



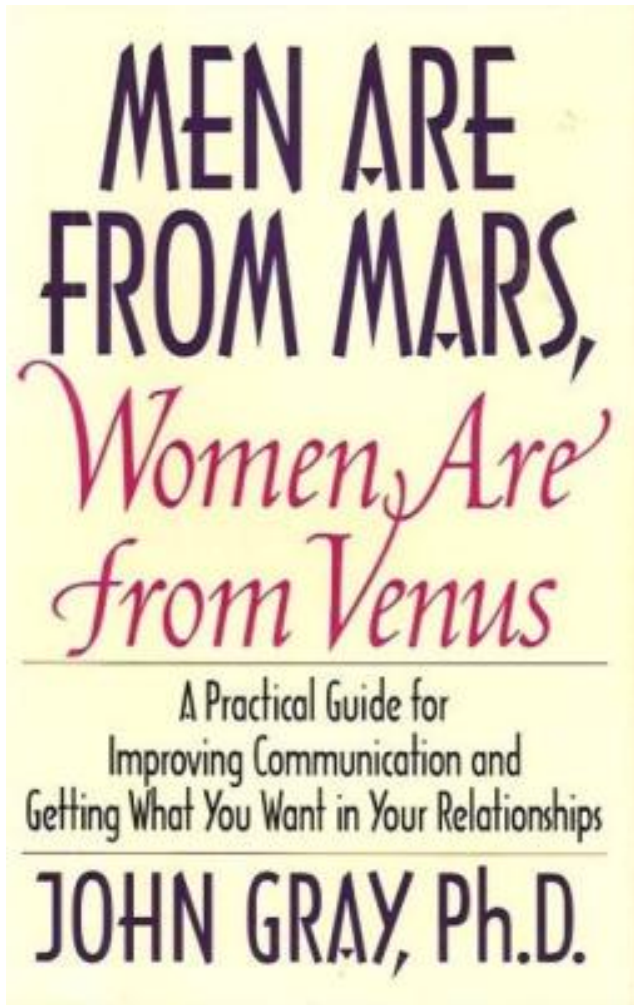
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Smart Demand: Horses to water?

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Billcap Pty Ltd

Billcap works with retailers and has served over 150,000 smart meter consumers in Victoria



Utilities:

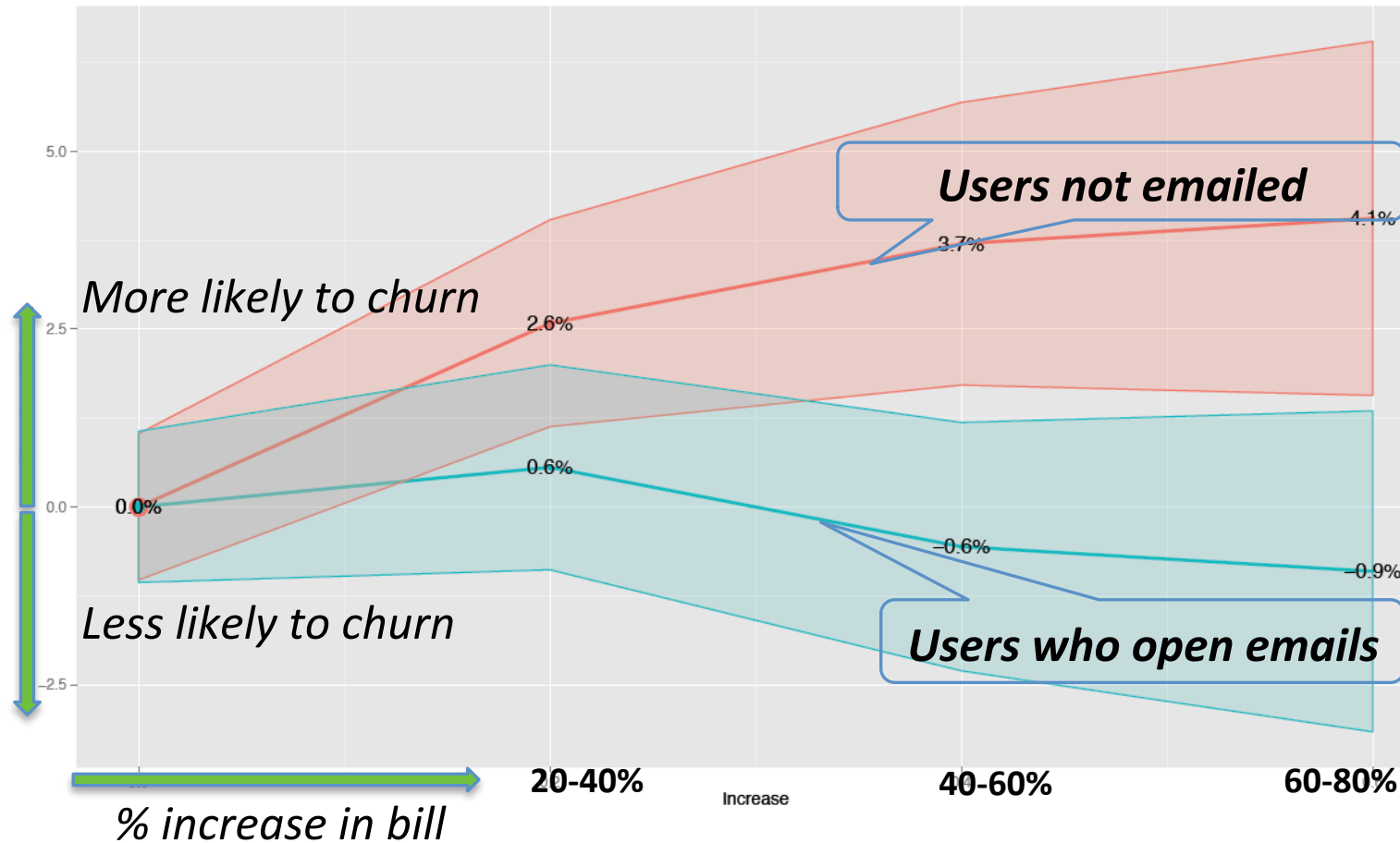
- Loyalty
- Faster payment / Lower debt
- Lower cost to serve
- Differentiation
- Cost reflectiveness

Customers:

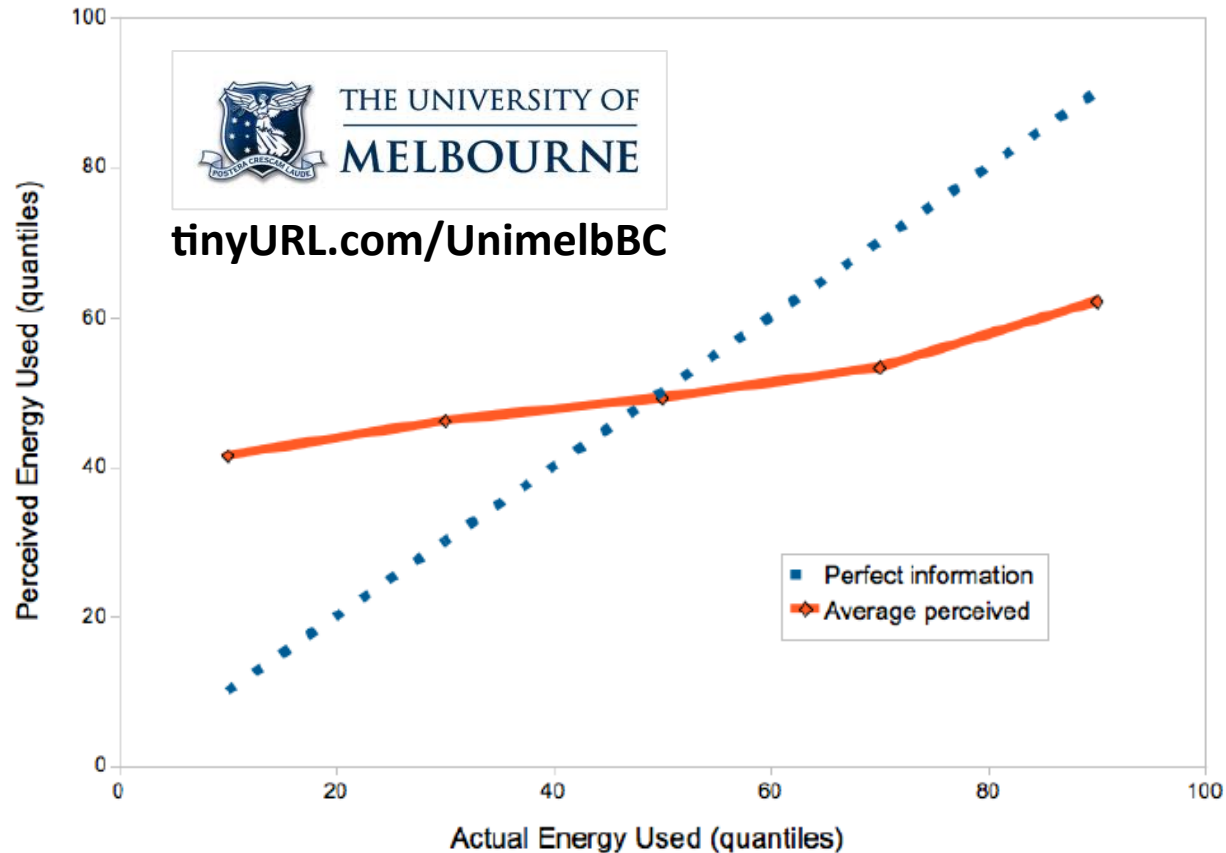
- Predictability
- Transparency
- Simplicity
- Solutions

Customers do not like surprises.

Churn rate by engagement level and “bill-shock”

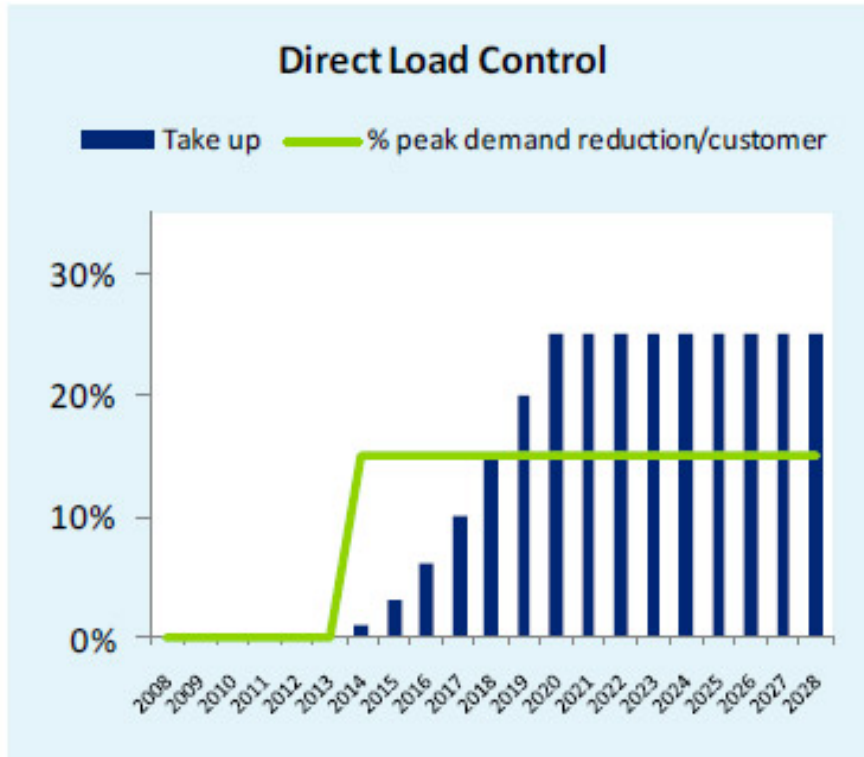


Customers *think* they are average... they're wrong.



- High income most likely to underestimate consumption
- High income / Green Voters respond the most to information.
- Peakier users seem to respond more than flat users

Direct Load Control: ambition or aspiration?



Source: www.smartmeters.vic.gov.au/

Key Issues:

- DLC for AC: Sample bias & Hawthorne Effect?
- Split incentive between distributor & retailers
- Retrofit solutions will be slower to arrive in Australia

Solutions should be consumer centric

