Energy Efficiency: How to engage your customer

November 21, 2014
WE MOTIVATE PEOPLE TO SAVE ENERGY.

We use data science, behavioral psychology, and energy analytics to build software that makes saving energy social, fun, and simple. We do this to create a more sustainable future.
Services your customer interacts with daily
The current state of customer engagement

The number of minutes the average person spends each year interacting with their utility, and it’s usually for negative reasons (e.g., outage, bill complaint).
Charts and graphs are not enough

- Usage
- Usage Comparison
- Fun
- Social
- Rewarding/Rewards
- Optimized for Mobile
- Recognition/Badges
- Leaderboard
There is more required to engage customers.....

24% found it hard to find what they were looking for

92% of customers want to receive personalized digital communications

65% of customers experienced challenges while using their utility’s digital channels

50% or fewer customers are actually accessing utility provided rebates and programs

Only 1.5 -2.5% energy savings result from behavioral programs

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1. The New Energy Consumer, Accenture, 2014
2. The New Energy Consumer, Accenture, 2014
THAT MAKES SENSE BUT...

How do we create energy efficiency programs that customers actually want to be part of?
People don’t always behave as expected

75% of people say they feel good when they take steps to help the environment

<7%

of residential utility customers participate in utility energy efficiency programs

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Give customers digital offerings that bring value

1. Deliver personal experiences that people will enjoy and find valuable, increasing customer satisfaction
2. Inspire people to take action by offering a range of experiences, motivating more customers to act
3. Provide an end-to-end customer engagement strategy, not a one-and-done experience
Tailor the experience and desired outcomes

Business Outcomes:
- Enhanced Self Service
- Improved Receivables
- Increased Profits
- Increased Brand Equity
- Improved NPS

Stages of Engagement:
- Awareness
- Consideration
- Preference
- Purchase & Participation
- Loyalty
- Advocacy
- Valued Partner

Over Time

Energy Reports | Web Portals & Apps | Loyalty & Reward Programs | Commerce | Continuous Interaction | Social Sharing & Referrals
Reaching your customers at the right touch points

Phone/ txt Notifications

SMS

Email

Alerts/ Timely Notifications

Micro-targeted, Digital Communications Increases Relevancy

~$0.50
Hard Cost of Paper

~$0.00
Hard Cost of Email
Provide customers with a range of experiences

**Energy Insights**
Personalized content helps customers better understand their energy usage and options to conserve.

**Energy Community**
Building upon comparison mechanisms, structured energy challenges encourage customers to take action and reward engagement.

**Energy Rewards**
A marketplace for customers to redeem the points they’ve earned for energy savings and program participation.
Delivering Results that Matter

Continuous Engagement Yields Energy Efficiency Success

- Auto-Enrolled Customers (“Treatment Group”)
- Digital engagement
  - Rewards
  - Individual achievements
  - Micro-targeted outbound communication
- Verified Energy Savings of 4.5%
- Sustained 35% Email open rate
Boosting Energy and Operational Program Participation

Simple Energy Treatment vs. JD Power Averages

- Treatment
- Activated
- JD Power

Number of Programs Participated In

0 1 2 3+

0% 10% 20% 30% 40% 50% 60% 70%
Engagement improves Customer Satisfaction

2014 Consumer Engagement Study

Overall Satisfaction Climbs as Program Participation Increases

- Not aware of any offerings: 587 (23%)
- Aware of offerings but not participating: 646 (43%)
- 1: 655 (20%)
- 2: 682 (7%)
- 3: 713 (3%)
- 4: 747 (1%)
- 5 or more: 781 (2%)

Overall Customer Satisfaction Index

Number of Offerings Currently Using

Note: Out of 30 potential offerings

Own the end-to-end customer journey
Don’t take our word for it....

“I think for me, the benefit was the first reward I received. I actually got something in return for my effort, and that in itself has made it fun.”
— Wendy M.

“It helped me to visually see where I was using energy and gave me tips on how to change what I was doing to become more energy efficient.”
— Simmon K.

“My attitude toward my utility fundamentally changed. Now I feel like they’re with us, instead of against us.”
— Linda H

“The site is very interactive and fun to use. It has helped us be more mindful of how much energy we use and how to be more efficient.”
— Ken G.
Keep it social, fun, and simple!