

FIRSTFUEL

Outbound Communication Add-On

Product Specification

Revision 1.0 – June 2017

Outbound Communication Add-On

The Outbound Communication Add-On provides Utility-branded automated HTML emails that include customized calls to action. Add-On includes the following features and capabilities:

(1) Outbound Communications Types

Feature	Definition
Welcome Emails	<p>Introductory email containing a description of the Customer-facing Web Portal, including customer-specific charts and insights. Configurable messaging educates users about the benefits of the tool to encourage adoption.</p> <p>A follow-up email is sent a configurable number of days after the Welcome Email if users have not yet logged in to the portal.</p>
Monthly Energy Reports	<p>Provides monthly benchmarking comparisons of energy costs, and includes utility actions to drive increased engagement. Monthly energy reports are triggered the first Tuesday of the month.</p>
Weekly Energy Reports	<p>Provides weekly benchmarking comparisons of usage, allowing customers to monitor their energy consumption. Weekly energy reports are triggered each Tuesday for customer accounts which are opted-in.</p> <p>➤ Note: Requires Interval Data.</p>
High Usage Alerts	<p>Trigger alert sent to customers when usage deviates from set thresholds (customer or utility-defined).</p> <p>➤ Note: Requires Interval Data.</p>
Site Profile Reminder and Thank You	<ul style="list-style-type: none"> • A 'Reminder' email is sent when a user logs in and does not complete their Site Profile to a configured percentage [utility-defined]. Reminders are sent quarterly. • A 'Thank You' email is sent to a user within 24 hours following the completion of their Site Profile greater than or equal to a configured percentage (utility-defined)

(2) Utility Admin Tools

Feature	Definition
User Engagement Data - Outbound	<p>Periodic Data exports are provided to collect customer engagement data. Export files are picked up or transferred via SFTP. Data extracts related to Outbound communication include:</p> <ul style="list-style-type: none"> • Outbound Communications Extract - provides details of email events like delivered, bounce, open, click, complaint, unsubscribe. This file will be produced on a daily basis and will contain record(s) for email addresses who received an email since the last extract was generated (i.e., the delta).

Platform Functionality

Feature	Definition
Outbound Communication Technology	<p>Outbound communications can be sent by either FirstFuel or the Utility:</p> <ul style="list-style-type: none">• FirstFuel: emails only, using AWS Simple Email Services• Utility: FirstFuel sends a data extract to utility, and utility send via outbound engine and channel of choice (email, SMS, etc.)
Preference Management	User preferences are communicated using periodic data extracts between the utility and FirstFuel.

Definitions

Customer Account: Small Medium Business or Large Commercial or Industrial customer of the utility. This cannot be a residential customer. A Customer is identified by the customer_id field in the *Non Res Billing Interval Specification*. Customer_id may map to the utility billing account. Emails defined in this document are sent per Customer Account.

Site Profile: A collection of information about each Site, which characterizes the Site's Primary Activity, size, operating hours, and other useful information about the Site's construction or operations.

Site: A physical building, facility, or premises at a location. Details about the Site (size, occupancy etc.) are captured in a Site Profile. Site may also be referred to as a building, location, or premise. Site is defined by a collection of Service Accounts located at the same physical address.

Usage: Energy consumed over time, typically measured in kWh, therms, CCF, etc.

Utility Program: A product or service that the Utility provides to their Customer; e.g. an Energy Efficiency Rebate Program.

Utility: An organization that purchases Outbound Communication Add-On from FirstFuel.

Web User: An individual with an online utility account. The web user may have one or more customer billing accounts ("Customer Accounts") linked to their utility online account. With respect to the features specified in this document, a Web User may have many customer accounts, and hence may receive multiple emails.