Power in your hands.

MAISON ENERGY

Maison Energy Transforms Customer Experience

With ESG Real-Time APIs Enable Rewards and Advance Energy Purchasing

Client Success Story

Background

Maison Energy launched in 2024 as a retail electricity provider headquartered in Dallas, Texas. With a vision to simplify energy for households, businesses, and government entities, the company offers a single, easy-to-understand plan built on 100% renewable energy. But Maison Energy is not just another power retailer. From the start, they set out to redefine their relationship with customers through modern technology, particularly by leveraging blockchain and advanced automation.

Maison Energy's approach quickly attracted attention. Within months of a soft launch, the company was serving nearly 900 customers and managing around 1,200 electric meters. This rapid growth was a proving ground for the robust systems and innovative products underpinning Maison's operation.

Maison Energy leveraged technology and inspiration from Maison Reserve, their parent company. Maison Reserve has created a cryptocurrency system tethered to the supply and demand of physical products, with a focus on transparency through blockchain. For Maison Energy, this translated to not only providing power, but also introducing ways for customers to earn, spend, and manage rewards with real monetary value—and even enabling completely new modes of energy purchasing.

The Challenge: Enabling a Digital-First, Customer-Focused Platform

Maison Energy wanted to deliver a seamless, digital experience, emphasizing automation, transparency, and real-time interaction. Their vision included:

- Full automation of critical business processes: onboarding, billing, account updates, and compliance.
- Real-time customer reward programs, offering blockchain-based "Maison Rewards" to provide immediate, tangible value.
- The ability for any customer to pre-purchase and manage tokenized energy units on the blockchain, providing new levels of control and flexibility over energy spend.
- Scaling these innovations from Texas into other deregulated energy markets across the United States.

To achieve this vision, Maison Energy needed a partner capable of providing a platform broad and deep enough to handle regulatory complexity, transaction volume, and rapid product development. They also needed technology that would get out of the way and put Maison's own automation, user interfaces, and business logic at the center of the customer experience.

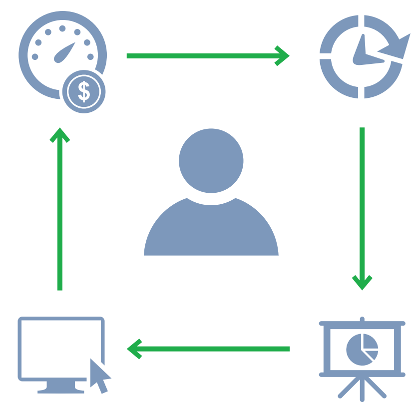
The Solution: ESG's Powerful, Real-Time APIs and Collaboration
Maison Energy selected ESG as their technology partner after an extensive review of retail energy software solutions. The deciding factor was ESG's open, flexible API approach.

- **Technological Autonomy:** Unlike other platforms that restrict customers to fixed interfaces, ESG exposes nearly every feature—account onboarding, meter data management, billing, and more—via real-time APIs. This allowed Maison to drive each process, with no need for manual intervention or complicated workarounds.
- **Enterprise Scale:** Maison needed a system ready for high volume and growth. ESG's architecture easily handled thousands of API requests per second, supporting not just Maison's initial 1,200 meters, but future expansion toward hundreds of thousands.
- **Self-Service Data and Integration:** By using ESG's APIs, Maison synchronized customer data, billing, usage, and events in real time. This included updates between Maison and ESG whenever customer details changed, delivered by secure webhooks for complete data integrity.
- **Custom Features:** ESG's team was responsive to Maison Energy's roadmap, including co-developing features for integrating blockchain rewards and tracking tokenized energy usage down to the meter.

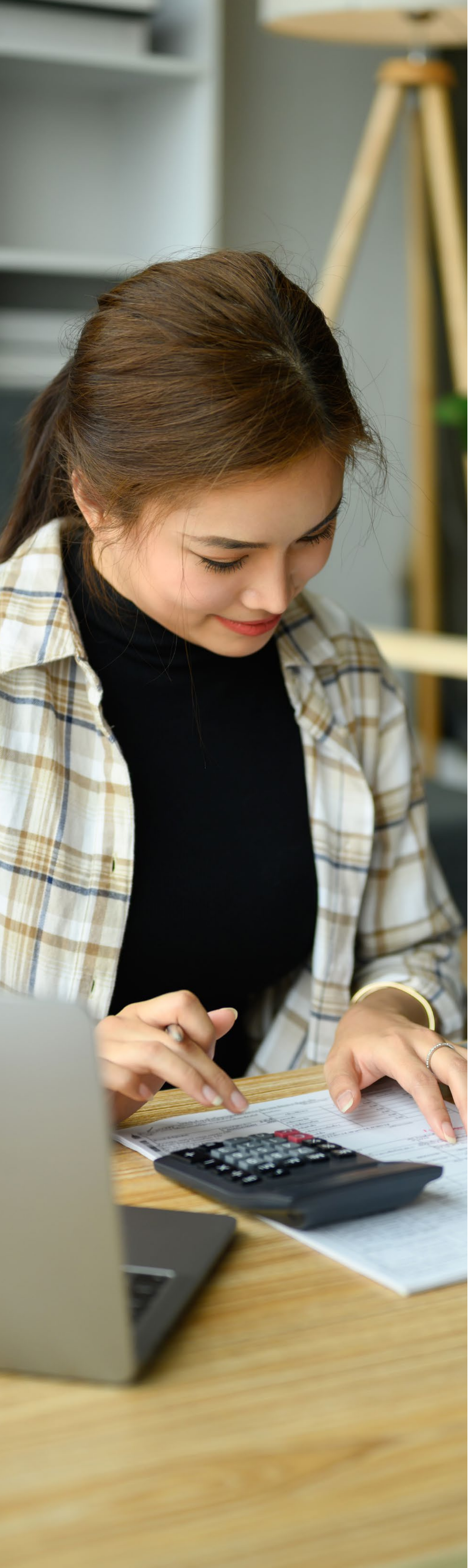
Innovation in Action: Customer Rewards and Tokenized Energy
Maison Energy's blockchain-based rewards program gives customers tangible value for on-time bill payment. Rather than simple points, Maison Rewards are issued as tokens on a public blockchain ledger. For the customer, redemption is seamless—they can apply tokens as bill credits, instantly convert them to cash via Maison's JP Morgan integration, or even trade them. The blockchain ensures transparency, security, and real-time settlement while Maison's intuitive interface makes the experience as simple as any familiar loyalty program.

RETAIL ENERGY PLATFORM

ESG Titanium Platform™



The ESG Titanium Platform™ is the API-first modular retail energy platform that empowers energy retailers to grow their portfolio and optimize operations. ESG Titanium delivers a powerful System of Intelligence and a unified data foundation that drives value across retail energy functions including transaction management, billing, and customer engagement.



Beyond rewards, Maison Energy offers a unique tokenization of actual energy. Customers, and even non-customers, can pre-purchase megawatt-hours (MWh) of electricity on the blockchain. Tokens can be redeemed for bill credits or resold back to the grid when prices rise. This “bring your own energy” approach gives users direct control and a hedge against price spikes—powering new levels of engagement for savvy customers.

Underpinning both these innovations is the ESG Titanium Platform™—a foundation for tracking every transaction, syncing real-time changes, and managing customer accounts at scale.

Results and Path Forward

Maison Energy’s partnership with ESG has allowed it to realize its digital-first ambitions. Key results include:

- The ability to onboard and manage about 1,200 meters with real-time automation and scalability.
- Blockchain-based Maison Rewards, allowing customers to earn, redeem, or cash out rewards, without requiring knowledge of advanced technologies.
- A pioneering tokenized energy product, enabling customers to pre-purchase and actively manage their energy usage and costs and enabling Maison Energy to reduce their purchasing risks.
- Streamlined back-office operations, allowing Maison Energy to focus resources on growth and customer experience instead of administrative overhead.
- Confidence in rapid state-by-state expansion, knowing their platform scales across jurisdictions and regulatory requirements.

Customer Experience and Business Impact

For the end customer, Maison Energy’s model delivers more than just affordable, renewable electricity. The entire interaction—from sign-up to bill payment, from rewards accrual to tokenized energy management—happens in real time, often invisibly. Customers who prefer simplicity receive straightforward cash-back incentives and low costs, while more advanced users can engage with blockchain rewards and energy trading features as deeply as they wish.

For Maison, this strategy not only helps attract and retain a wide variety of customers—including those interested only in low rates, as well as those drawn by innovative digital features—but also mitigates their wholesale market risk. This flexibility, supported by ESG's robust APIs, is key to Maison's long-term margin protection and customer loyalty.

Partnership and Confidence

Maison Energy's leadership expresses confidence in ESG's reliability, responsiveness, and ongoing platform enhancements.

> *"ESG has been an exceptional partner. Their willingness to collaborate on new features, the depth of their out-of-the-box APIs, and the confidence that comes from working with a team that has real market experience and continually invests in their platform make all the difference for us." — Daniel Anton, CEO, Maison Energy.*

Looking Ahead

Poised for rapid growth, Maison Energy plans to leverage ESG's platform as it expands into additional deregulated markets, beginning with California and Northeast states. The open API model makes the transition seamless, allowing Maison to deliver a consistent, scalable experience for customers nationwide.

As energy markets continue to evolve—with increasing emphasis on digital empowerment and customer choice—Maison Energy's model, enabled by ESG's flexible technology, sets a new benchmark for what's possible in retail power. Blockchain rewards, tokenized energy, and real-time automation are not merely features—they are the foundation for building a modern, resilient utility that puts customers in control of their energy future.

Conclusion

Maison Energy's success demonstrates what's possible when an innovative retail provider teams up with a flexible, enterprise-grade software partner. By harnessing ESG's real-time APIs and willingness to co-develop new solutions, Maison Energy has launched the first truly digital-native, customer-centric electricity experience. Rewards are instant, energy can be pre-purchased and traded, and automation touches every part of the business—all made possible by the robust partnership with ESG. As Maison Energy scales across the United States, their collaboration with ESG will remain at the core of their promise to put power, rewards, and choice in the hands of every customer.

For more information and to request a demo, visit

esgglobal.com

About ESG

Energy companies rely upon ESG solutions to grow revenue, increase efficiency, and facilitate business innovation. ESG provides the broadest energy sector market and meter data management to deliver an energy transition platform that optimizes the customer-to-cash process for retail energy providers, utilities, and pipeline and storage companies. The company provides a full suite of financial, land, and field solutions that enable oil and gas producers, pipelines, renewables, and utilities companies to efficiently track and manage their business operations with less staff. Across sectors, ESG automates complex, time-consuming processes with an integrated suite of tools to reduce the cost to serve and increase efficiency through data and insights to get results that matter. ESG is SOC 2 certified in North America and ISO9001/27001 in the United Kingdom. We put the power of data in your hands. Visit esgglobal.com to learn more.

About Maison Energy

Maison Energy, based in Texas, provides electricity to around 900 residential, commercial, industrial, and government customers, managing approximately 1,200 meters. The company stands out for its innovative use of blockchain, offering cryptocurrency-based rewards and tokenized energy purchasing. Beyond Texas, Maison Energy plans rapid expansion into other deregulated states to accelerate nationwide growth.
Visit maisonenergy.com to learn more.