A customer engagement platform that is:

- Focused on removing friction around existing program uptake.
- Universal, low-cost delivery via push notifications/SMS tied to mobile messaging applications.
- Modular and customizable.
- Able to integrate with utility incentive program offerings, utility marketplaces, CARE programs, and billing systems.
- Able to connect to available accessibility services.
- Able to provide real time metrics on customer interest and activity available to a number of customizable channels (email, phone, push notification, SMS, reports).
BJ Fogg’s Behavior Model

The Fogg Behavior Model

- **Behavior (B)**
- **Motivation (m)**
- **Ability (a)**
- **Trigger (t)**

At the same moment

High Motivation

**motivation**

Low Motivation

For permissions, contact BJ Fogg

www.BehaviorModel.org

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**Action Line**

**Hard to Do**

ability

**Easy to Do**

triggers

triggers

succeed here

fail here
Core Features

Bill Forecast & Update
Simple notifications that are contextual and easily actionable

Flexible Payment
Mobile payments that enable quick bill payment, donations, and marketplace purchases

Spot Aid
Instantly be checked for eligibility of and be connected to available subsidy programs
Extended Features

Goal Setting & Giving Back
Exceed a savings goal and donate your savings to your favorite charity or a Lumin member in need

Appliance Diagnosis
Send a photo of your appliance nameplate and Lumin will tell you how much it costs to run

Program Match
Get matched to incentive programs based on your profile and energy use
Benefits

Arrears Management
Improved access to programs translate to lower arrears and collection costs

Lower Utility Program Cost
Connect multiple services to customers for lower cost of acquisition

Better Utility Program Uptake
Get and track results in real time, increasing conversion
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