

INSIDER NEWS

Ringorang & Utilities



Employee Training & Customer Education Programs

We're happy to share with you the path we've taken with Ringorang® in the utilities industry. Since we started developing the "Play-Learn-Win" program for **NV Energy** in 2011, we took the initiative to run other tests and programs across the energy industry to discover where it is most effective. We've been gratified with the results. We have been most excited about what can be accomplished in energy due to the sea change that is occurring with rate structures and customer options; and the work we did at NV Energy will speak loudly to the industry on the kind of engagement, measurable learning and data capturing that is possible with utility customers, as soon as we can present those results.

PLAY-LEARN- WIN

The Nevada Dynamic

Pricing Trial

Ringorang | NV Energy

We have run multiple programs for **Glendale Water & Power** – and the GM and Asst GM who moved on have now brought us to other utilities where we're developing new business around C&I customers. **AEP Texas** recently ran a program with our Ringorang® software for their customers under a **US Department of Energy** grant – and **UT Austin** is now promoting the very positive results at energy conferences. We've had multiple consultancies such as **BKI, ClearResult, PECCI** and **Capgemini** present our work at utility events, and our CEO, Robert Feeney, is speaking at multiple industry conferences each year. We brought Play-Learn-Win to **DTE Energy** under the same **SGIG** grant as that of the

NDPT, and now their VP of learning and development is looking to use Ringorang® for training reinforcement internally; similar to NV Energy, where we were brought in to provide safety training, until the project was shelved during the transitions surrounding the acquisition by **Mid-American**. **Vermont Energy Investment Corp** has run a program for internal training with our software and wrote a white paper. They have now engaged their consulting group to bring Ringorang® into utility clients. **San Diego Gas & Electric** had a successful internal training program with Ringorang® that it showcased at the national conference for the **Society for Industrial and Organizational Psychology** earlier this quarter; and now they are prospecting a customer-facing program with us as well as more internal work. **Pacific Gas & Electric** picked us up recently for a pilot. We also got some additional funding from the DOE to do some customer engagement experiments with **Silver Spring Networks'** education initiative called **Power Over Energy**. And we've been approached by **Energy Upgrade California** to run a statewide customer education program. The smart-meter rollouts occurring in international territories has been attracting business development for us there, where partners such as **Capgemini** and **HP** have recently engaged utilities in UK, Canada, UAE, Turkey and Australia on customer education.



Ringorang® is contracted into work in other industries, with major tech companies, entertainment, non-profits, healthcare, and with other companies in the energy space (vendors of utilities such as **SAP**). But we are especially encouraged by the possibilities in energy. Gamification is a multi-billion dollar industry now, and growing. Thankfully, utilities have been running tests. The unique benefit NV Energy has achieved in using Ringorang® for its dynamic pricing trial is that the scope of this program evinces a level of granularity in the data we captured which could potentially change the way utilities think about engaging and educating their customers. Ringorang® does one specific thing really well and without peer:

"We engage users six to ten times more often than traditional communication methods, and we measurably ensure that the delivered information is retained." Robert Feeney, CEO of Ringorang Worldwide

Gamification in general hasn't achieved this in a sustainable way, but we know we're blazing a trail. That's why we tend to be included in and also transcend the niche of gamification. We are an information retention delivery system that specializes in the art and science of recall, which is where almost all education programs fall down. Typically the forgetting curve takes over, and all that investment is wasted if there is no effective reinforcement. It is this possibility, now proven, that particularly interested LBNL, the DOE and NVE when we first started.

Team Ringorang

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