



SmartGrid  
consumer  
collaborative

listen, educate, collaborate

# EXCELLENCE IN CONSUMER ENGAGEMENT

October 24, 2011

# Purpose

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## ▶ Identify Smart Grid consumer engagement best practices

*Market fragmentation has limited the industry's ability to learn from its own activities – what can be gained by assessing these activities together for the first time?*

# Overview

## Approach

- Assess ~20 leading Smart Grid programs in detail
- Leverage public knowledge
- Conduct extensive primary research
- Synthesize salient themes on Smart Grid customer engagement

## Target Programs



# Key Findings

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## ▶ The industry has developed basic tenets of effective Smart Grid customer engagement

- **Theme 1:** Utilities can address most customer complaints
- **Theme 2:** Staged messaging helps manage expectations
- **Theme 3:** Internal messaging and education improve engagement
- **Theme 4:** Fostering goodwill establishes a foundation for success

# Key Findings

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- ▶ Simple messages with clearly defined benefits and call-to-action can drive customer interest
  - **Theme 5:** Messages about saving money are applicable to all customers
  - **Theme 6:** Increasing incentives offer diminishing returns to enrollment
  - **Theme 7:** Simplicity facilitates program enrollment
  - **Theme 8:** Urgency and purpose spur customers to act

# Key Findings

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- ▶ Utilities must transform their core service model to focus on customer needs and engagement
  - **Theme 9:** Attitudinal segmentation may improve program messaging
  - **Theme 10:** Utility channels can transition from service to sales