



ComEd Marketplace: A Next-Generation Digital Platform for Consumers

About Commonwealth Edison

Commonwealth Edison Company, better known as ComEd, is a unit of Chicago-based Exelon Corporation. Exelon is one of the nation's largest electric utilities with approximately 10 million customers. ComEd provides service to approximately 3.9 million customers across northern Illinois, or 70 percent of the state's population. ComEd's service territory borders Iroquois County to the south (roughly Interstate 80), the Wisconsin border to the north, the Iowa border to the west and the Indiana border to the east.

Evolving to Meet Customer Needs

The advent of the digital economy has transformed the way customers shop, share information and think about products and services and how they're offered. Many customers today, particularly younger customers, expect that companies communicate personalized information and only through their preferred channels. Customers increasingly want intuitive and convenient digital experiences akin to those they receive from online retailers, the finance industry and technology giants. Like other customer-facing industries today, utilities need to offer these experiences to retain high levels of satisfaction throughout their customer base.

To meet these evolving customer needs, ComEd has developed a vision in recent years to transform into a "utility of the future." By this, ComEd means a utility that can deliver innovative products and services to its customers to make their lives more convenient and provide them more control over their energy use.

As a key part of this vision, ComEd developed the ComEd Marketplace, an innovative, easy-to-use digital platform stocked with a variety of energy products, like smart thermostats and energy-efficient lighting, and connected home products, like the Nest indoor security camera and the August smart door lock.

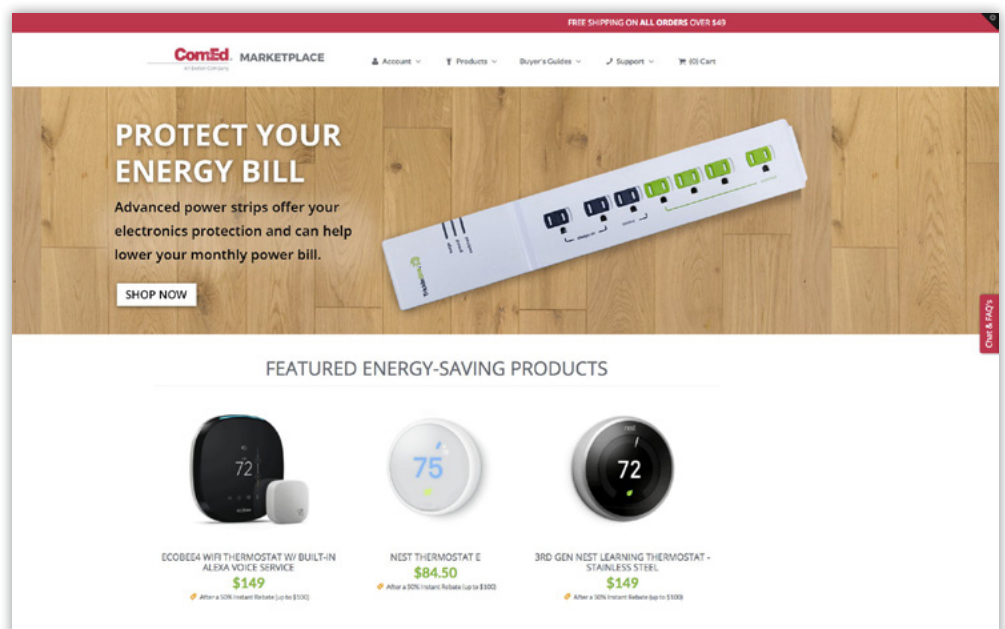
After a formal selection process to ensure that a third-party partner could meet Exelon's standards of excellence and could help ComEd effectively move toward their "utility of the future" ambition, ComEd chose Simple Energy as the software supplier for the Marketplace platform. The capabilities offered by Simple Energy most closely matched their current needs and allowed ComEd to go-to-market quickly while providing a unique experience for its customers.

PROGRAM AT A GLANCE

ComEd launched an e-commerce platform in October 2016 for their customers to purchase energy-efficient and smart home products often with significant instant rebates or discounts available.

RESULTS SO FAR

Only a year into the program, ComEd has seen considerable engagement and interest from their customer base. The Marketplace has already had over 600,000 visitors and has issued over \$4 million in rebates to customers.



Getting the Message Out to Customers

The initial launch of the ComEd Marketplace targeted internal employees only. With this internal pilot, ComEd strove to test and refine the newly imagined customer interactions, ensuring that the platform would experience few issues or interruptions when launched to a larger customer segment.

Following the successful pilot period, ComEd rolled out the Marketplace in October 2016 to their complete service territory — nearly four million customers — just in time for the start of the holiday shopping season.

Coinciding with Black Friday and Cyber Monday, a high-volume retail weekend that marks the start of the holiday shopping season, ComEd developed messaging to promote the new platform as a channel for customers to learn about and buy energy-saving products and connected home devices often at significantly discounted prices.

The multi-channel outreach effort included email, direct mail, bill inserts and social media. These communications were designed to primarily create awareness around promotions for smart thermostats, detailing their product specifications and the available rebate amounts. Based on the number of site visits after these promotions, the holiday-themed outreach had a meaningful impact on customers and was a successful starting point for the launch of the Marketplace.

The Marketplace: Customer Education, Engagement in Energy Use and Rebates

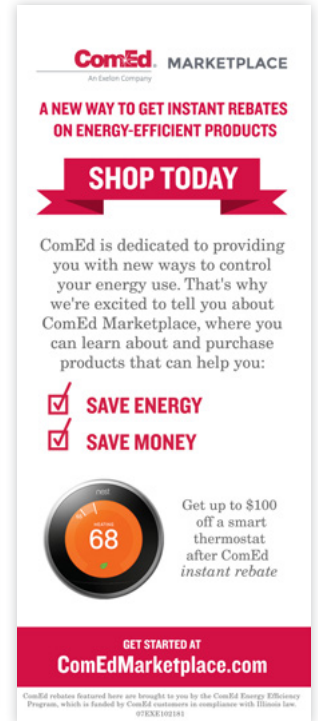
For ComEd, helping customers understand, manage and more efficiently use their energy is a core part of delivering electric service today. In this era of the smart grid and other transformative technologies, achieving that goal in innovative ways is an ever more important task. The Marketplace helps ComEd meet this goal by providing curated products with substantial rebates to customers along with helpful educational components built into the platform.

On the Marketplace, customers can purchase smart thermostats, connected home products (like smart assistants or a smart door lock), energy-efficient lighting, advanced power strips and water-saving devices. In the first year, the most popular product on the site has been the smart thermostat, and ComEd currently offers a wide-range of smart thermostats from leading brands like Nest, ecobee and Honeywell.

Instant rebates are available for many smart thermostats, LED lights and advanced power strips. By making rebates instantly available at point of purchase online, the process for purchasing energy-saving products is significantly streamlined for consumers, compared to the traditional method of visiting a brick-and-mortar store and submitting the rebate after the purchase. By implementing instant rebates, ComEd is striving to remove barriers to customer adoption of new energy-saving technologies and create as frictionless of an experience as possible.

The ComEd Marketplace also features educational resources that help customers learn about their energy use and how to control it using energy efficiency tools. ComEd plans to add information about demand response and dynamic pricing programs in the coming months.

In the Marketplace, customers also have access to several Buyer's Guides that provide detailed, yet easy-to-understand information about thermostats, lighting, power strips, connected home and water-saving products, along with specific information for renters. In the Thermostats Buyer's Guide, for example, customers can view a side-by-side chart comparison of the smart thermostat models available in the Marketplace. Customers can view the prices after rebate and easily see what features each model has, like the ability to generate an energy usage report or built-in voice control.



Early Program Success & A Glimpse of the Future

Since launching in October 2016, the ComEd Marketplace has already had over 600,000 visitors and has issued more than \$4 million in rebates.

For ComEd, the introduction of the Marketplace serves as an important step forward in providing customers with actionable information about – and multiple options to fulfill – their energy service needs. ComEd's goal is for the Marketplace to play an important role in helping customers better understand and control their energy use.

The current version of ComEd Marketplace provides an easy-to-use e-commerce experience with information about and discounts on energy-efficient electronics, smart appliances and lighting. In the future, ComEd envisions that the platform will expand to serve a greater role for customers as an energy advocate and a knowledgeable resource for information about a growing number of smart technologies and renewable generation systems.