



# Welcome to the TVA EnergyRight Smart Thermostat Rewards Program!



# EnergyHub and the Client Solutions Team



## VISION

A carbon-free,  
distributed energy  
future

## MISSION

Integrate any  
customer or device  
with the grid to  
provide flexibility  
and reliability

# EnergyHub & the Client Solutions team

EnergyHub is helping the electric power industry transition from centralized, controlled, carbon-intensive generation to distributed, intermittent, renewable generation. At EnergyHub, we enable utilities to harness millions of distributed energy resources such as smart thermostats, electric vehicle chargers and battery storage to meet the grid needs of a cleaner, more reliable power system.



Kate Dozier  
Team Lead, Client Success  
South Division



Donna Stokes  
Client Success Manager

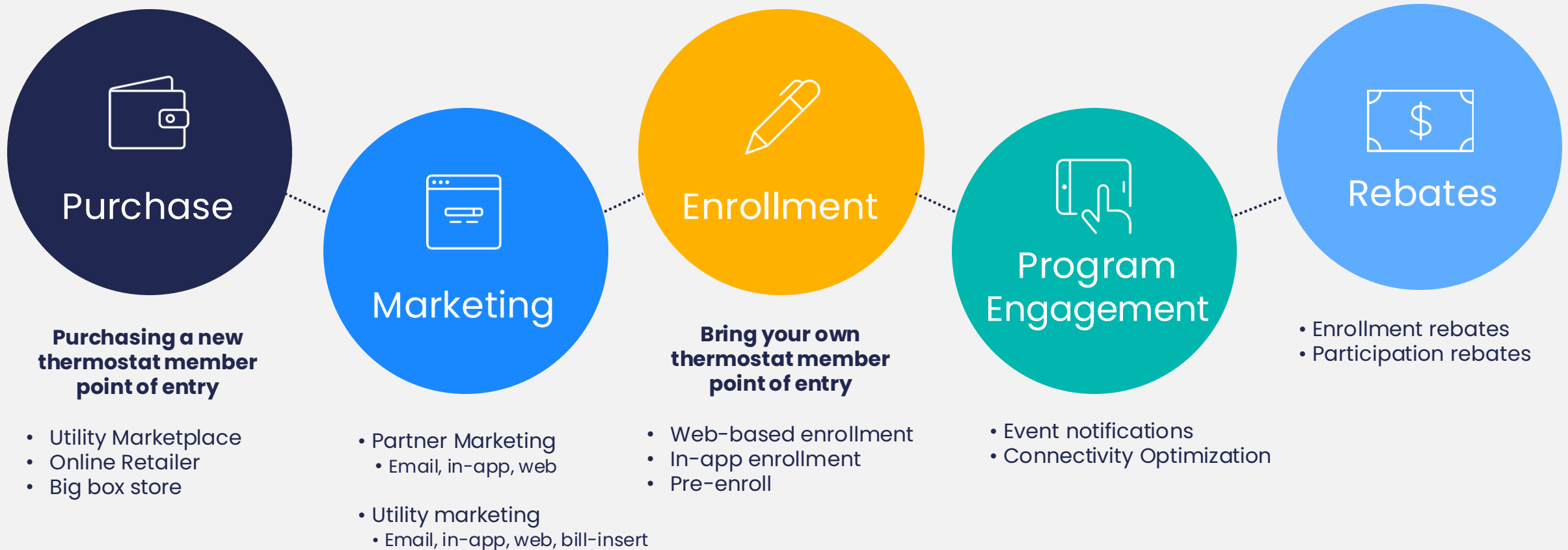


Jamie Wertz  
Client Success Coordinator



# Member Journey and Partner Marketing for Program Opt-in

# Member Journey



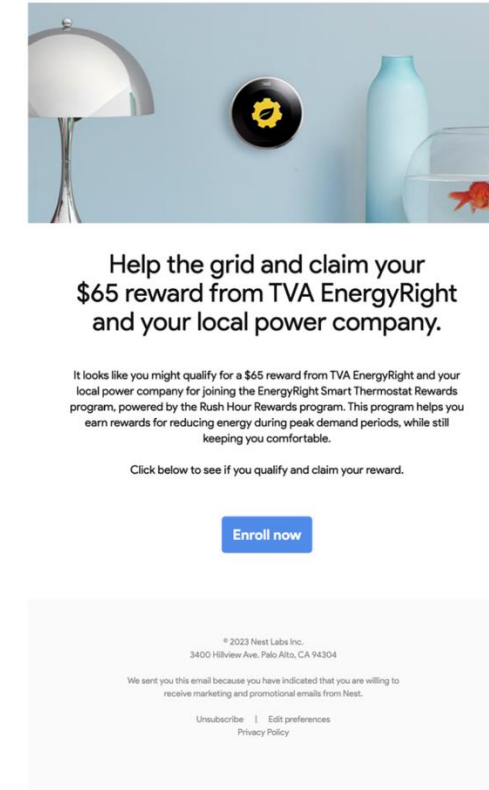
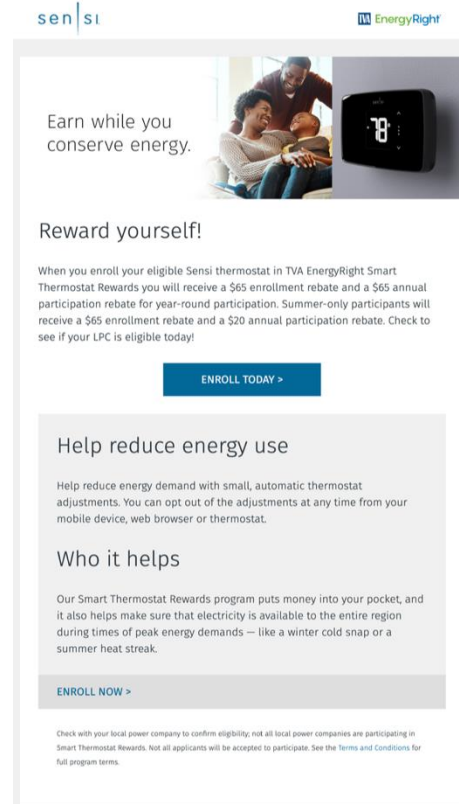
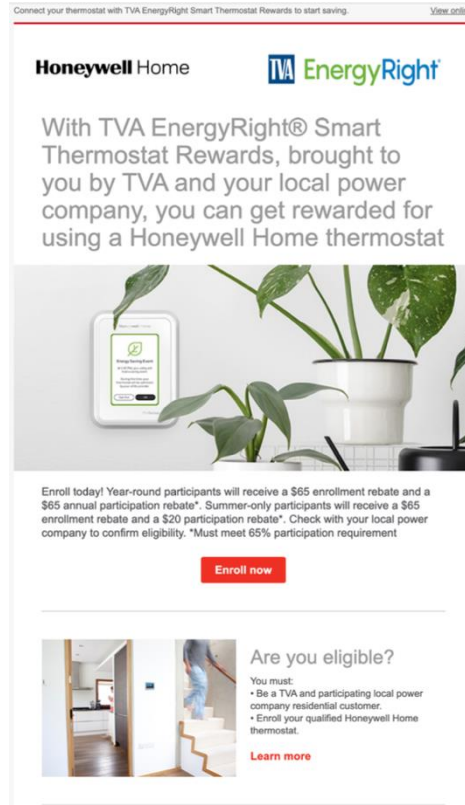
# Partner marketing overview



	Email	In-app
Nest	Invite email 1 week after thermostat activation, quarterly campaigns, program launch email	Triggered by thermostat activation, quarterly campaigns
ecobee	Pre-season email, quarterly campaigns	Triggered 3 weeks after thermostat activation, periodic reminder notifications
Honeywell	Quarterly campaigns, program launch email	Ongoing banner, quarterly push notifications campaigns
Sensi	Quarterly campaigns	Year-round promo unit
Lux	N/A	Triggered by thermostat activation, ongoing banner
Alarm.com / Vivint	N/A	Triggered by thermostat activation, ongoing banner
Amazon	TBD	Triggered by thermostat activation

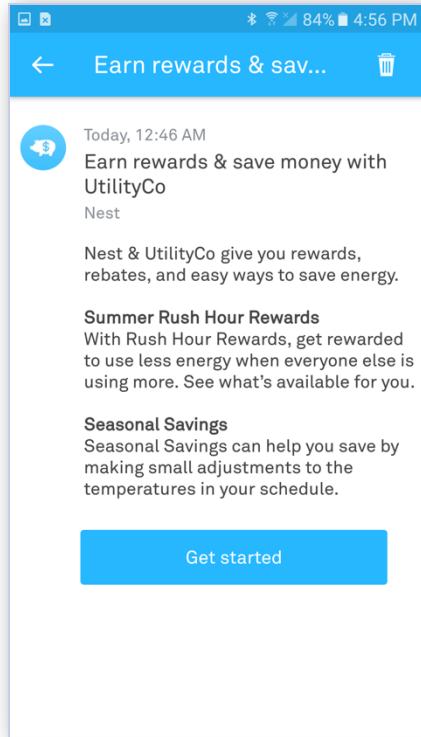


# Email from thermostat provider

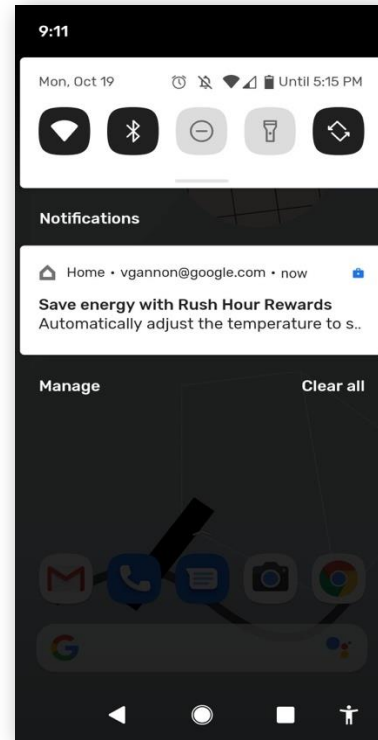




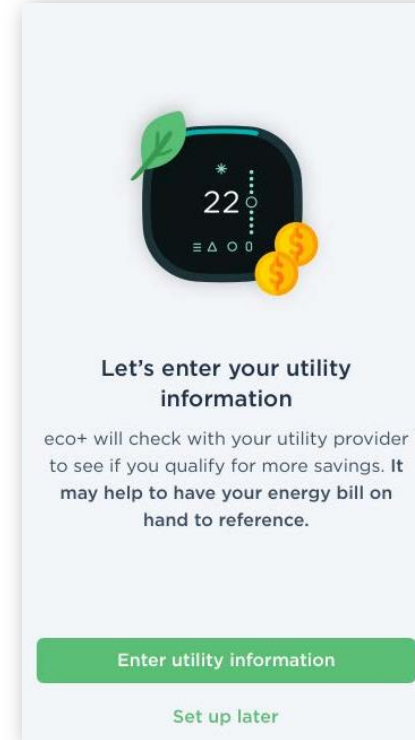
# In-app notification



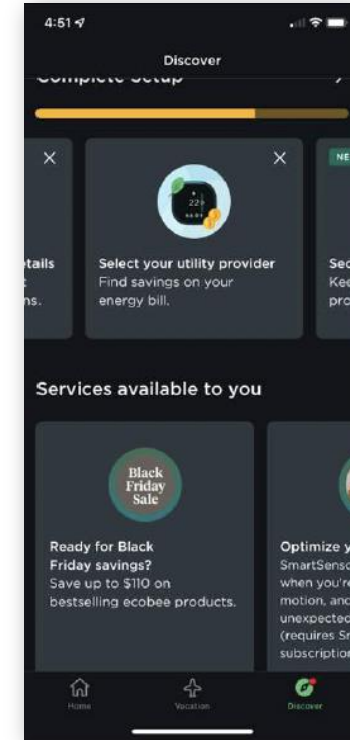
Nest app



Google Home app



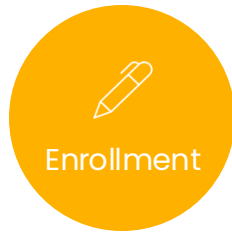
Ecobee app  
(notification at  
thermostat activation)



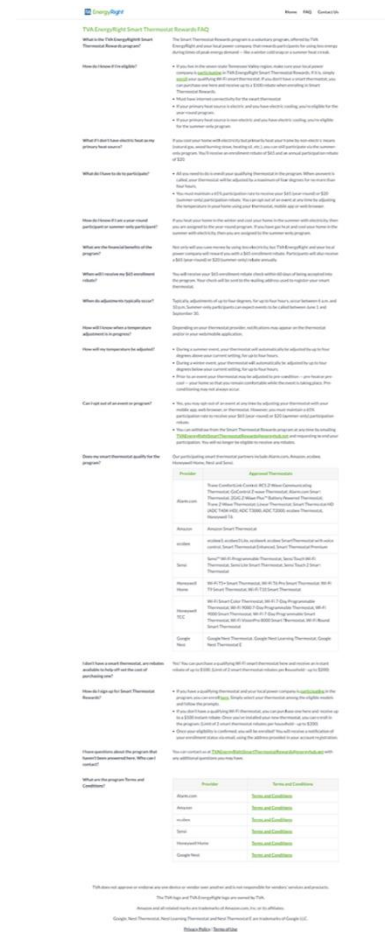
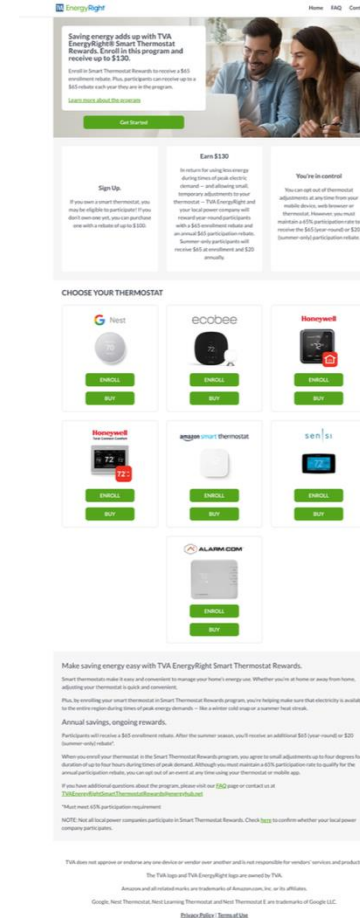
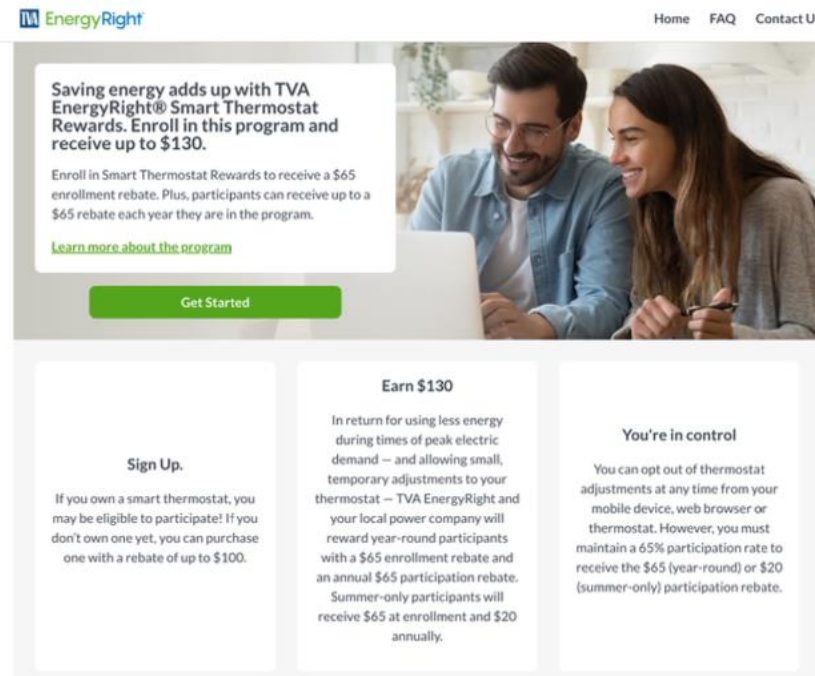
Ecobee app  
(ongoing "Discover Card"  
in-app banner)



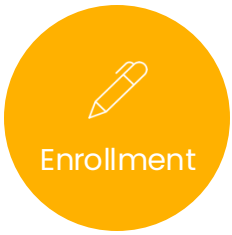
# Microsites start the enrollment journey



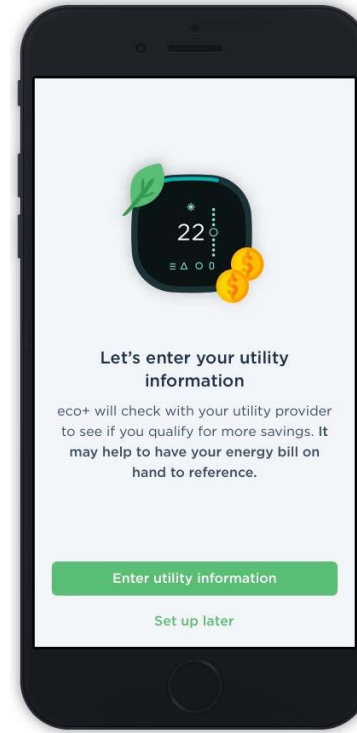
- If a member discovers the program through utility-led marketing, their first step in enrollment is the **program microsite**.



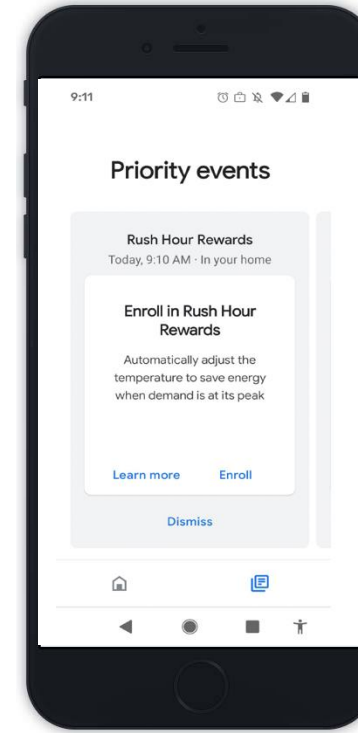
# In-app flows begin the enrollment process within partner device apps



- If a member discovers the program through an in-app notification, they will begin the process through **in-app enrollment**.



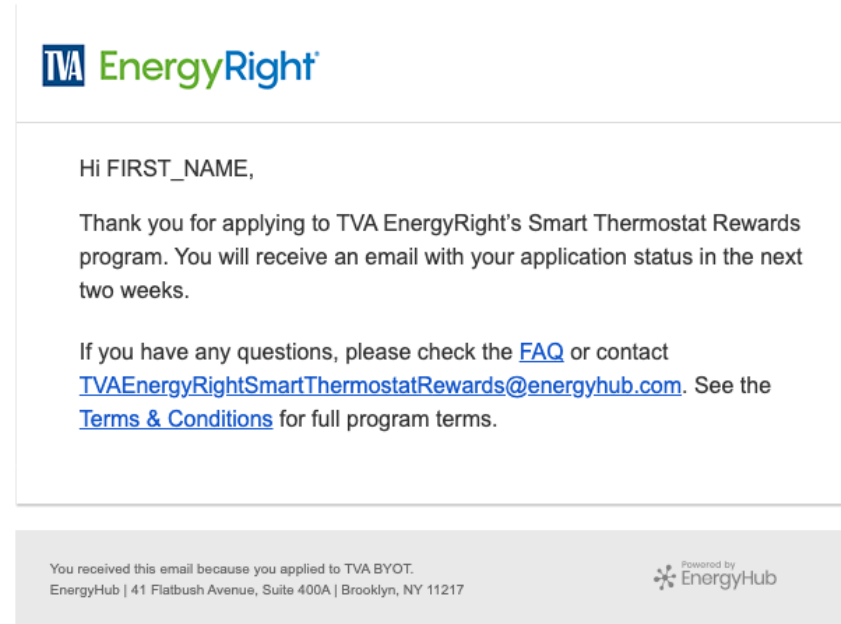
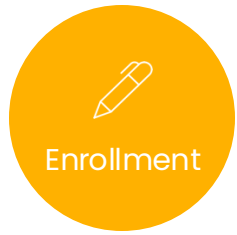
Ecobee in-app enrollment



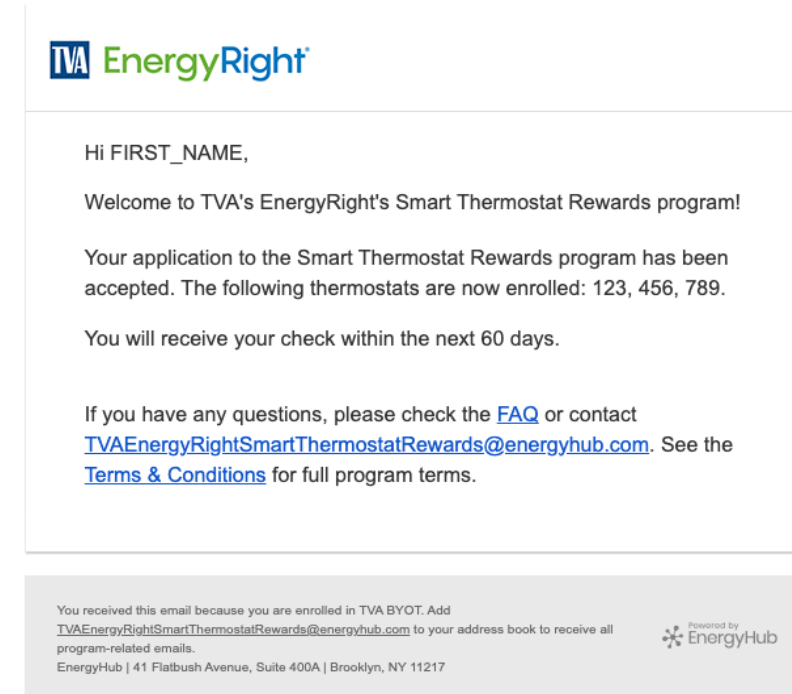
Google Nest in-app enrollment



# Application status emails



Confirmation Email



Acceptance Email



# Participant selects preferred method of notifications before and after events



	Email	Web/Mobile App	On-Device
<b>ecobee</b>	Yes, and it's optional, sent as soon as the event is created in the portal.	Yes, appears before and during event.	Yes, appears before and during event.
<b>Honeywell</b>	Yes, and it's optional, sent through the portal, notification time is configurable.	Yes, appears before and during event.	Yes, appears before and during event.
<b>Lux</b>	Yes, and it's optional, sent through the portal, notification time is configurable.	Yes, appears at time configured in portal and continues through event.	Yes, appears at time configured in portal and continues through event.
<b>Nest</b>	No email event notification sent.	Yes, appears 10 minutes before an event and remains during event.	Yes, appears 10 minutes before an event and remains during event.
<b>Sensi</b>	Yes, and it's optional, sent through the portal, notification time is configurable.	Yes, appears at time configured in portal and continues through event.	Yes, appears at time configured in portal and continues through event.
<b>ADC/Vivint</b>	Yes, not optional, and the email sent as soon as event is created.	Yes, appears before and during event.	No, does not appear on device, but may appear on the panel.

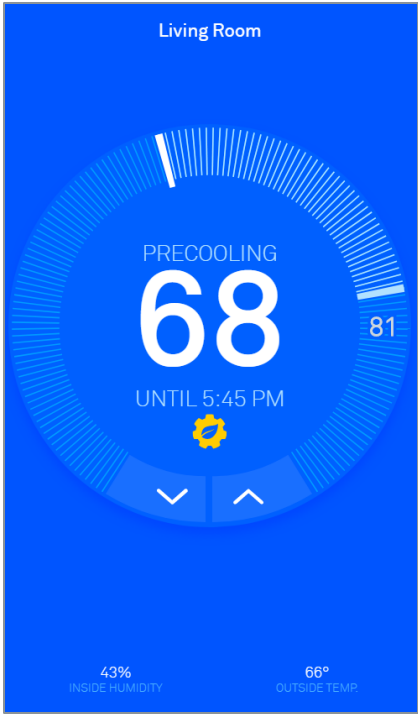




# Event notifications and opt-out: pre-event



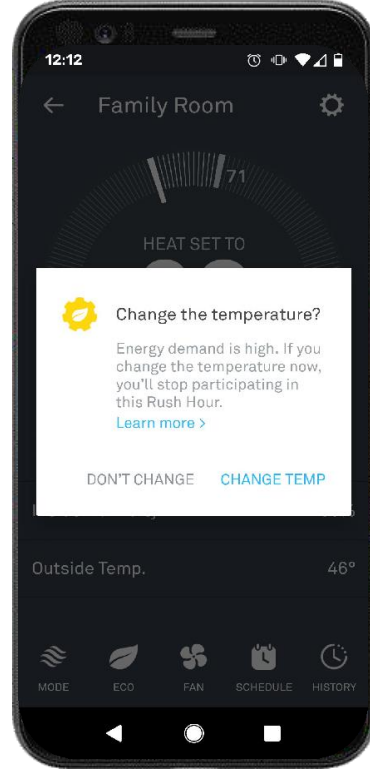
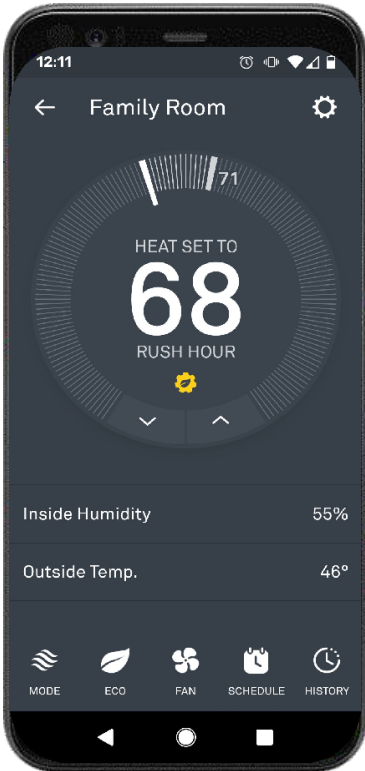
On-device



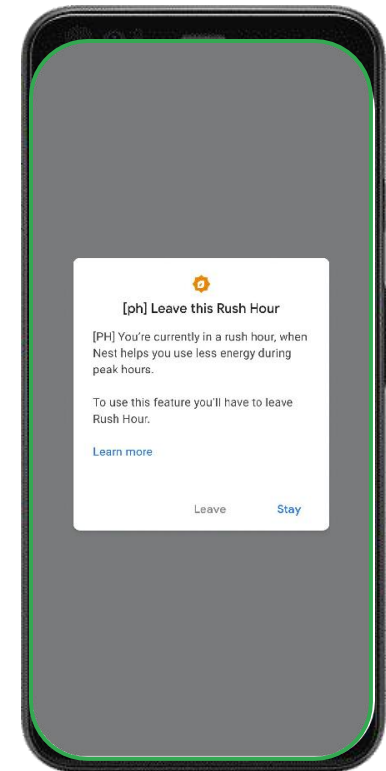
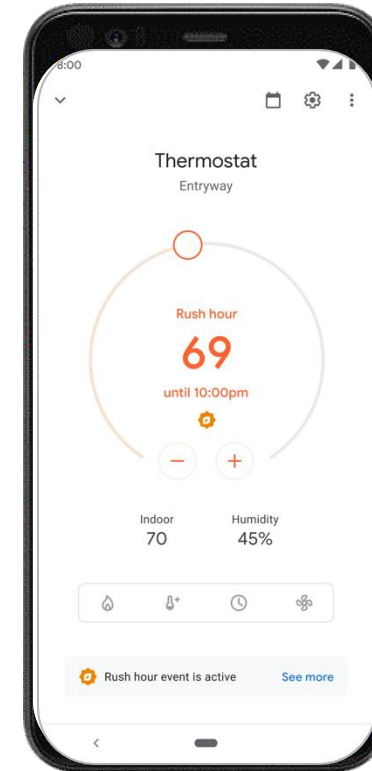
Web Portal



# Event notifications for opt-out



Nest app



Google Home app

