



EDUCATE

Guide Your Customers Toward Energy Savings

Customer Education Solutions for Energy Providers and Service Companies

Help your customers understand their energy use and take action to manage it. Our self-serve tools integrate with your billing portal to seamlessly explain bill and rate changes to your customers—while recommending actions and offers to help them improve their energy savings.

With virtual audits, videos, web-based calculators, and more, Brillion Educate applications allow your customers to choose their adventure when it comes to your content. On top of all that, the suite’s built-in analytics lets you assess and report on the performance of all your education and program enrollment efforts.

EV CALCULATOR

Tesla Model 3



MSRP \$40,240

Insurance \$944

Maintenance \$470

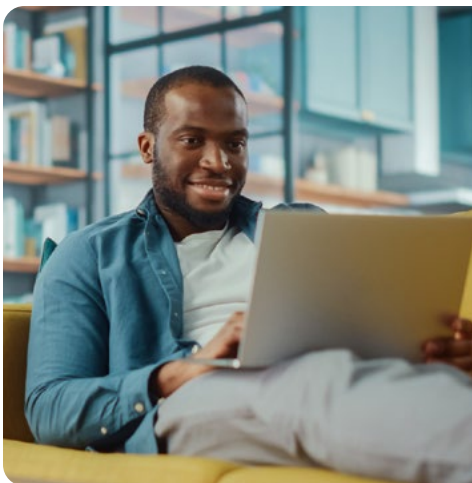
Tax Incentive \$5,000

Interest Rate 4.5%

COST OF OWNERSHIP OVER 5 YEARS

⚡ Tesla Model 3

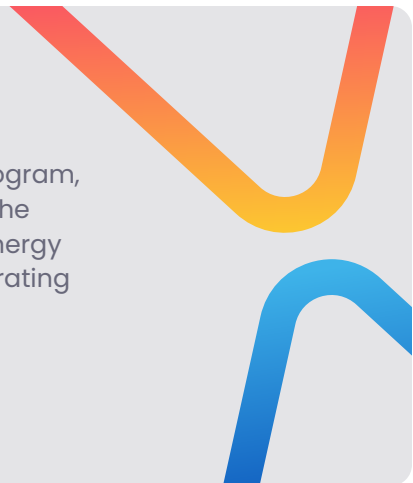
🚗 Comparable Gas Vehicle



CASE STUDY

Wisconsin’s Energy Efficiency Program, Focus on Energy, implemented the next phase of its Online Home Energy Assessment campaign by integrating Brillion’s AI-powered solutions.

Savings: \$125 million



What Can I Do with Brillion Educate Applications?

Let customers map their journey.

Your customers are bombarded with thousands of advertising messages per day. Cut through the noise by giving them compelling and fun content that helps them better understand their choices. Brillion's self-service educational formats empower your customers to choose the best topic and format for them.

Supercharge and scale your home energy audits.

One-size-fits-all virtual audit tools don't reflect a true understanding of a customer or their home. And, costly in-home assessments require a lot of back-and-forth and coordination. With Brillion, your team can personalize, automate, and scale your audit efforts. Plus, our messaging incorporates usage, home characteristics, and past program participation data—a surefire way to impress your customers.

Make change easier.

You need customers to adopt new behaviors so you can achieve program savings and properly manage your grid. Get more customers onboard by simplifying information, removing doubts, and motivating customers to try something new. Aside from behavior-based program savings, Brillion's self-service portal and special-purpose calculators create an experience your customers will actually want to return to.

Be the one-stop shop for trusted energy info.

Your program enrollments dip every time a customer misunderstands or is misinformed about technology. Increase program awareness, drive applications, and guide customers toward action with Brillion. Our tailored messaging, multiple education channels, and self-serve portal help your customers find and feel comfortable with the decisions that will help you meet your goals.

Powered by Brillion's data insights engine.

At the core of every Brillion solution lies our data insights engine. It's what supercharges our customer engagement applications and turns utility data into actionable insights.



Integration

Pre-built connectors offer effortless integration with enterprise systems and third-party data sources.



Synthesis

Leverages customer, property, program, usage, and rate data to provide a seamless customer experience.



Intelligence

Our adaptive learning model continuously improves with every interaction to deliver optimal recommendations.

Ready to learn more about Brillion? Let's chat.

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