



A UEI WHITE PAPER

# Turning Touchpoints into Strong Relationships

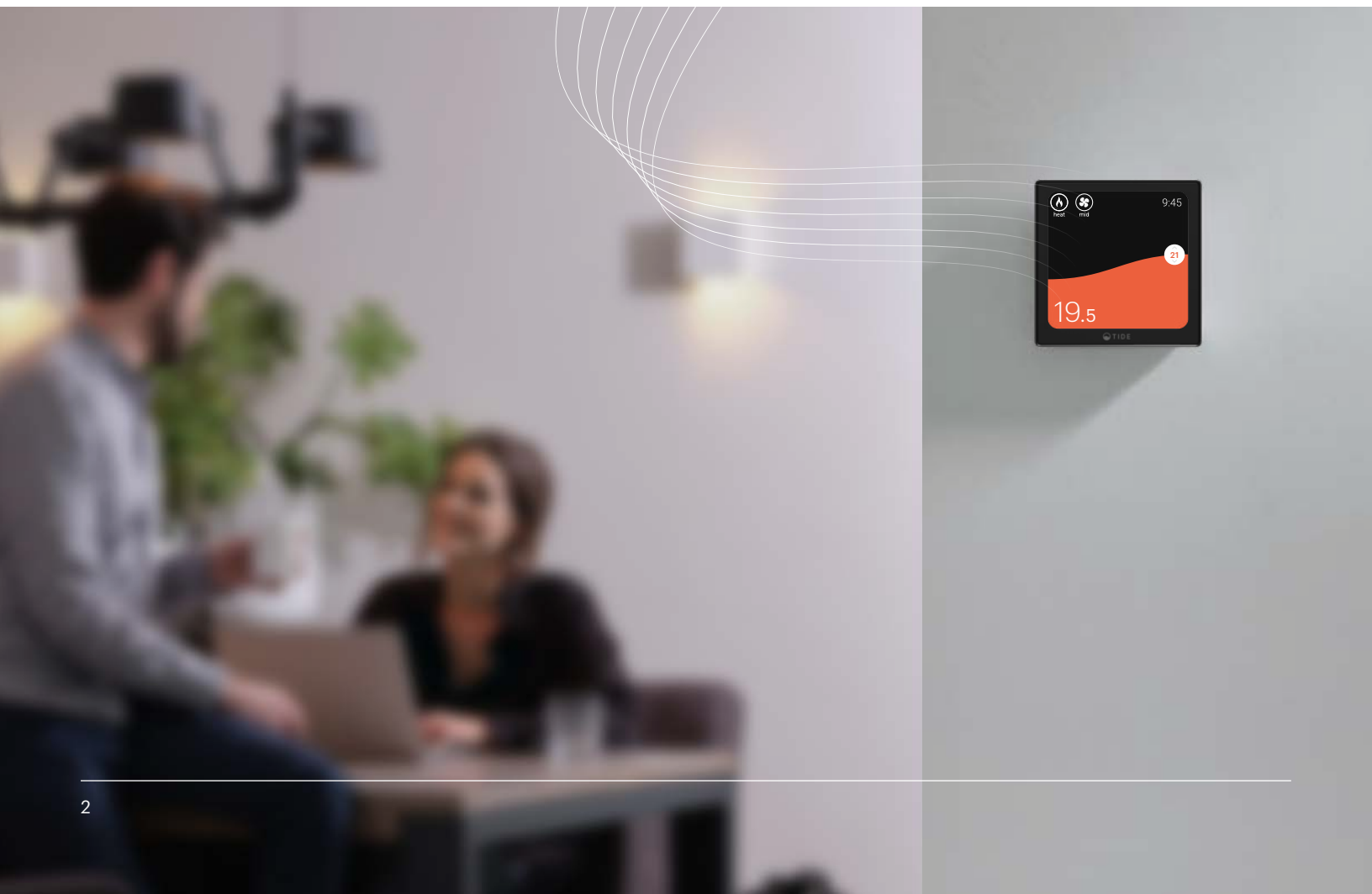
Enabling Utilities to Communicate  
with their Customers Daily



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**In today's energy landscape, utilities must transform from invisible service providers into trusted partners. Utilities face a critical challenge to deliver consistent value through personalization and transparency. In an era of rising competition and customer expectations, traditional touchpoints like bills and call centers are no longer enough.**

**The key to fostering loyalty and engagement is a permanent, tangible presence within the home, enabling daily, meaningful interactions that truly build a lasting relationship.**



**For most consumers, energy is an intangible commodity, and their relationship with their utility is defined by impersonal, transactional touchpoints like monthly bills, newsletters, or outage alerts. This passive dynamic fails to build loyalty or differentiation. The UEI TIDE platform transforms this relationship by embedding the utility brand directly into the home as a visible, daily partner. More than a thermostat, TIDE Touch is an intelligent hub that positions energy providers as essential advisors on comfort and efficiency, creating the meaningful engagement that bills alone cannot achieve.**

TIDE Touch transforms the utility-customer relationship. As a daily physical touchpoint, it strengthens brand loyalty with every interaction. This continuous engagement enables effective, targeted communication, delivering valuable energy usage insights and actionable savings recommendations directly to the home.

TIDE Touch is a smart thermostat that acts as a secure, two-way communication channel. Its intuitive interface and cloud-connected platform allow utilities to become a trusted advisor, delivering timely information and actionable insights directly to customers in their homes. Behind the scenes, the platform seamlessly integrates data from various devices—such as heat pumps and smart meters—to create value for both the customer and the utility.

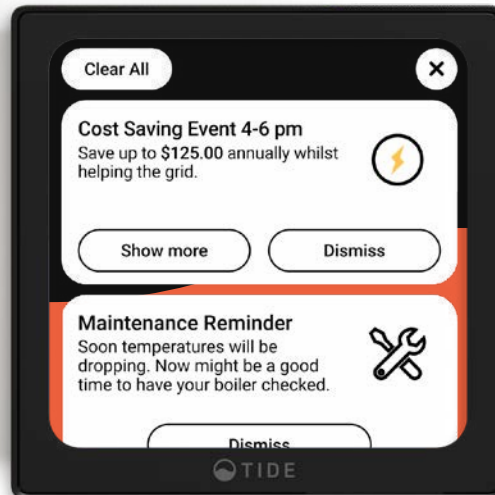


### - TIDE platform

With TIDE, utilities gain a powerful way to deliver actionable insights and proactive communication. Consumers want to feel that their energy provider is a partner, not just a bill collector. The TIDE platform enables utilities to be present in their customers' daily lives, offering real-time updates, useful tips, and peace of mind. This level of interaction builds loyalty, reduces customer support calls, and creates new opportunities for the utility to expand their offerings and services.

### - Transparent Billing

TIDE Touch can display real-time billing information, helping to eliminate "bill shock." For instance, a message like, *"January was milder than expected, your bill will be €12.50 lower this month."* builds trust and reduces churn by linking real-time weather and usage data directly to the customer's financial outcome.



### - Proactive Energy Management

TIDE Touch provides actionable insights for cost savings without sacrificing comfort. Messaging can encourage behavior changes for example *"You regularly charge your EV during peak demand. Try shifting to off-peak times."* or *"Consider running your dishwasher later to avoid peak grid hours."*

### - Home occupancy detection

With UEI homeSense, TIDE Touch learns household activities on the thermostat locally, privately, and securely. Occupancy status can be used as triggers for the local rule engine, which reduces energy consumption by ensuring HVAC systems are not running when the home is unoccupied.

- **Remote abnormality analysis.**

TIDE Touch offers remote access to status- and error messages from the HVAC system. This feature transforms HVAC maintenance from a reactive cost center into a proactive value stream. For utilities offering maintenance plans, it enables predictive alerts—such as *“Low boiler pressure detected. Consider a maintenance check-up.”*—allowing for intervention before a minor issue becomes a costly breakdown. For the customer, it means enhanced system uptime and the appreciation of proactive, preventative support, directly boosting satisfaction and reinforcing the utilities role as a trusted advisor. Utilities benefit from lower operational expenses, enabling them to allocate maintenance from fixed intervals to visits based on relevance and need.

- **Personalized Energy Advice (Coaching).**

The **TIDE platform** empowers utilities to offer personalized energy coaching that builds credibility and drives loyalty. By analyzing a home’s specific energy profile, Utilities can deliver tailored advice directly to the customer. For example, a homeowner with a highly efficient system might receive a tip like, *“Your home heats quickly. Lowering flow temperature can save you money, extend the lifespan of your heater, and reduce emissions.”* This type of guidance can help reduce energy usage by 6 – 8%, a figure supported by research from sources like the IEA and leading industry reports. On the other hand, in an inefficient home, Tide Touch can deliver targeted messaging for Energy Efficiency Coaching, like *“Your house loses heat quickly. We offer you a free energy coach with your contract renewal.”*

*These value-added services not only increase customer retention but also help customers take informed steps toward sustainability.*



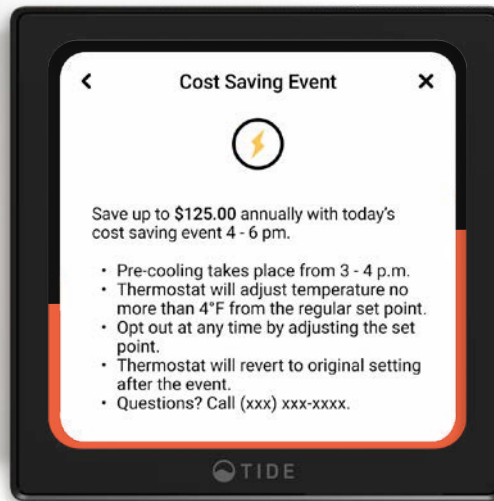
- **Seasonal Check-ins.**

Proactive, seasonal reminders, such as *“Winter is coming. Don’t forget to check your heating system in September.”* Reduce peak-time service calls. These timely messages ensure smooth, reliable operation during critical months and make customers feel supported and prepared.

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- **Dynamic Energy Prices and variable grid fees.**

The future of energy involves more incentives for smarter energy use. In Europe, studies project that active energy management could reduce household energy cost by 25% by 2030, and up to 33% by 2040. UEI's TIDE platform helps utilities capitalize on this trend by not only informing customers about the best times to use energy but also by automating energy management in homes and buildings. This allows customers to gain benefits without hassle or loss of comfort. Beyond improving customer satisfaction, smart energy management also enables the utility to optimize its energy generation and strengthen its position in energy markets.



**With the UEI TIDE platform, utilities gain more than a smart thermostat; they gain a vital communication channel and a service touchpoint that fundamentally enhances customer relationships. It is time to transform your service into something your customers can see, touch, and trust.**

Ready to explore how we can make energy feel personalized?

**Learn more and/or contact us, visit [www.uei.com/utilities](http://www.uei.com/utilities)**

#### **SAFE HARBOR STATEMENT**

This press release contains forward-looking statements that are made pursuant to the Safe-Harbor provisions of the Private Securities Litigation Reform Act of 1995. Words and expressions reflecting something other than historical fact are intended to identify forward-looking statements. These forward-looking statements involve a number of risks and uncertainties, including the timely development, delivery, technical performance, and market acceptance of products and technologies identified in this release; the purchasing by UEI customers of the UEI QuickSet homeSense, Nevo, UEI Tide, and UEI Eterna XLR family of products and services identified in this release in the quantities anticipated by management; the adoption of the Thread and Matter interoperability technologies identified in this release by UEI customers, the continued penetration and growth of UEI's software and services based solutions and other products and consumer technologies identified in this release; and other factors described in UEI's filings with the Securities and Exchange Commission. The actual results that UEI achieves may differ materially from any forward-looking statement due to such risks and uncertainties. UEI undertakes no obligations to revise or update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.



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