

# HOW TO INCREASE ADOPTION OF ENERGY ASSISTANCE WITH DATA & AI



## THERE ARE THREE MAIN BARRIERS FOR ENERGY ASSISTANCE ADOPTION



### Awareness

Research shows that the biggest barrier for utility program adoption is lack of customer awareness.



### Paperwork

Complex paperwork can be daunting, especially for LMI customers who are already hard to engage.



### Stigma

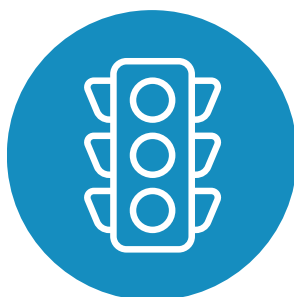
Stigma can stop customers from accessing assistance, especially those who have never needed it before.

## UTILITIES ARE TURNING TO CUSTOMER DATA AND AI TO REDUCE FRICTION AND INCREASE ADOPTION



### Identify

Data and AI can help utilities target the right customers through the most effective channels, increasing awareness of assistance programs.



### Pre-Qualify

AI can pre-qualify customers for assistance, simplifying the application process. This method has been successful in California, and utilities elsewhere should consider discussing this approach with their regulators.



### Personalize

Data can identify customers who are new to assistance, allowing utilities to use different messaging strategies that reduce stigma and encourage program adoption.



**Learn about how Duquesne Light Company was able to increase LMI customer engagement with Energy Assistance campaigns by over 600% compared to other utilities.**