Award-winning digital metering & IoT customer engagement platform

– Award winning Utility and Government Customer Engagement Portal

www.greenbe.com | hello@greenbe.com

Projects and Global industry recognition

Transformational govt and utility deployments

Water & energy industry awards

Best Energy Customer Innovation and Digital Utility of the Year 2019.

International Grid Edison Award 2018

Information Technology Project of the Year and Smart Grid Project of the Year 2019
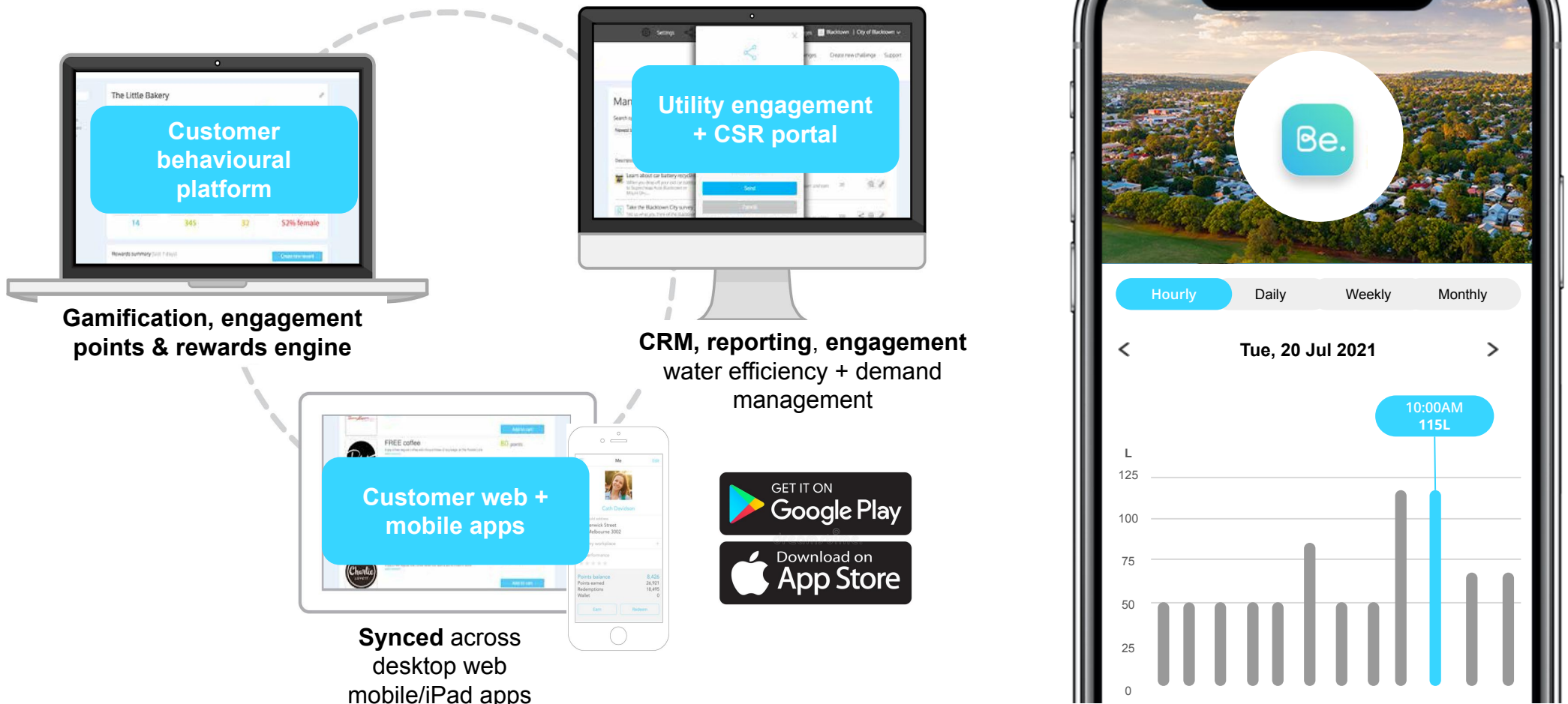
Network innovation award 2018

Local Government 'Smart Impact' Award 2022

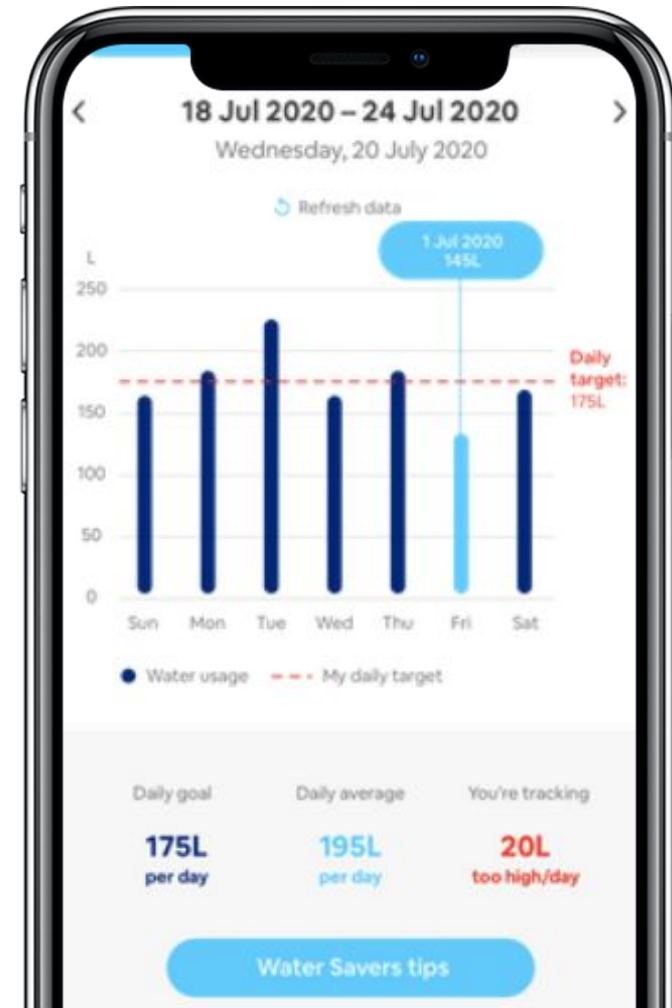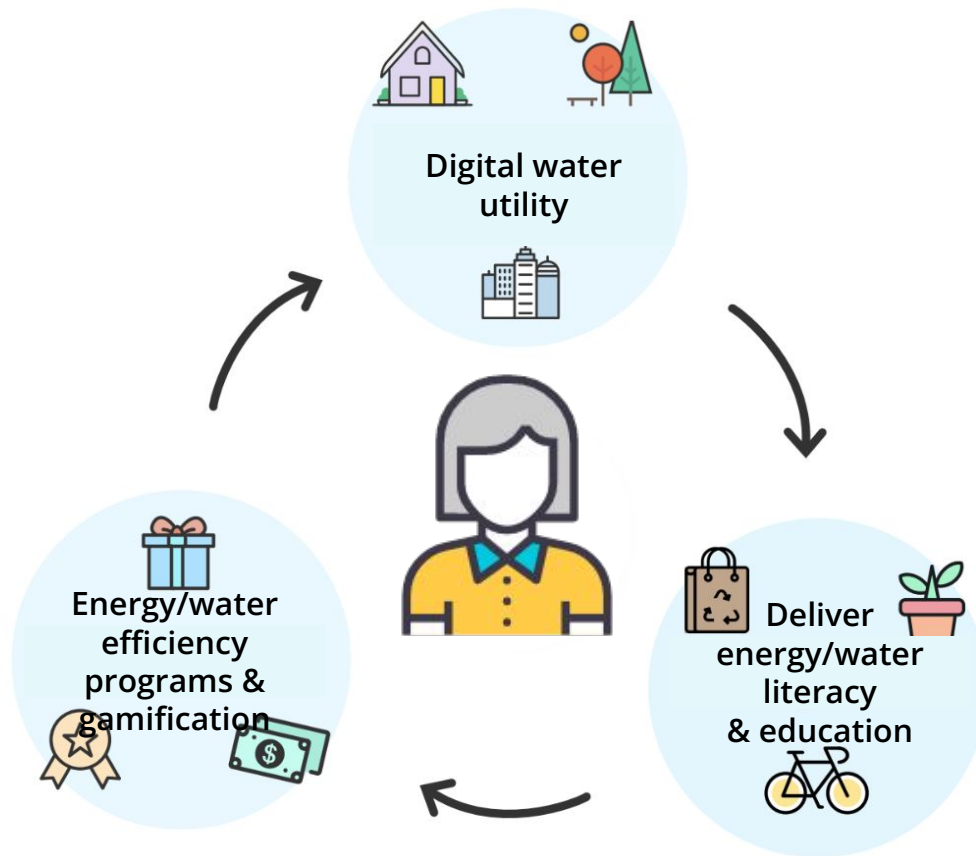**Best Community Engagement & Social Outcomes Project 2019**

Solution for empowering customer, reducing cost to serve & turn-key utility programs.

Customer behavioural platform

Gamification, engagement points & rewards engine

Utility engagement + CSR 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 the
App Store

Hourly | Daily | Weekly | Monthly

< **Tue, 20 Jul 2021** >

10:00AM
115L

L
125
100
75
50
25
0

Turn key platform to empower customers with real time usage data and alerts.

Digital water utility

Deliver energy/water literacy & education

Energy/water efficiency programs & gamification

18 Jul 2020 – 24 Jul 2020
Wednesday, 20 July 2020

Refresh data

1 Jul 2020
145L

Daily target: 175L

Water usage   My daily target

Daily goal	Daily average	You're tracking
175L per day	195L per day	20L too high/day

Water Savers tips

4

Architecture for IoT smart metering

OTHER

Connectivity | Device mngt | Billing system | Meters | IoT devices | Network

GreenBe

Microsoft Azure API integration layer

SOFTWARE

Utility customer

Utility staff

Turn-key apps
(Utility branded iOS, Android)

Display
(usage, billing, IoT)

Notifications
(app-push, sms, email alerts)

Targets/ goals/DM
(demand mngt)

Behavioural challenges (nudges, education)

Gamification
(digital points and rewards)

Admin portal
(manage content)

Engagement analytics
(real-time)

Demand management events

Software upgrades

Azure Cloud
Hosting

Security
(GOV-grade)

SERVICES

Customer support

Training

Project management

Program design

Custom development

Creative design & marketing

Incentives management & fulfilment

Lower the cost to serve your customers

Empower customers to self serve via a powerful suite of portal features.

Desktop Web + native mobile apps (iOS/Android)
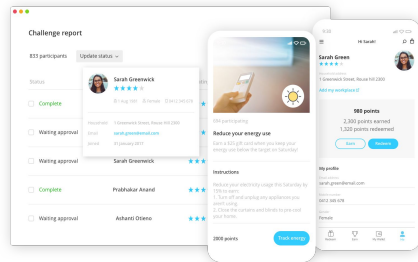
Consumption display (hourly, weekly, monthly)
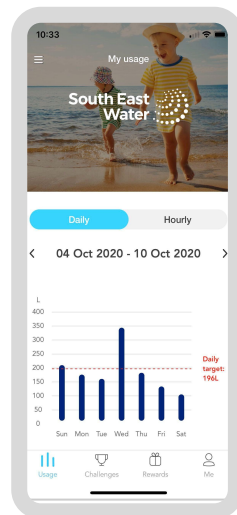
Target/goal setting and monitoring consumption
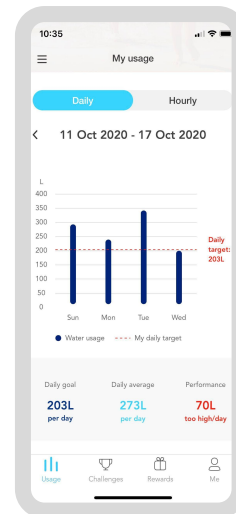
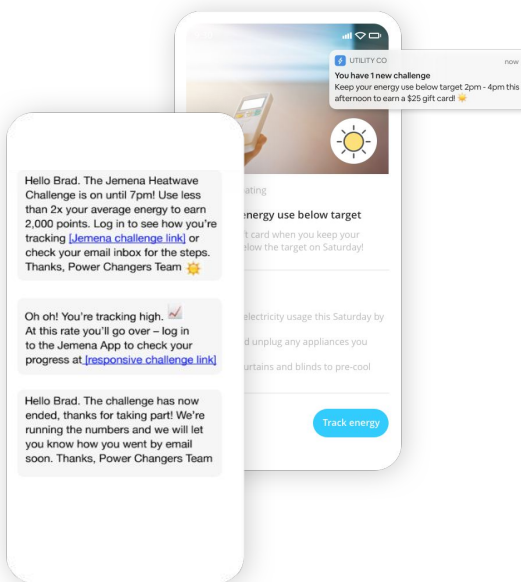**Push/SMS notifications nudges (leaks, usage tips, demand management)**
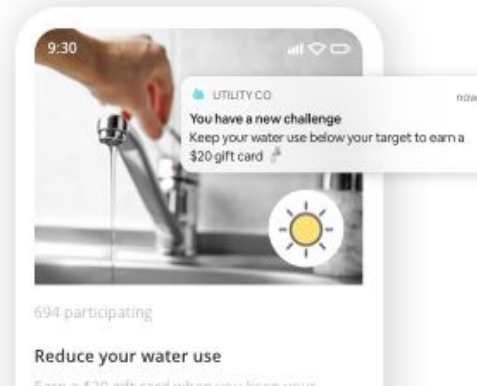
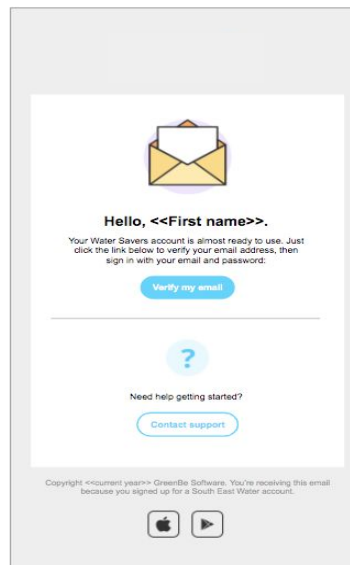**Water/energy education and efficiency programs via *Challenges*™**
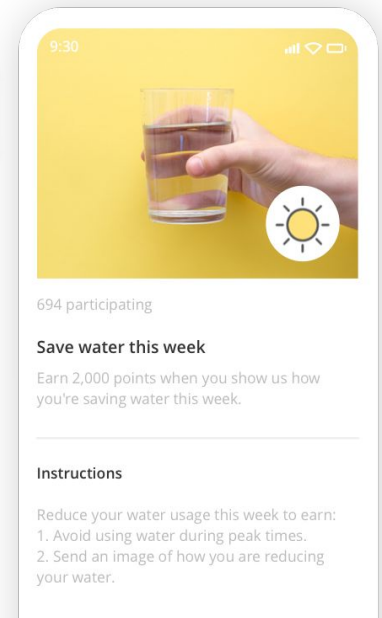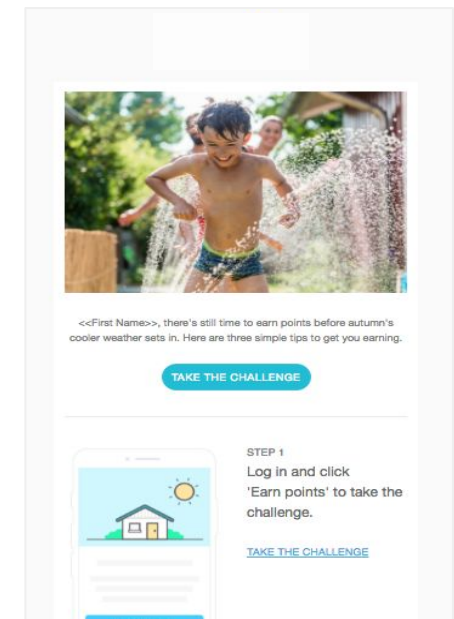
Deliver year round behavioural 'nudges'

Maintaining weekly engagement with customers using email, push and text notifications.

SMS/mobile push notifications

Automated customer transactional notifications
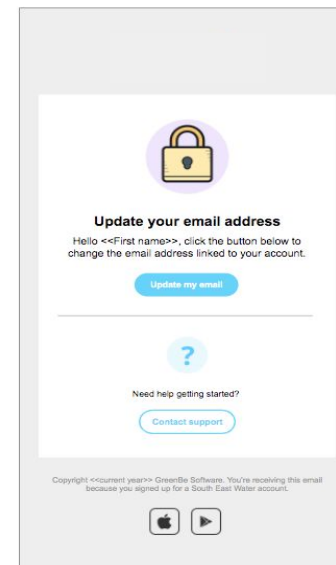
Customer program emails

Use case – deploy targeted demand management programs

Harness customer segmentation filters for:

- **User type** (e.g. residential, SME, commercial).
- **Area** (e.g. suburb, postcode, street).
- **Other behind meter data** (bathrooms, people in home, rain water tank, pool etc.).
- **Dashboards/reports**

Usage targets/baseline and goals using points & reward engine logic:

- **Period** (e.g. 4 previous weeks of usage as baseline).
- **Average** (e.g. weekly, daily, hourly).
- **Consumption target** setting/reduction (e.g. 5-20% weekly reduction or set amount such as 10L per day).

Harness built in gamification, points, incentives & rewards marketplace.

9:30

694 participating

Save water this week

Earn 2,000 points when you show us how you're saving water this week.

Instructions

Reduce your water usage this week to earn:
1. Avoid using water during peak times.
2. Send an image of how you are reducing your water.
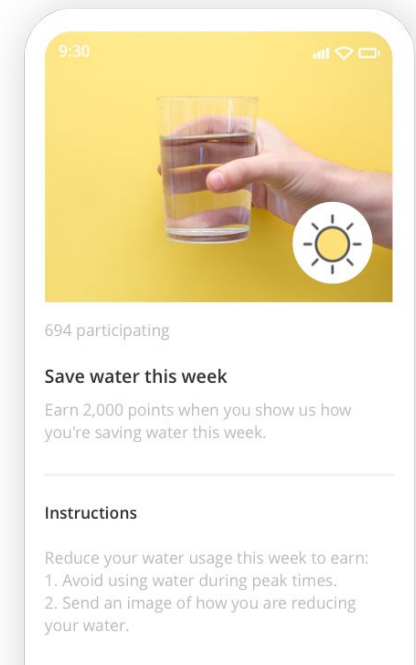
Deliver mobile first customer experiences

Web, iOS and Android apps.
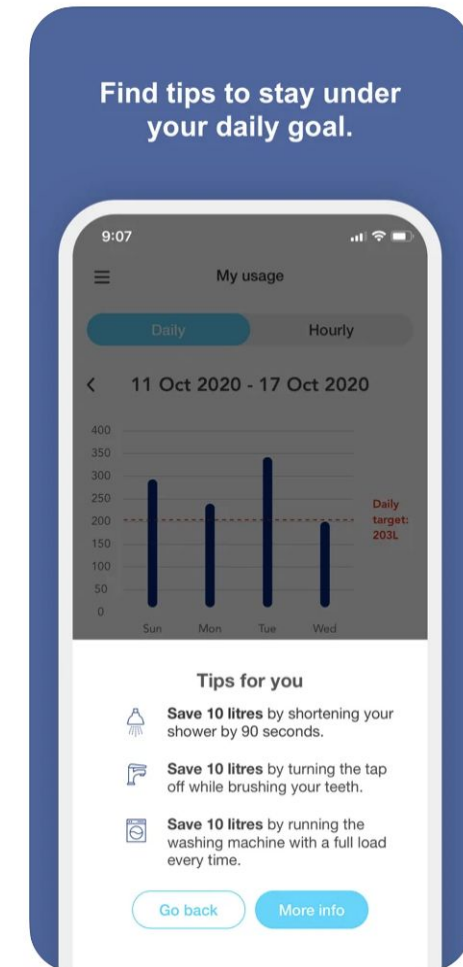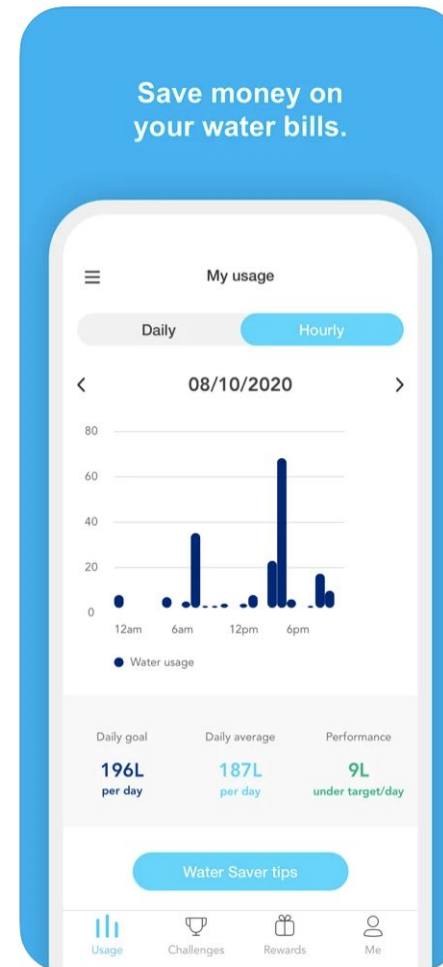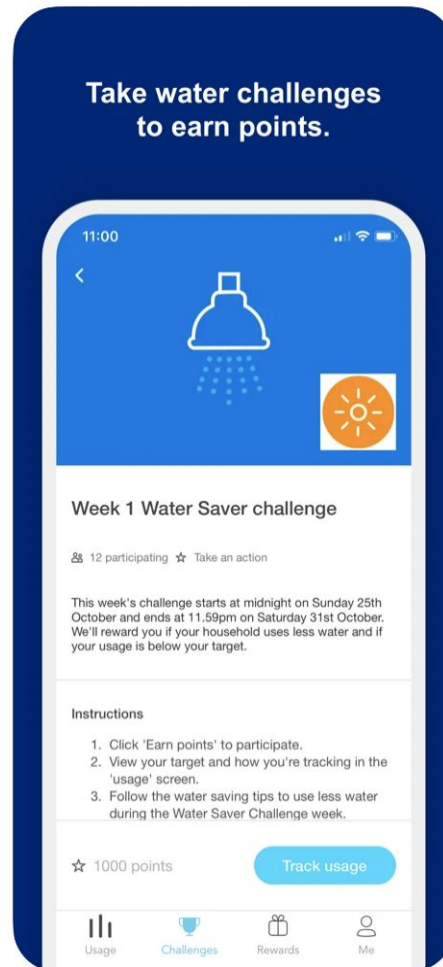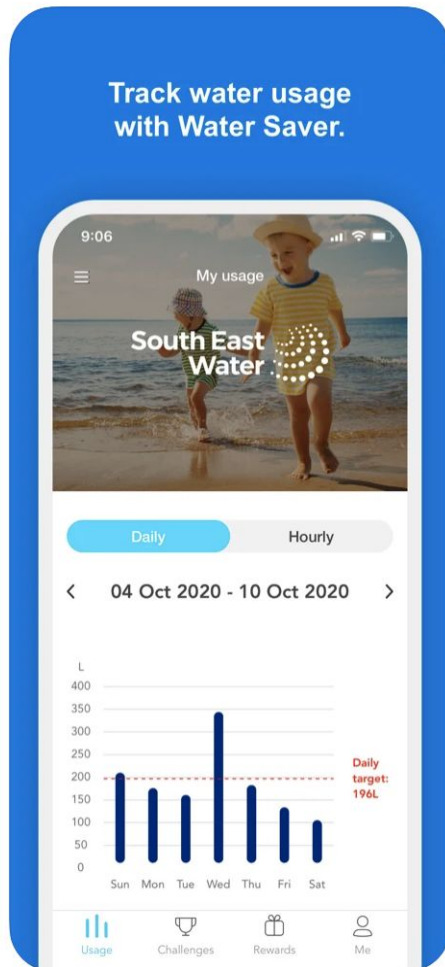
Entire suite of utility engagement modules & reporting
Powerful admin features

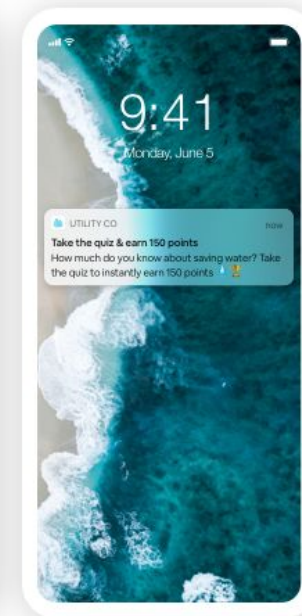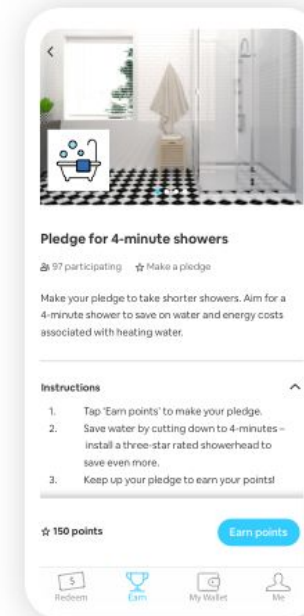**Administration portal to deploy & manage customer facing programs.**
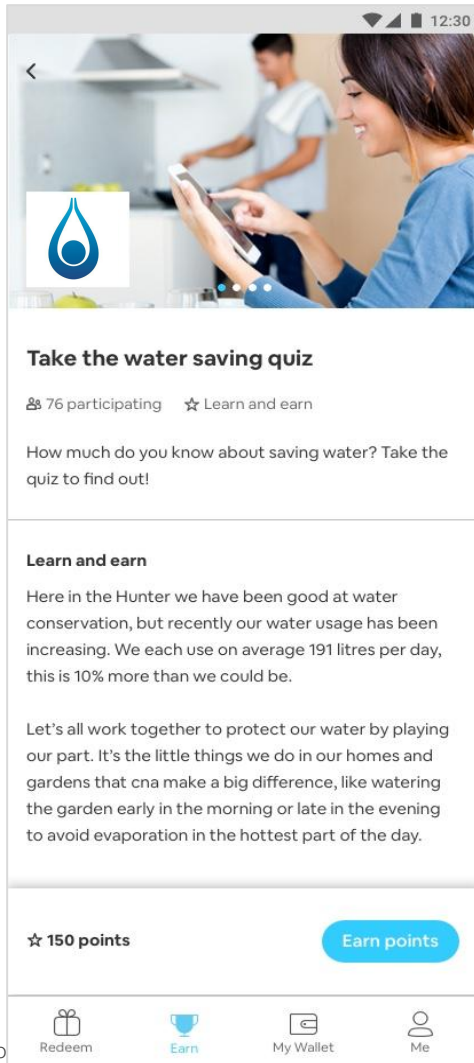
Notifications to customers/ segments via Data Sets

Azure

Setup of literacy/conservation *Challenges™* (Learn and earn, quiz/poll, demand management, efficiency programs)

Manage challenges

Description	Participants	Status	Points	
Reduce your energy use	378	Active	2000	
5 tips to pre-cool your home	1747	Active	100	
Take the summer survey	832	Active	800	
Efficient appliances quiz	1944	Active	150	
Heatwave alert: save energy	1639	Off	2000	
How smart is your air conditioner?	589	Off	150	

Manage data sets

Create new set

Sort by

Description	Date created	Users
Email test	23 Jun 2020	1
Created by Suzanna		
All user types	04 Jun 2020	2404
Created by Suzanna		
All volunteers	22 May 2020	66
Created by Bec		
All citizens	16 May 2020	2142
Created by Suzanna		

Page 1 of 1

Pledge for 4-minute showers

97 participating   Make a pledge

Make your pledge to take shorter showers. Aim for a 4-minute shower to save on water and energy costs associated with heating water.

Instructions

1. Tap 'Earn points' to make your pledge.
2. Save water by cutting down to 4-minutes – install a three-star rated showerhead to save even more.
3. Keep up your pledge to earn your points!

150 points   Earn points

Deliver turn key programs via *Challenges™*

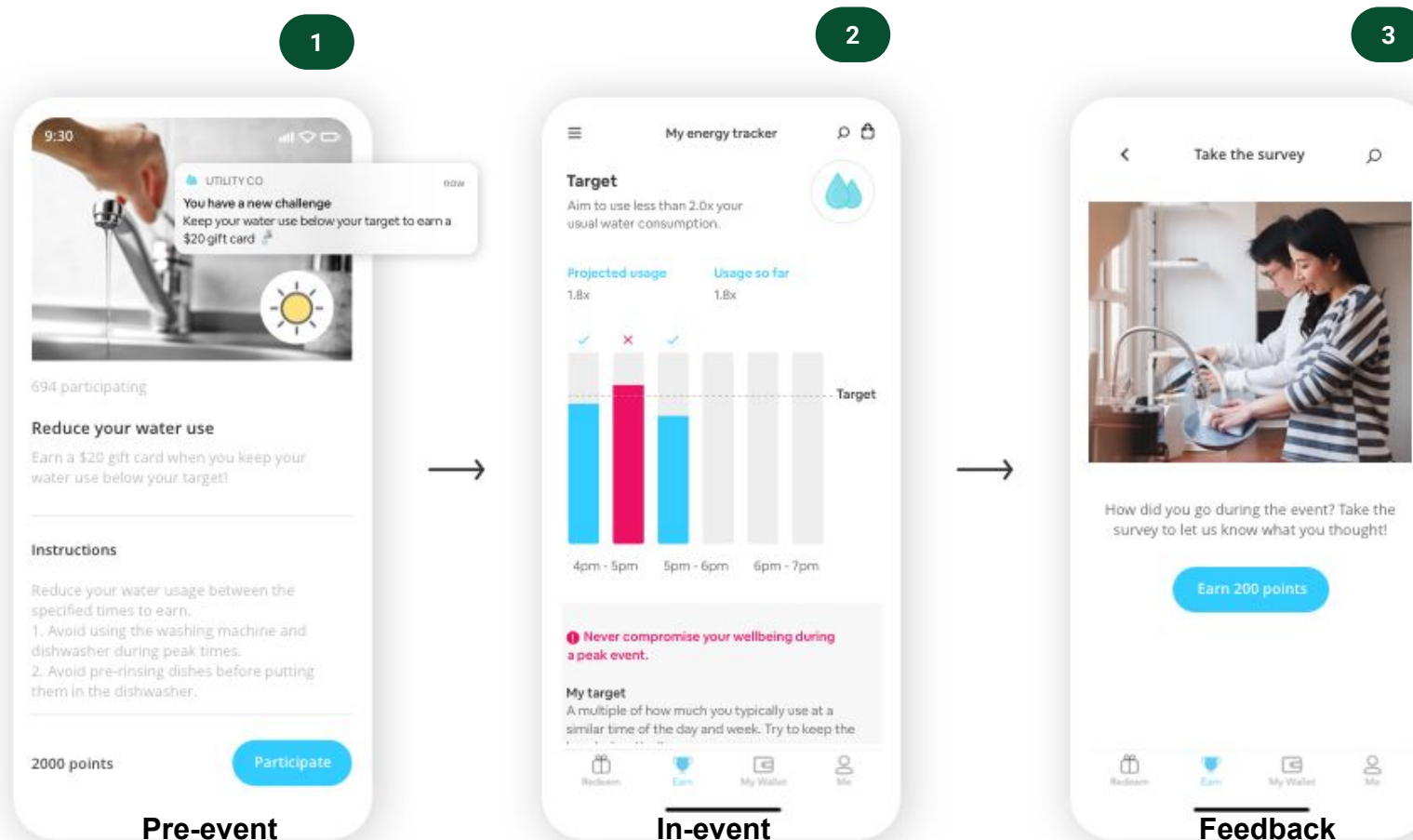Deliver turn-key water & energy efficiency, reporting and in-app education.

© GreenBe So

Harness behavioural science using 'nudges & challenges'

Turn key demand management via *EnergyChallenges™* and *WaterChallenges™*

1

2

3

Pre-event

In-event

Feedback

12

Deploy points & rewards / product marketplace.
Option to open additional revenue streams

- **Launch efficiency products for residential and business customers**

- **In-app Customer Rebates**

- **Community building through school and education programs**

- **Points and rewards for paying bills on time**
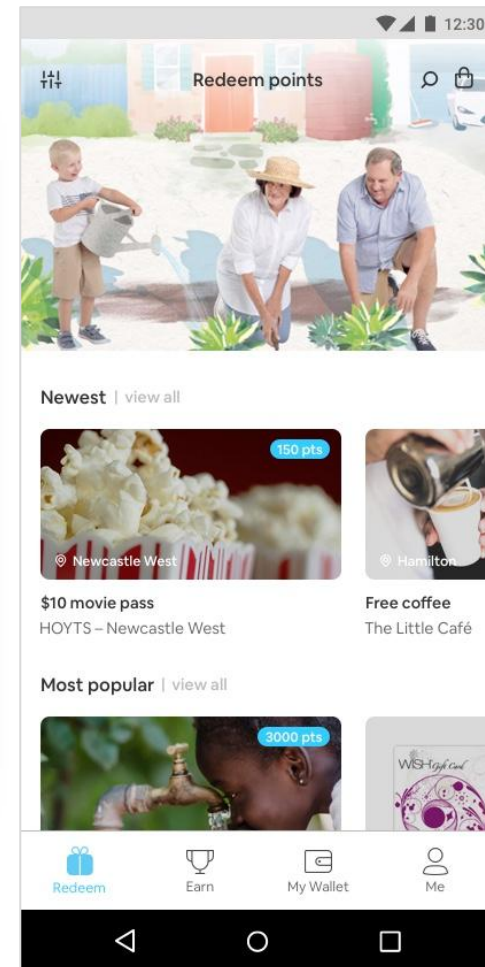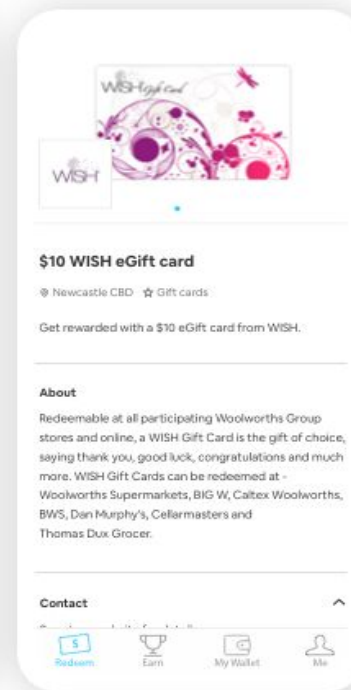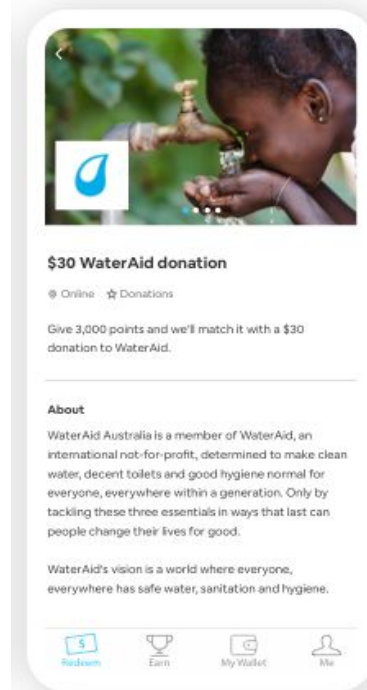
Deploy a custom branded user app and customer portal

GreenBe

www.greenbe.com | hello@greenbe.com