

# 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

2016 | **30%** Peak Load Shift

2017 | **40%** 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; motivational feedback during events; and creative incentives for each hour that the consumer met their usage goal.

**Results** | Although UE was able to achieve an exceptional 30% peak load shift in Summer 2016, UE and Bidgely were able to further optimize the solution for the Melbourne market, and in 2017, a peak load shift of 40% was achieved. Both UE and Bidgely are looking forward to the great results that 2018 will bring.



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