

Case Study *Demand Response*



“United Energy needed a residential demand-response solution that could engage customers and is scalable and cost effective to implement.”

Lawrence Law, Product Manager,
United Energy

30% Peak Load Shift

About United Energy

United Energy (UE) is an Australian electricity distributor that owns, operates and maintains the distribution network in its service area and distributes electricity to more than 640,000 customers.

Challenge | United Energy (UE) sought an automated residential Demand Response solution that would provide the required peak-load shift capacity to enable UE to avoid costly energy spikes, but at the same time be scalable and cost-effective to implement.

Solution | United Energy deployed Bidgely’s behavioral DR solution, which communicates personalized DR event messages via mobile push, SMS and email notifications. The solution leverages elements of gamification to keep consumers engaged and motivated throughout each DR event: individualized savings goals based on historic usage; real-time performance feedback during events; and creative incentives for each hour that the consumer met their usage goal.

Results | UE held 7 events during the 2016 and 2017 Summer seasons, targeting peak usage from 4-7pm, and achieving an average peak load shift of well over 30% per user per event.



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