

MyMeter® drives energy savings at Entergy New Orleans. Residential behavior change programs delivers kWh savings above targets and under budget.

As one of the most versatile utility customer engagement tools available, MyMeter brings measurable results to utilities of all types, large and small.

A recent success story at Entergy New Orleans delivered cost-effective energy savings in excess of targets while coming in under budget.

Over the last two years, the Energy Smart Scorecard program was expanded from an initial participation of 25,000 customers to more than 110,000 customers, reaching more than two-thirds of Entergy's residential customers in New Orleans.

In the most recent program year, the Energy Smart Scorecard program delivered more than 11.4 million kilowatt hours (kWh) of behavioral energy efficiency savings, representing 114% more than the program's 10 million kWh planned goal.

MyMeter engaged consumers to save and tracked their progress with a monthly scorecard delivered via email. The scorecard is designed with intuitive visualizations and insights to help participants understand how their home's energy use is changing over time, how their usage compares to their neighbors, and the targeted low/no-cost actions they can take to reduce energy use and save on their utility bills.

The report uses standard industry weather normalization algorithms to forecast upcoming bill period usage and disaggregate energy use. Users receive feedback comparing their home's heating and cooling energy use to other homes in their local zip code.

In addition to achieving the program's energy savings goals, promotion of Entergy's Residential Rooftop Solar Program through the MyMeter scorecard channel received a strong response and helped the pilot program achieve its subscription goals ahead of schedule.

MyMeter is a complete digital customer service solution with instantly configurable modules for consumer program signup, messaging and alerts, bill pay, efficiency benchmarking and much more.

Utilities with MyMeter have a customer base more engaged with the factors driving their energy and water use, more likely to use self-service and digital channels, and more likely to be aware of all of the utility programs and offers that can best meet their needs.

