

Enhanced
CUSTOMER ENGAGEMENT
with Enhanced **DATA**



GLENN HOLLANDSWORTH

Member Revenue & Programs Manager

Middle Tennessee Energy

glennhollandsworth@mte.com



AMBER WESCHE

Product Manager III

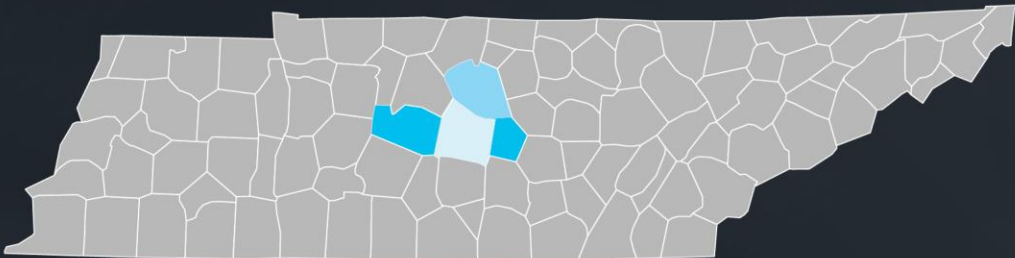
NISC

amber.wesche@nisc.coop



WHO WE SERVE

MTE Serves 3 of the top-10 fastest growing counties in the state. Rutherford, Williamson, and Wilson Counties.



MTE

MIDDLE TENNESSEE ELECTRIC

- **Not-for-profit electric distribution cooperative**
- **Largest member-owned, cooperative in Tennessee and the 2nd largest in the country.**
- **As an electric distributor, MTE is the largest co-op and 3rd largest power purchaser in the TVA system.**

750K
Residents

13%
Commercial
& Industrial
Members

8.8B
KwH of TVA
Generated
Electricity Sold
Annually

More than
335K
Accounts

530+
Employees
not including
Contractors
& Consultants

14.5K
Miles of
Distribution
Lines

More than
24
Member
Programs

53
Sub-
stations

Distributed
Power
28%
Below the
National Average
Rate



PRIZM® Premier

15 – New Homesteaders

1.06% U.S. HHs

Family Life

LIFESTAGE GROUP
F1 – Accumulated Wealth

Town & Rural

SOCIAL GROUP
T1 – Landed Gentry



ABOUT ME

- Middle-aged, wealthy families residing in small towns with child-centered lifestyles
- Purchase a lot of sporting goods and equipment, as well as tech gadgets
- Owns a RAM
- Eats at Zaxby's
- Shops online at Old Navy
- Planning adventure vacation
- Very interested in eSports

TECH USAGE



EDUCATION LEVEL



Graduate Plus

EMPLOYMENT



Management/Professional

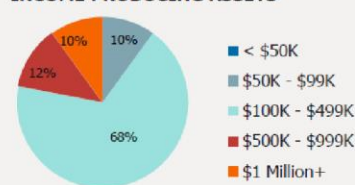


HOUSEHOLD DEMOGRAPHICS

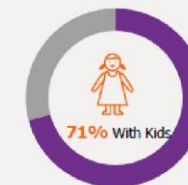
HOUSEHOLD AGE



INCOME PRODUCING ASSETS



Median Household Income:
\$ 125,506



Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GIK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.



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DEMOGRAPHICS NEW HOMESTEADERS

BASIC TARGETING

- **Finding segments more likely to have children to promote scholarships**

- 15 segments selected
- List of 9,000+ Members were sent targeted campaign

- **Read rate 56%**

- **Record Number of Scholarship Applications**



APPLY FOR A TRICO SCHOLARSHIP

Are you or a family member considering attending college? Apply for a Trico scholarship to help you reach your dreams! Trico is currently accepting scholarship applications for the 2024-25 academic year.

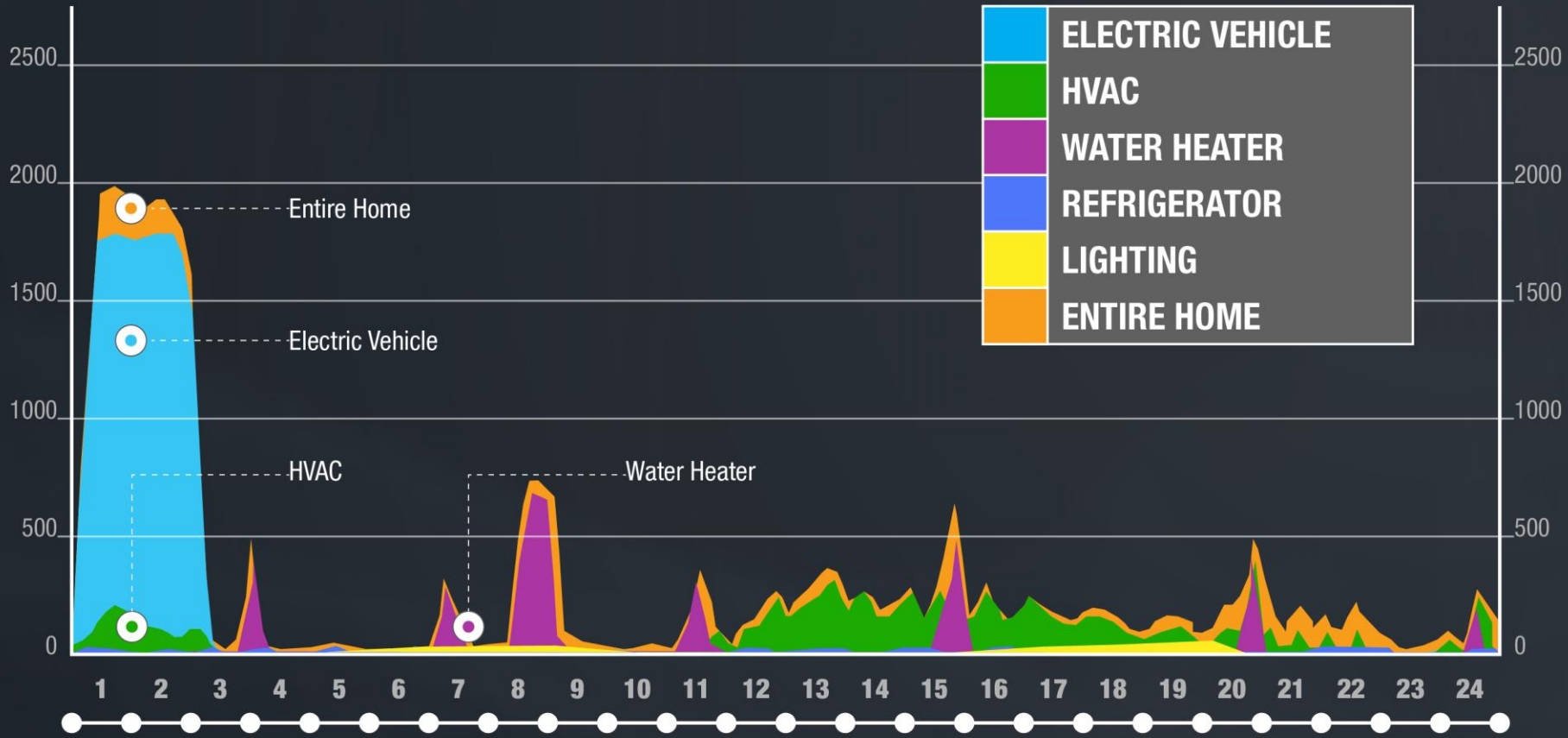
With the largest cooperative scholarship program in the country, Trico awards scholarships to Trico Members and their families to attend a university, community or vocational college. In 2023, 97 students received \$500,000 in scholarships.

When Trico Member Emily Gauthier was a senior in high school, she didn't consider going to college because her family couldn't afford it. "My first scholarship offer was from Trico and it made going to college much more realistic. I am now only eight months from being the first college graduate in my family!"

Applications are due on March 6, 2024.

[Learn More & Apply](#)

TOTAL CONSUMPTION (WATTS)



TOTAL CONSUMPTION (WATTS)

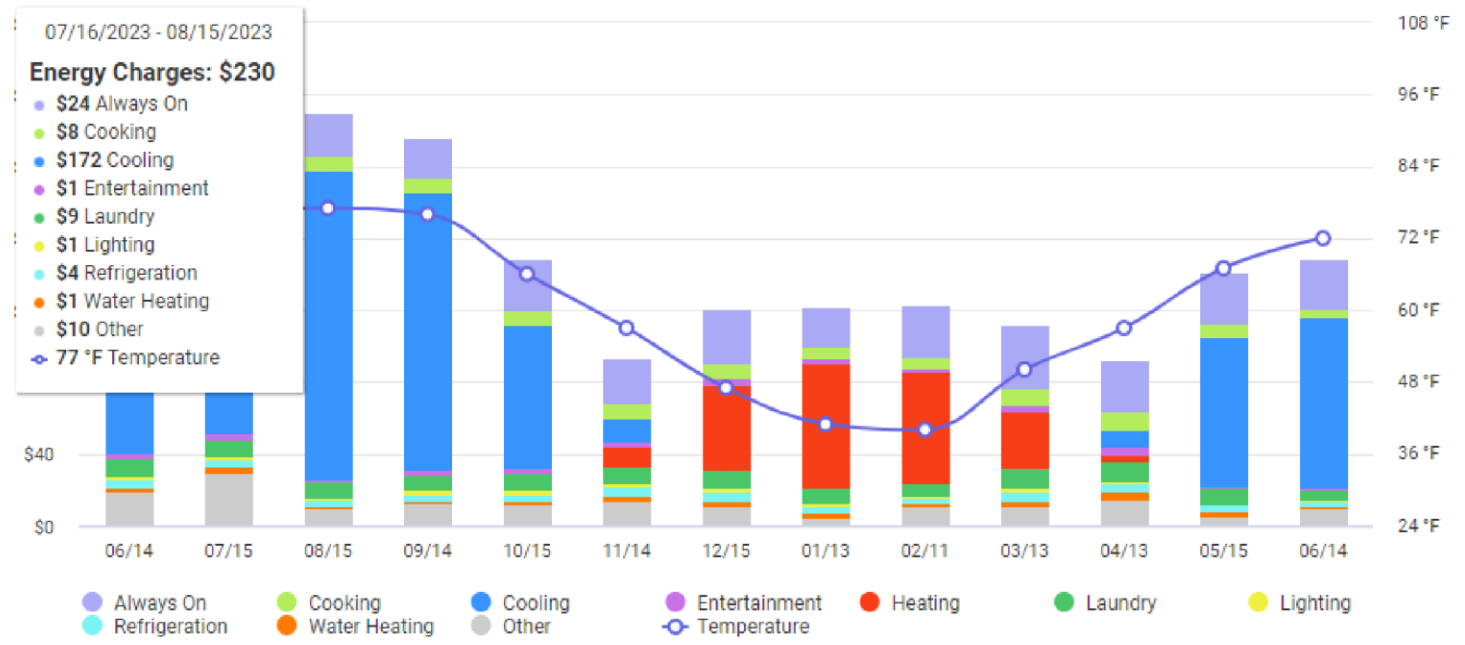
COST EFFECTIVE
LOAD DISSAGGREGATION

This chart displays a breakdown of your energy charges for each bill cycle. Energy charges don't include taxes, fixed charges, or credits, and therefore may be different than your total bill amount. Please update your 'Build Your Home Profile' to see a more accurate breakdown.

Appliance

< 05/16/2023 - 06/14/2024 >

< **Total** Always On Cooking Cooling Entertainment H > Filter



**BREAKING
DOWN
ENERGY
CHARGES**

Cooling Increased by \$38, primarily due to warming temperatures

This Bill Analysis screen compares your current bill to previous bills for you to understand variations in your energy usage each month. Please update your 'Build Your Home Profile' to see a more accurate breakdown.

Bill Amount : \$105

< 03/31/2024 - 05/01/2024 >

Your bill analysis compared to Previous bill

 This bill was **43%** greater than the previous bill



Cooling increased by \$38, primarily due to temperatures getting warmer **+\$38**

Decrease due to lower general usage or fees **-\$6**

[Less details](#)

	03/01/2024 - 03/30/2024	03/31/2024 - 05/01/2024	Variations
TOTALS			
Bill Amount	\$73	\$105	\$32
Consumption	524 kWh	873 kWh	349 kWh
Consumption per day	17.467 kWh	27.281 kWh	9.815 kWh
APPLIANCE USAGE			
Always On	\$10	\$11	+\$1
Laundry	\$10	\$9	-\$1
Refrigeration	\$7	\$7	\$0
Cooking	\$6	\$6	\$0
Entertainment	\$5	\$5	\$0
OTHER KEY DIFFERENCES			
Avg Temp (High/Low)	64.9°F / 42.1°F	72.6°F / 52.0°F	7.7°F / 9.9°F
Days in Billing Cycle	30	32	2
Low Consumption Days	0	0	0

CUSTOMER FACING

PROACTIVE ALERTING



Energy Cost Projection

Service Address: 123 TEST AVE

Dear Valued Member,

At MTE, our goal is to help you understand your energy usage and save money.

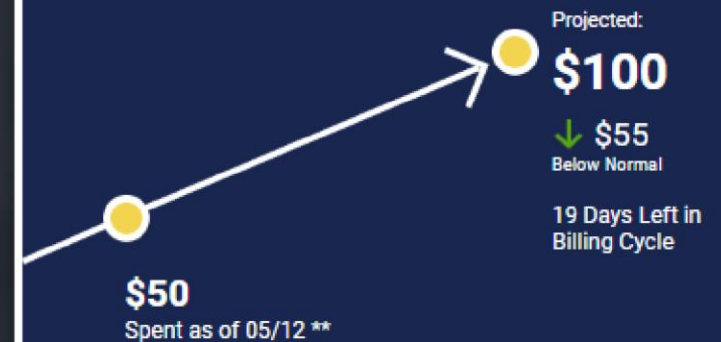
Through the use of some industry leading tools, we are now able to give you a projection of your energy cost for your current billing cycle. This projection evaluates usage through the middle of the billing period and then projects your bill throughout the remainder of the billing period. The projection is intended to provide you with an early indicator of your possible energy cost for the period it measures.

Below is your projected energy cost for this billing cycle. However, it is important to note that this is just an estimate. Your chosen myEnergy Plan and usage throughout the billing period will determine your actual bill amount.

Login to myMTE to explore your recent usage.

YOUR PROJECTED ENERGY COST

Bill period 05/01/2022 to 05/31/2022 *



BUILD YOUR HOME PROFILE

BUILD YOUR HOME PROFILE

2026849567 — 1867 COLES FERRY PIKE — RES

Complete your Home Profile for the most accurate and helpful analysis of your usage. Remember to update your profile occasionally to reflect any changes to your home, lifestyle, or energy usage.

Getting To Know Your Home

What type of Main Central Heating System do you use?

Pick One

Forced Air Central Furnace Heat Pump / Reverse Cycle / Mini splits Boiler

Baseboard Heaters Underfloor Heater Fireplace Don't have one

Back Continue

8%

Energy Detail

A woman with long blonde hair is sitting on a light-colored couch. She is smiling and looking down at a laptop screen in front of her. She is also holding a white smartphone in her hands. The background is a bright, modern living room with a white wall and some decorative items. The overall tone is positive and informative.

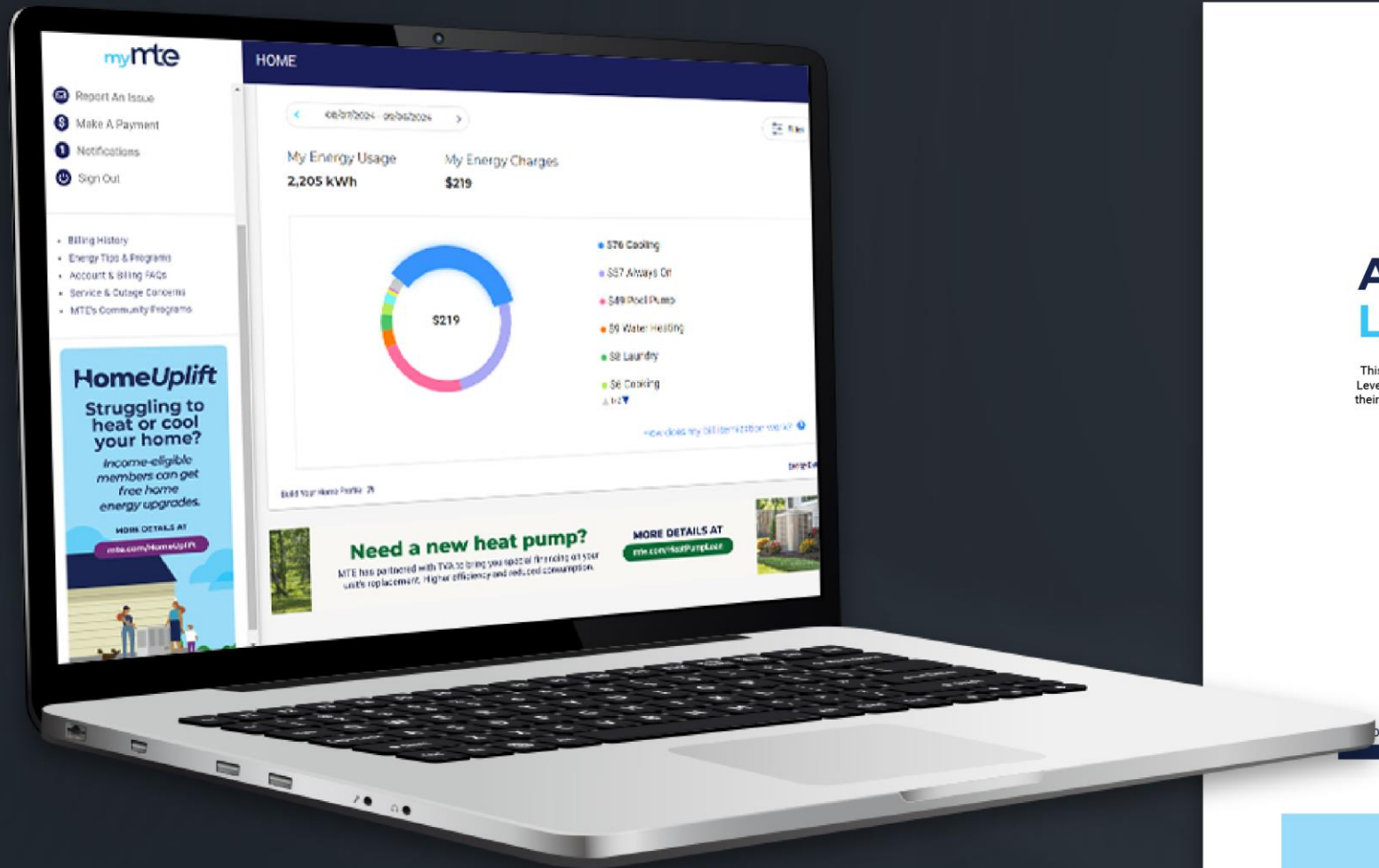
Save energy and money with home rebates

Home Rebates

EV OPPS

For members who tend to run appliances or charge an electric vehicle overnight, NiteFlex might be a good fit. NiteFlex adds just one penny per kWh above our standard rate between the daytime hours of 4 a.m. and 10 p.m. You'll then save 3 cents per kWh during the nighttime hours of 10 p.m. to 4 a.m.



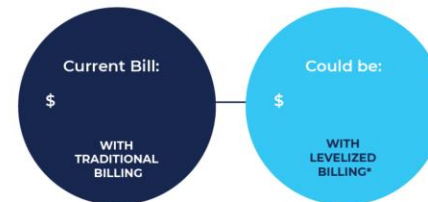


ENGAGEMENT OPPORTUNITIES

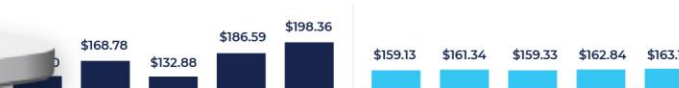


Reduce the Impact of TVA's Fuel Cost Adjustment with MTE's Levelized Billing option.

This August, TVA's FCA is up 146% over August 2021. Learn how MTE's Levelized Billing option can help. Levelized Billing is an MTE billing option that gives members the option to pay nearly the same amount on their bill each month, which removes extreme fluctuations caused by unpredictable weather or energy use.



Example of How Levelized Billing Works



*Does not represent your specific current, past, or future billing.

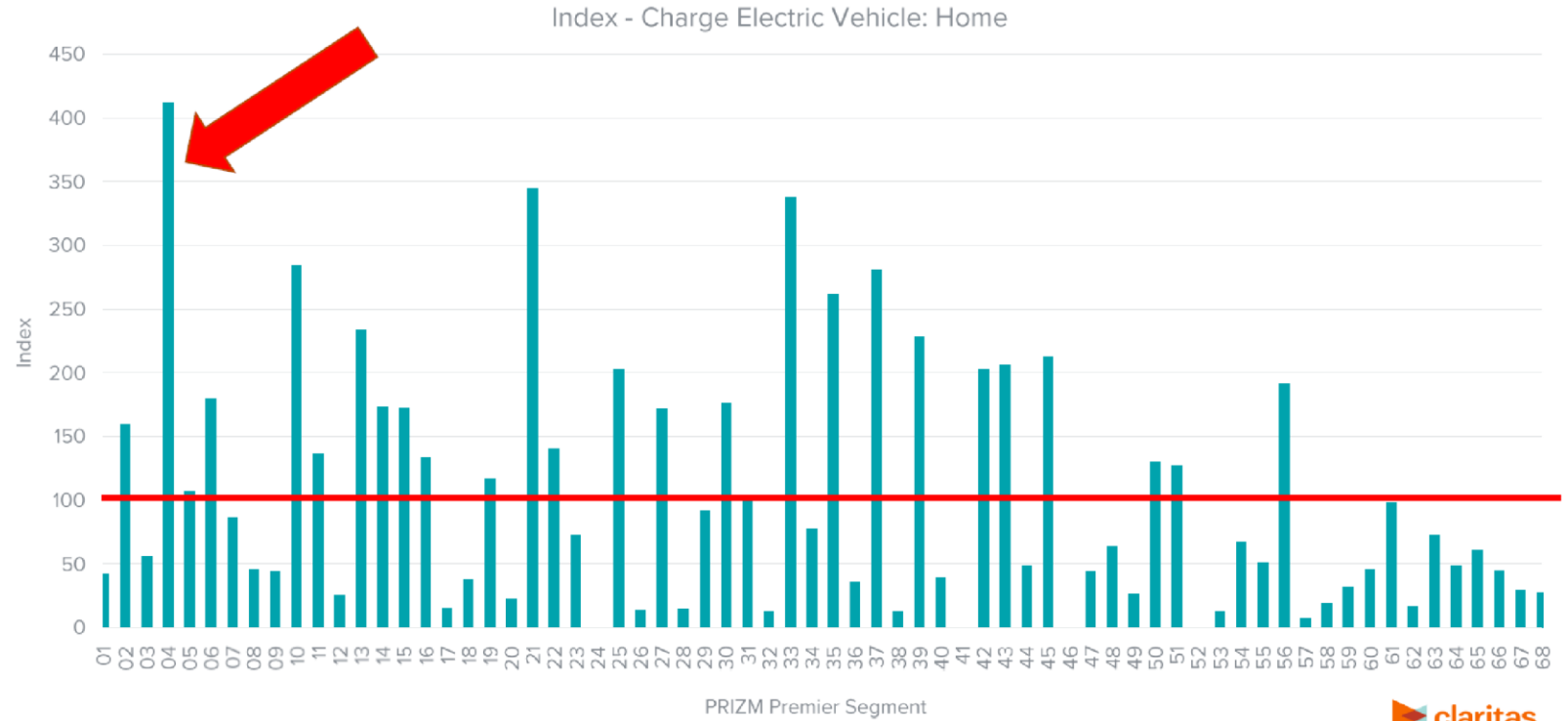
Get Levelized Billing Today

Go to your myMTE app or call us at (877) 777-9020.

*Levelized Billing is calculated by taking an average of the previous 12 months of electricity billing. Bills then adjust every month but always based on the preceding 12-month average, which allows members to have a more consistently priced bill even during high-energy-consumption seasons. By reducing the variation in monthly bills, members can more accurately budget each month. This is perfect for members who want to smooth out the peaks and valleys in billing. The option does fluctuate slightly each month to account for energy consumption.

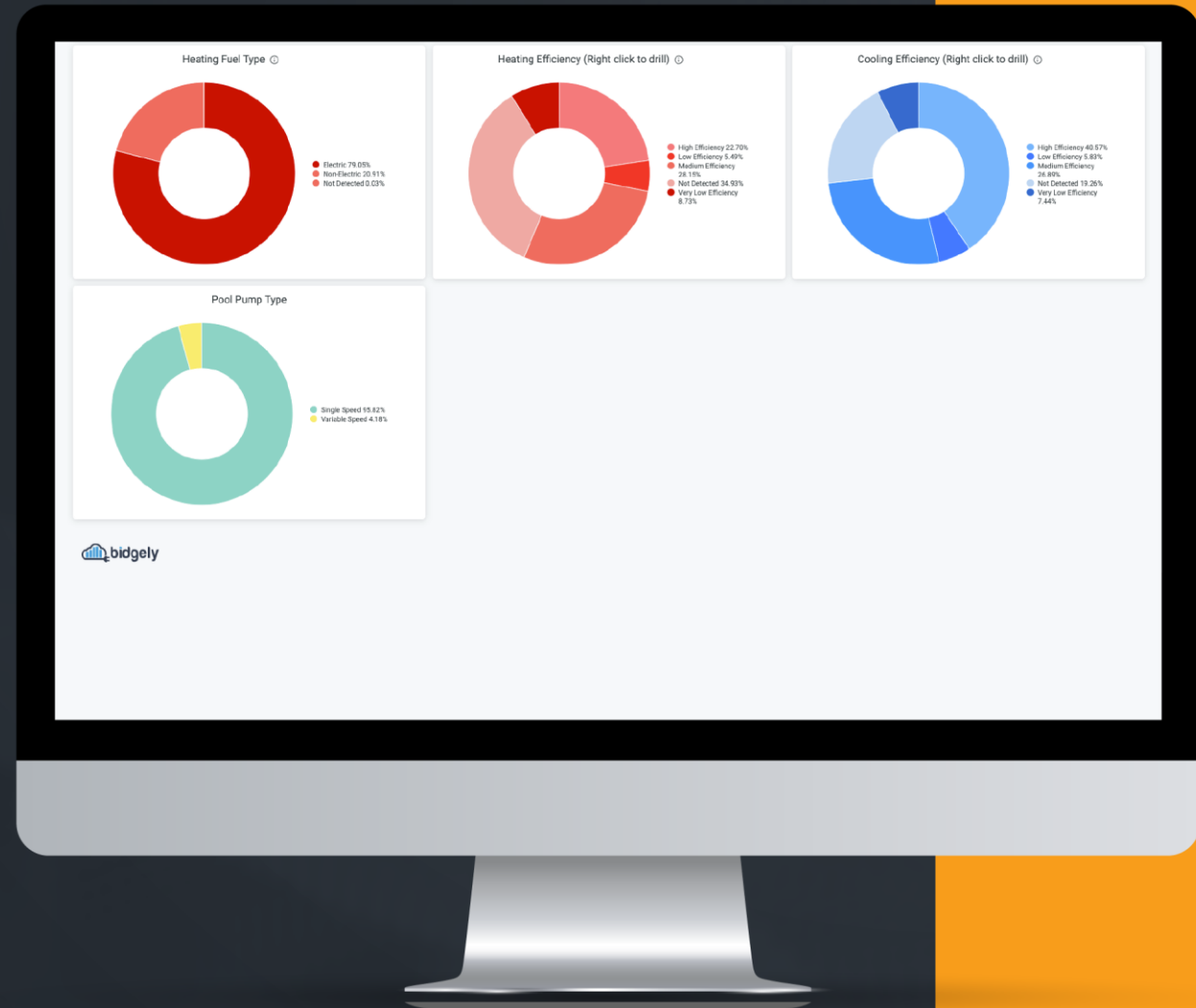


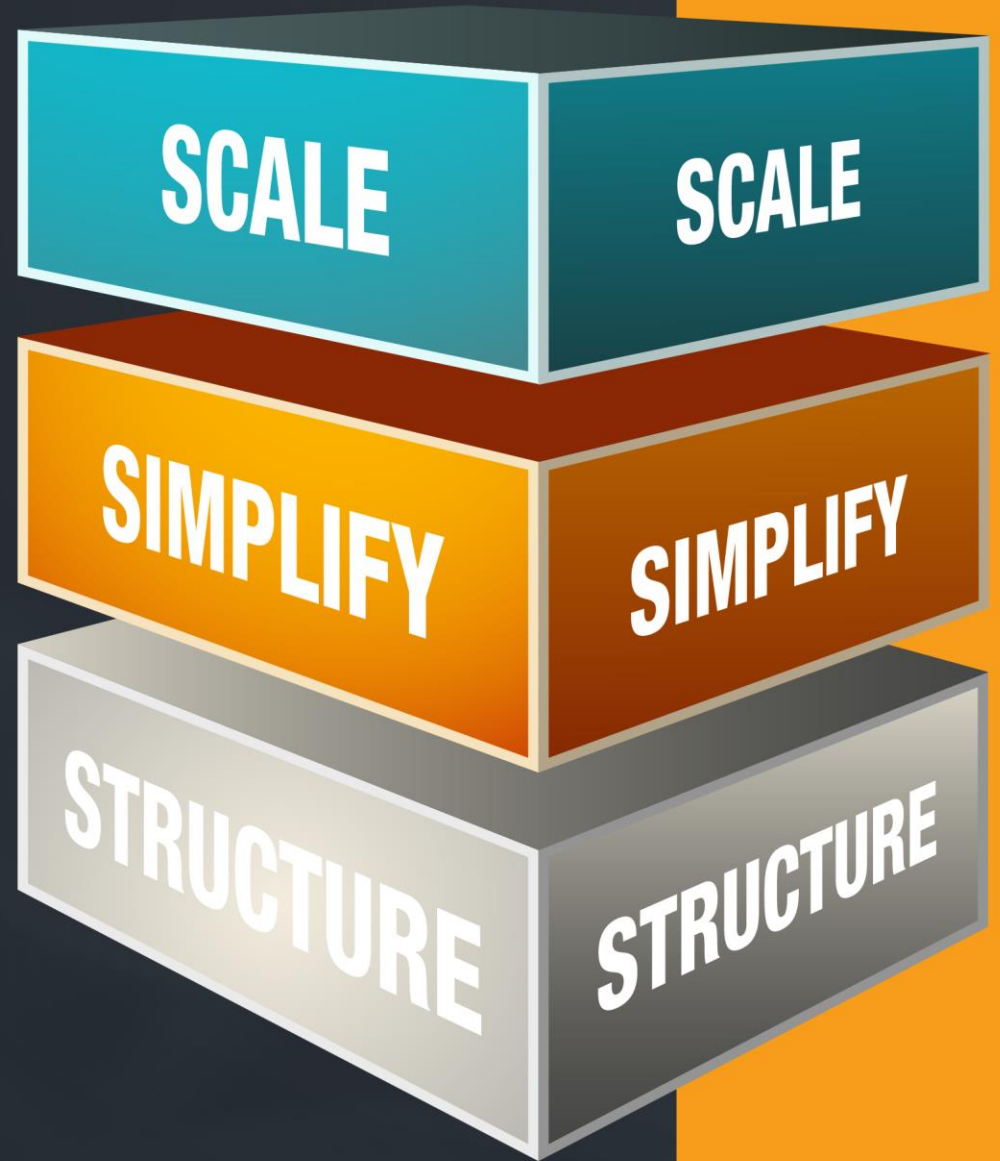
Identify High Propensity Customers for Programs & Services



**HIGH PROPENSITY CUSTOMERS
FOR PROGRAMS & SERVICES**

COOLING EFFICIENCY





IN SUMMARY

THANK

YOU