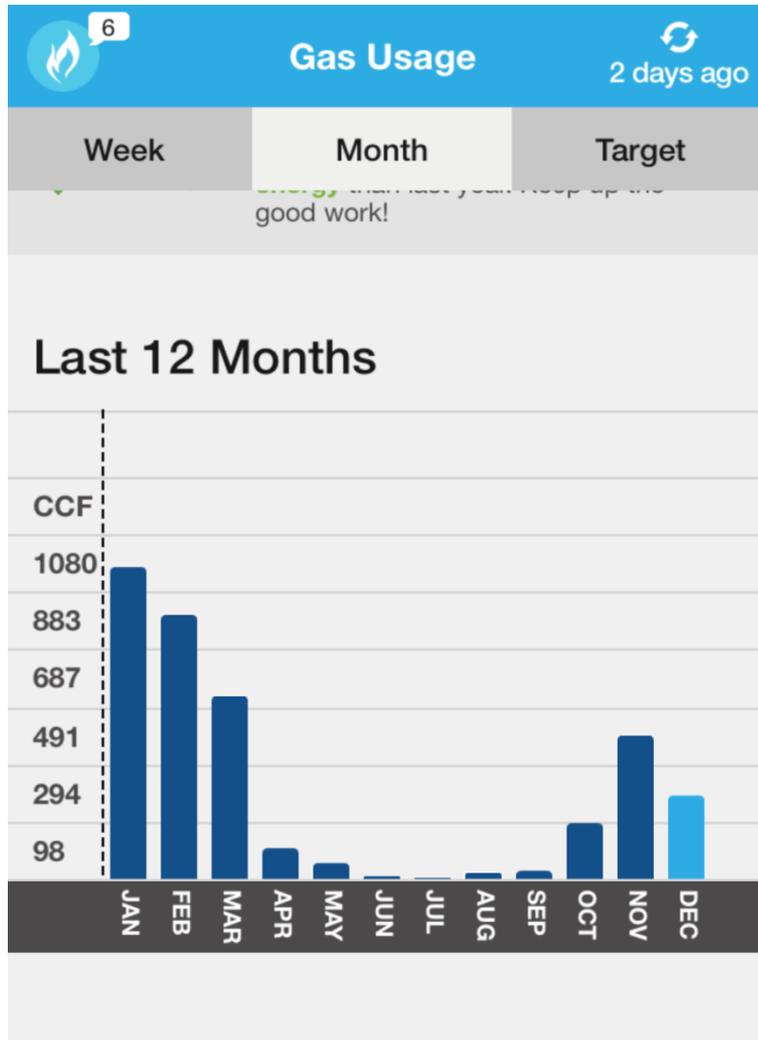


# Gas Insight – Monthly View Annual Comparison



- Scrolling further down in the monthly view gives the customer an easy way to compare their usage in the same month last year to their current/projected use for the current month

# Gas Insight – Annual Bar Graph



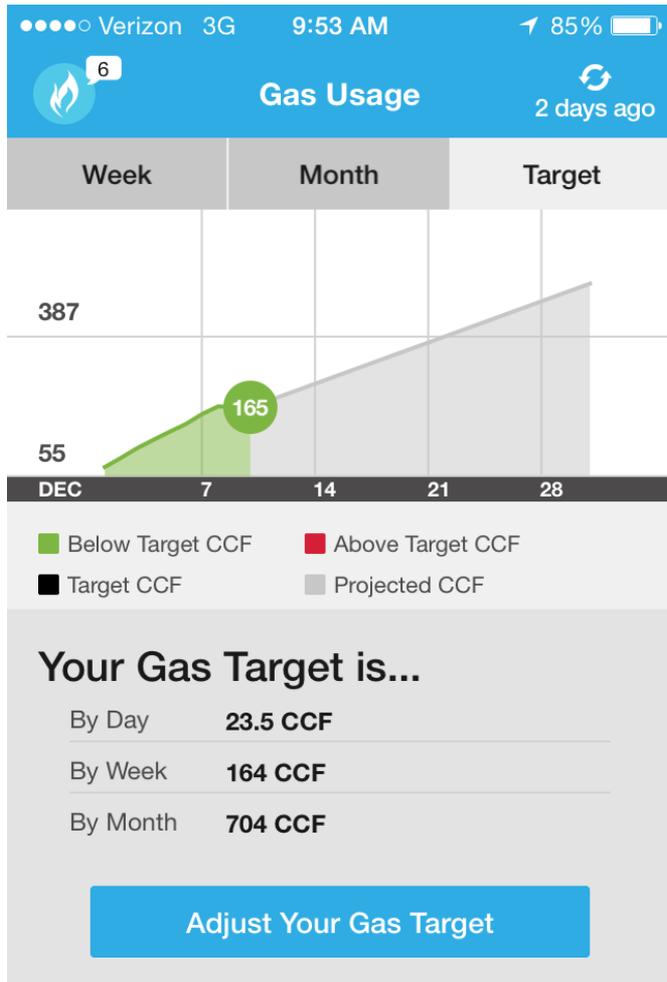
- Scrolling to the end of the monthly view will give an annual view of gas usage

# Gas Insight – Weekly View: Off Target



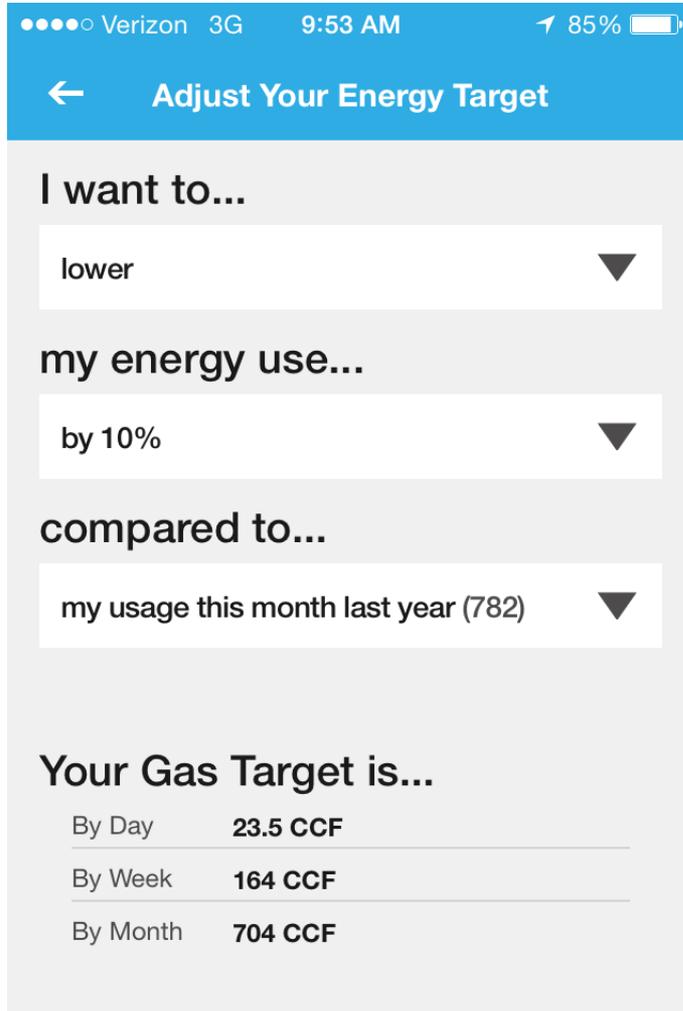
- Targets set by the customer will show them when their usage has exceeded the goal they have set for themselves
- In this example, the target has been set artificially low

# Gas Insight – Setting Usage Targets



- Setting a target for each month is easily done and allows the user to adjust it based on changing goals or weather norms for the month

# Gas Insight – Adjusting your Energy Target



Verizon 3G 9:53 AM 85%

← Adjust Your Energy Target

I want to...

lower ▼

my energy use...

by 10% ▼

compared to...

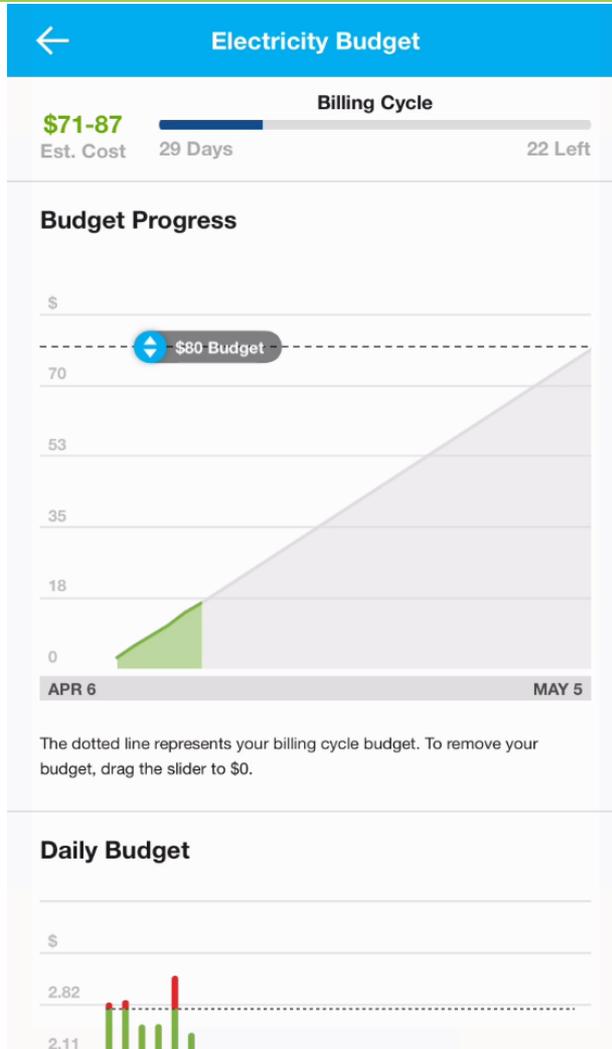
my usage this month last year (782) ▼

**Your Gas Target is...**

By Day	23.5 CCF
By Week	164 CCF
By Month	704 CCF

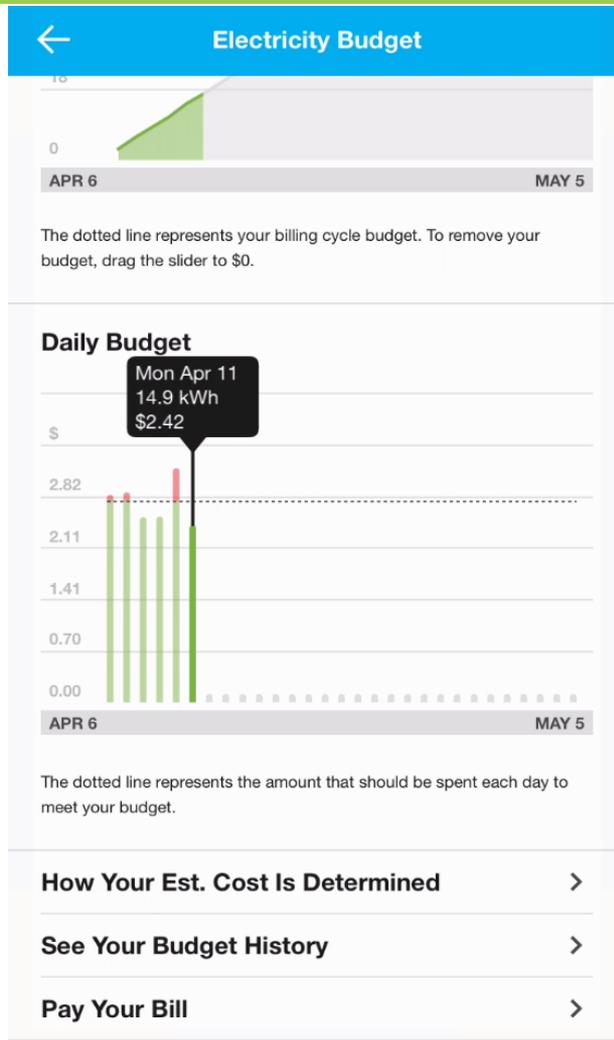
- Customers can set an energy target easily with several choices:
  - Remove target for now
  - Lower
  - Maintain
  - Set a Custom Target
- Lower by 5%, 10%, 15% or 20% or a custom percentage
- Compared to
  - Average home monthly usage
  - My usage last month
  - My usage this month last year

# Setting a Budget



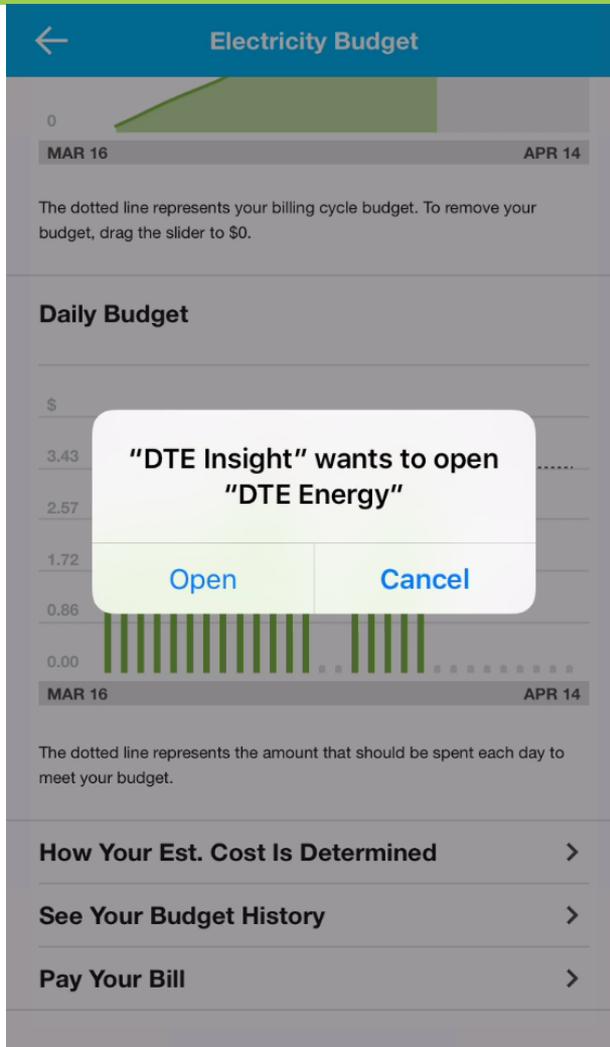
- Launched April 2016, and is available for both Electric and Gas.
- After tapping on the Budget card, a customer can set their budget goal for the billing cycle by putting a finger on the slider bar
- The projected budget range is shown in the upper left corner as the Estimated Cost
- The billing cycle in days and days left is shown at the top of the screen

# Electricity Budget – Setting a Budget



- Scrolling down shows the daily budget chart with a horizontal line for the daily budget
- Putting your finger over an individual bar will show a balloon showing the date, kWh, and estimated cost for the day
- Lifting your finger will allow you to navigate to that days usage dial

# Electricity Budget – Paying your Bill

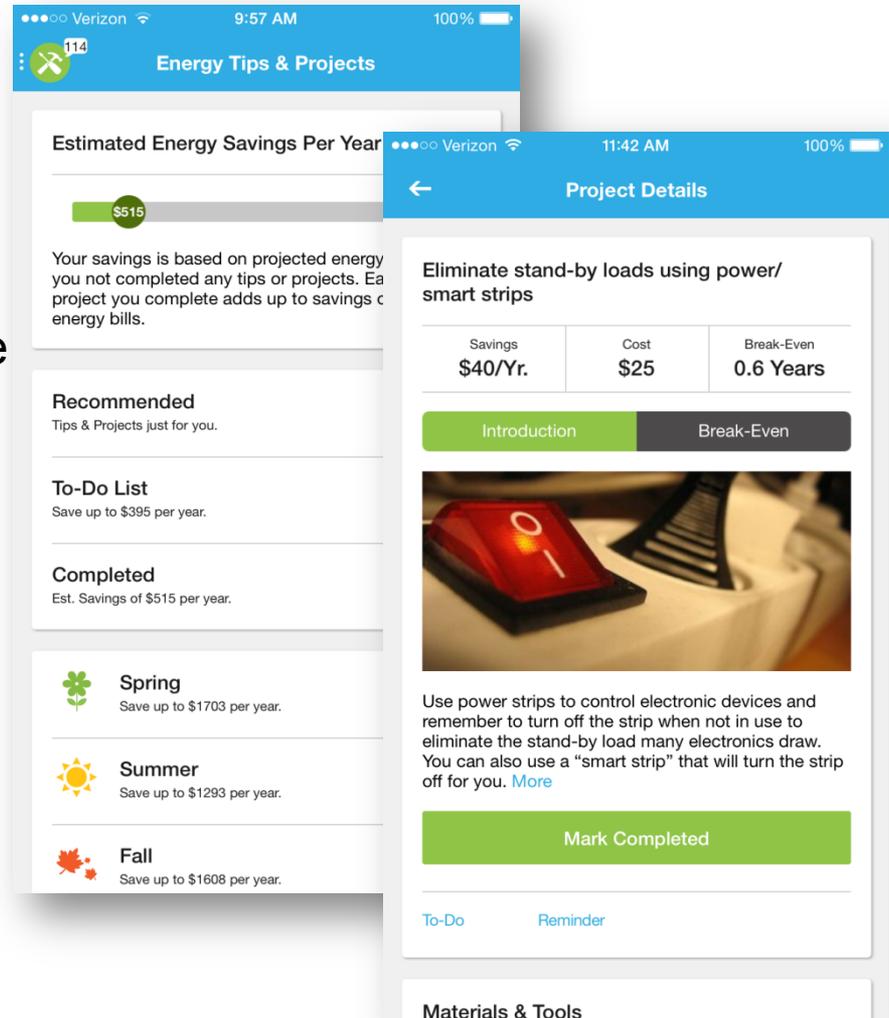


- Scrolling further down shows the options for understanding how the estimated cost is determined along with other FAQ's
- Selecting See your Budget History allows a customer to see how well they have been able to meet their budget goals
- Selecting Pay Your Bill launches the DTE Energy mobile app

# Project Cards and Tips help customers to make changes in their home with step-by-step info and estimated savings



- Project Cards and Tips will allow customers to get step by step instructions for projects that they can do to save money in their home
  - Electric and gas projects
  - No cost, low cost and contractor needed projects are included
  - Renter and home owner friendly



## Other Features of DTE Insight

- Rewards – customers can earn virtual points for completing challenges inside the app. These are virtual only
- To submit feedback, customer uses 3 fingers on the screen (iPhone) or shakes the phone (android) to bring up an email with a screenshot of the area they were just viewing
- Power Scan (iPhone only) allows a customer to see the usage of an individual appliance and make the decision to unplug

# How do customers use DTE Insight to save energy?



- Barbara wanted to stay under 700 kWh a month, so she set her target to show her how much she could use per day. She often kept her TV running to provide some noise during the day, as she lives alone. For a few days, she kept other activities as normal as possible, but used the radio instead. She saw a change in her daily usage, and now uses the radio.
- Jason likes to keep his new home very cool during the summer, but his wife doesn't like the large bills. He agreed to move the thermostat up 3 degrees to see if it made a difference in their daily usage and ultimately, in their bill. They used DTE Insight to check in daily.
- Greg used the Energy Bridge to figure out what his usage should be like when his house was "asleep" for the night. He owned a lot of computer equipment for his photography business, but didn't need it all turned on after he went to bed. So he would use DTE Insight and his security system app to know that his house was "ready for bed", with all systems shut down and the alarm set.