



Media Release

AGL's Energy Insights helps customers to take charge of their energy usage

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An innovative new service trialled by AGL customers has highlighted the potential for them to eliminate waste and save money by turning appliances off rather than leaving them on stand-by mode.

The trial from July to October gave 3,000 customers with digital electricity meters in Victoria, New South Wales, Queensland and South Australia greater insight into how energy was being used in their homes by breaking down energy consumption by specific household electrical appliance categories.

AGL Chief Customer Officer Melissa Reynolds said customers wanted more control and visibility over how they used energy and were interested in getting a breakdown of their usage.

"This trial gave customers data-led, personalised estimates about how much energy was used by each appliance category, what the approximate cost was and how it contributed to their overall bill," she said.

"Using innovative technology which allowed us to analyse meter data and produce details of energy use by appliance categories, we produced Energy Insights reports that were emailed to customers both mid-bill cycle and with their bills."

The categories are:

- heating
- cooling
- electric water heating
- lighting
- pool pump
- refrigeration
- cooking
- laundry and dishwasher
- home entertainment
- standby and always on
- anything else

"More than 60 percent of customers who provided feedback said they planned to or had already taken action based on the insights from the trial," Ms Reynolds said.

"Generally, appliances like televisions, computers and phone chargers left on standby can make up 10 percent of a power bill. Our research suggests that in some cases standby consumption can make up as much as 25 percent of the customer's bill. We recommend using smart powerboards which turn off multiple devices at once, so when you shut down the TV other appliances will switch off too."

The initial market for this service is estimated¹ to be about 450,000 customers with digital meters.

"While the breakdown can only provide an approximation of the energy usage of each category, feedback indicates that customers value this additional information which can help them understand where they are using energy and look for ways to avoid wastage and save money and provide transparency. We're excited about delivering services like this which provide greater value for our customers," she said.

The new service has been introduced as part of AGL's Customer Experience Transformation program and follows the introduction of self-service meter reads, which allow customers to read their own meters, keep up-to-date with costs and avoid estimated bills.



Energy Consumers Australia CEO, Rosemary Sinclair said: “The AGL Energy Insights pilot is a positive development. It provides clear direction about how consumers can take charge of their energy consumption to identify how to save money on energy use they do not value. Information that is timely and easy to understand can make a real difference.”

More information about this service can be found at: agl.com.au/energyinsights

¹ AGL estimates

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About AGL

AGL is committed to helping shape a sustainable energy future for Australia. We operate the country's largest electricity generation portfolio, we're its largest ASX-listed investor in renewable energy, and we have more than 3.5 million customer accounts. Proudly Australian, with more than 180 years of experience, we have a responsibility to provide sustainable, secure and affordable energy for our customers. Our aim is to prosper in a carbon-constrained world and build customer advocacy as our industry transforms. That's why we have committed to exiting our coal-fired generation by 2050 and why we will continue to develop innovative solutions for our customers.