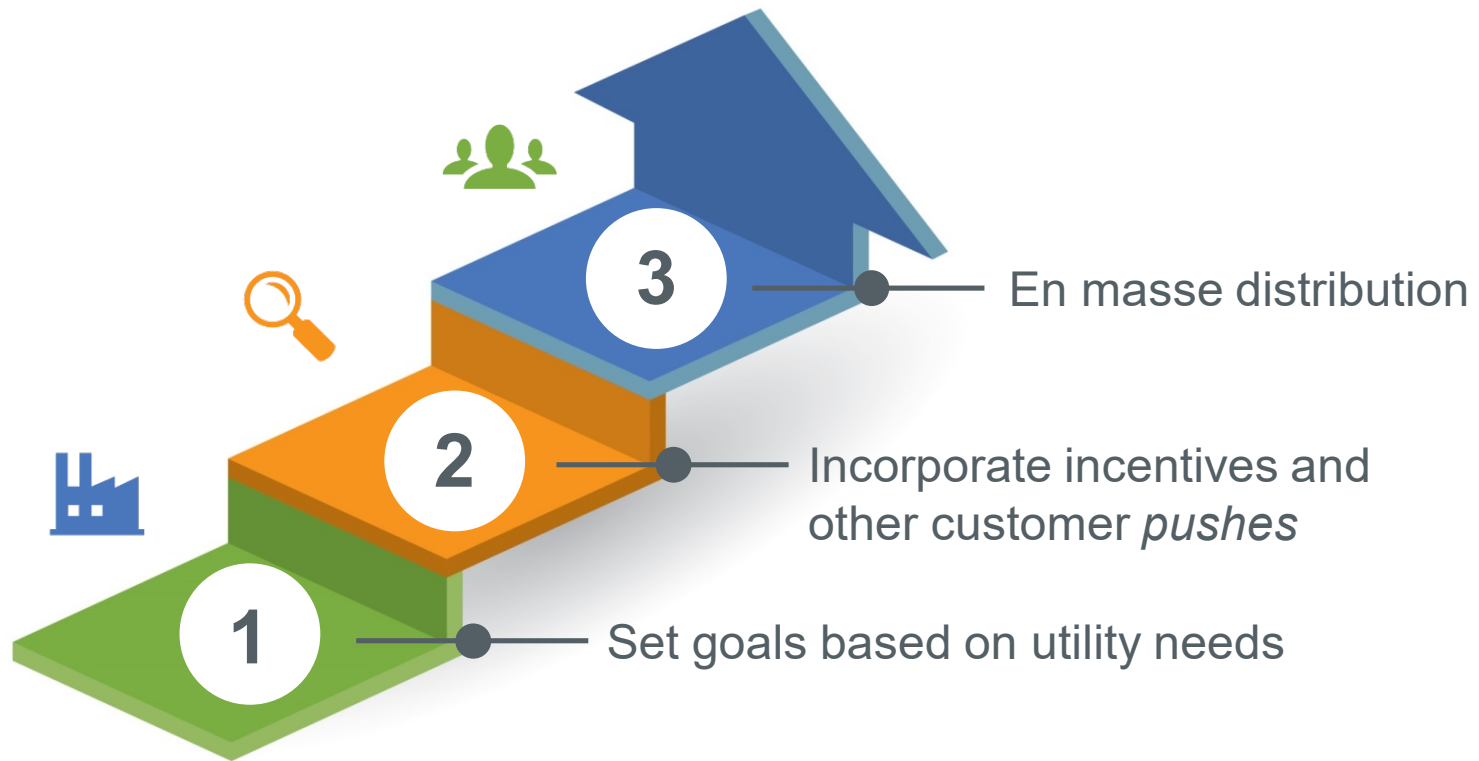




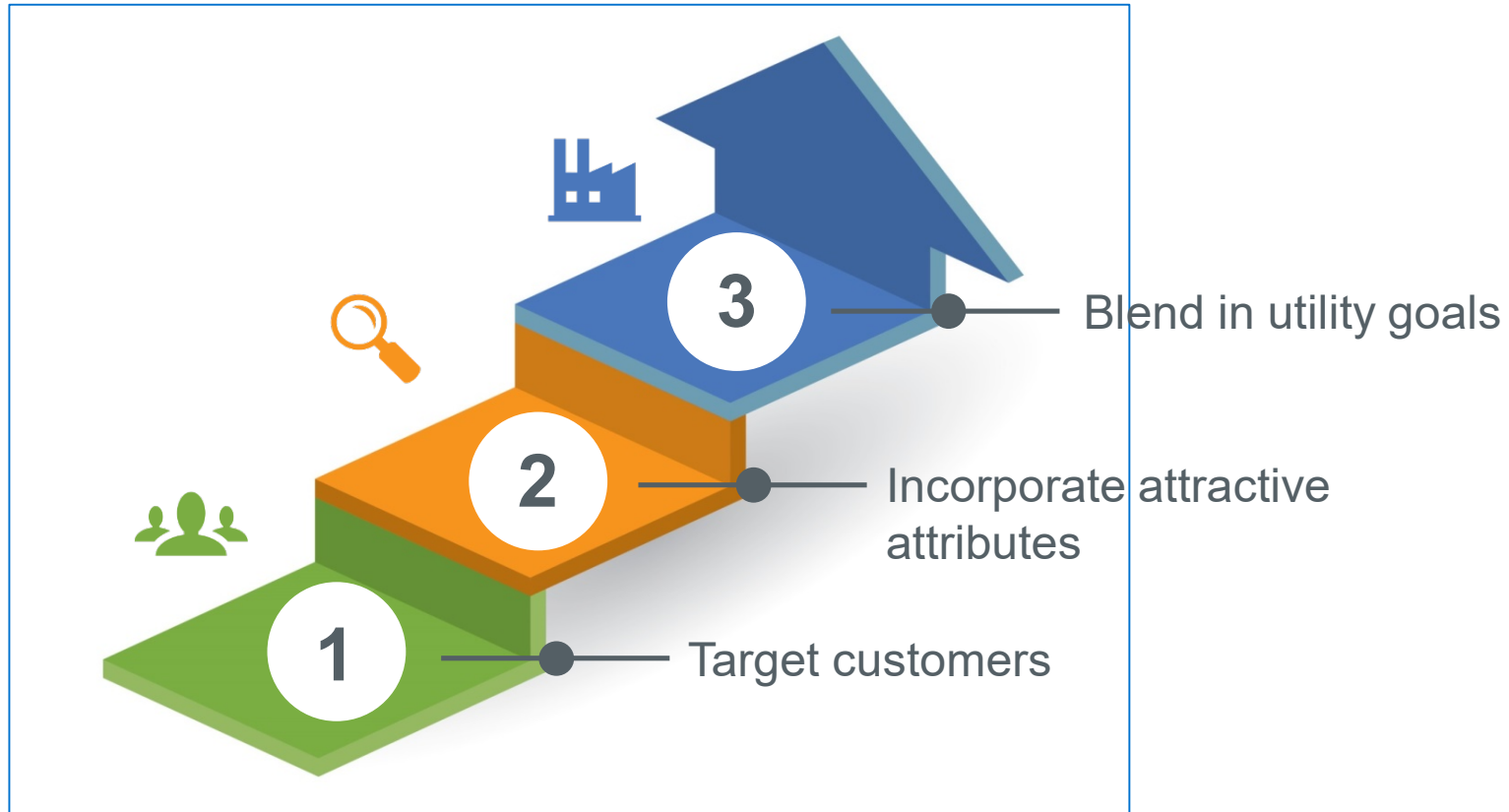
Designing around your customer

Trends in DSM customer
experience

“Typical” DSM program design



The new paradigm in program design



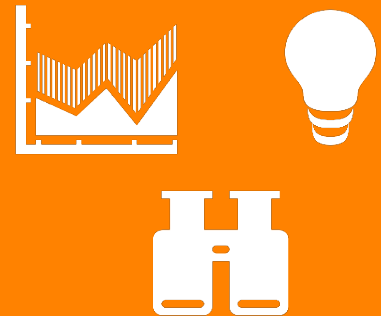
What's getting in the way?



Disjointed
ownership of the
customer journey



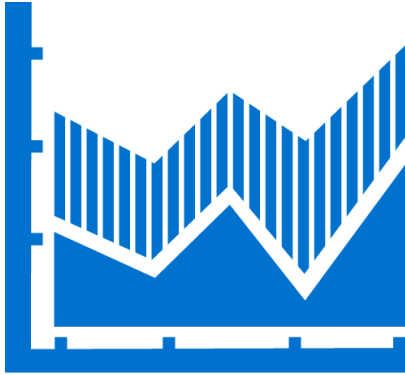
Difficulty prioritizing
issues and
solutions



Poor insights to
estimate customer
impact



How are others overcoming barriers?



Industry
benchmarking



Customer data and
consumer research

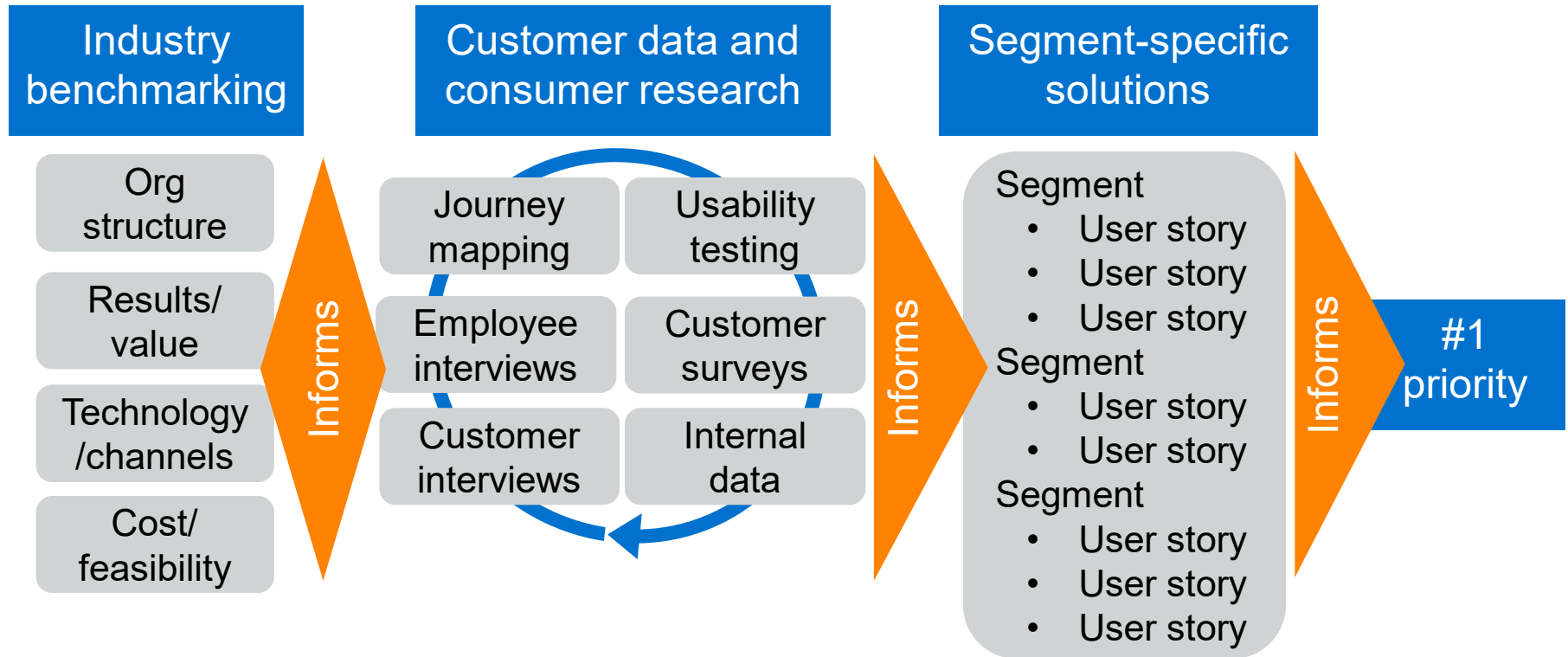


Segment-specific
approaches



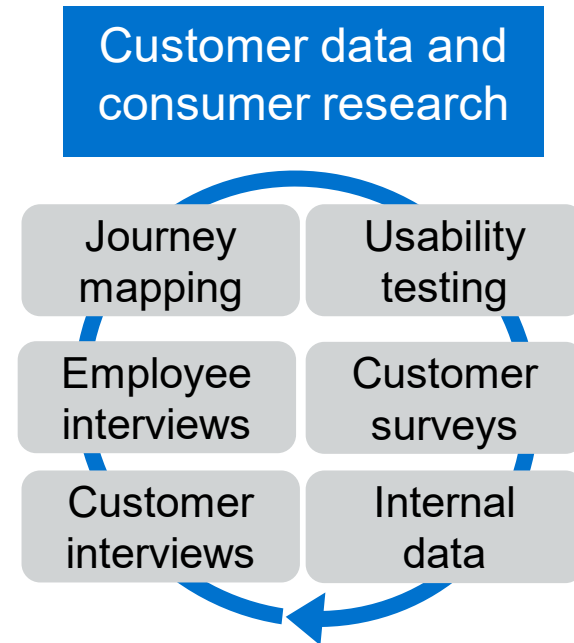
E Source

How they fit together to inform DSM strategy



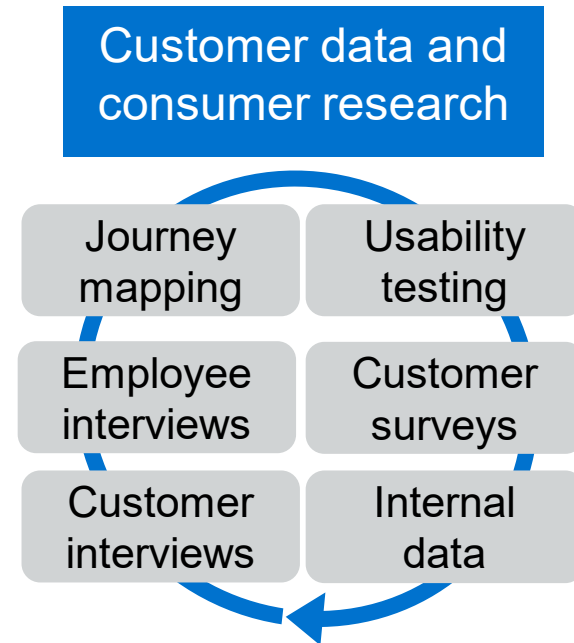
Customer data

- **Basic customer demographics**
- **Household characteristics**
- **Customer energy usage and**
- **Billing & rate plans**
- **Recorded calls from call center**



Customer data and consumer research

- Basic customer demographics
- Household characteristics
- Customer energy usage and
- Billing & rate plans
- Recorded calls from call center
- **Past purchasing behavior**
- **Life stage or recent life event**
- **Attitudes and value systems**
- **Barriers and motivations for program participation**



Duke Energy residential case study

Study

- Uses propensity modeling to indicate a customer's likelihood to participate in a specific program based demographic and sociographic data
- Shares information within call center to target offerings
- Creates targeted campaigns

Results

- Targeted efforts = 4x more responsive
- 5.2% completion rate for targeted messages; 1% with non-targeted
- \$24 per conversion for targeted; \$42 per conversion non-targeted



National Grid low-income case study

- **Using artificial intelligence to unify disparate customer data and make tailored program recommendations to income-qualified customers, across multiple channels**
- **Piloted in 2018; expanding in 2019**
- **Results**
 - Arrears dropped 16%
 - Call center call volume dropped 11%
 - Customer Satisfaction trust scores increased 15%

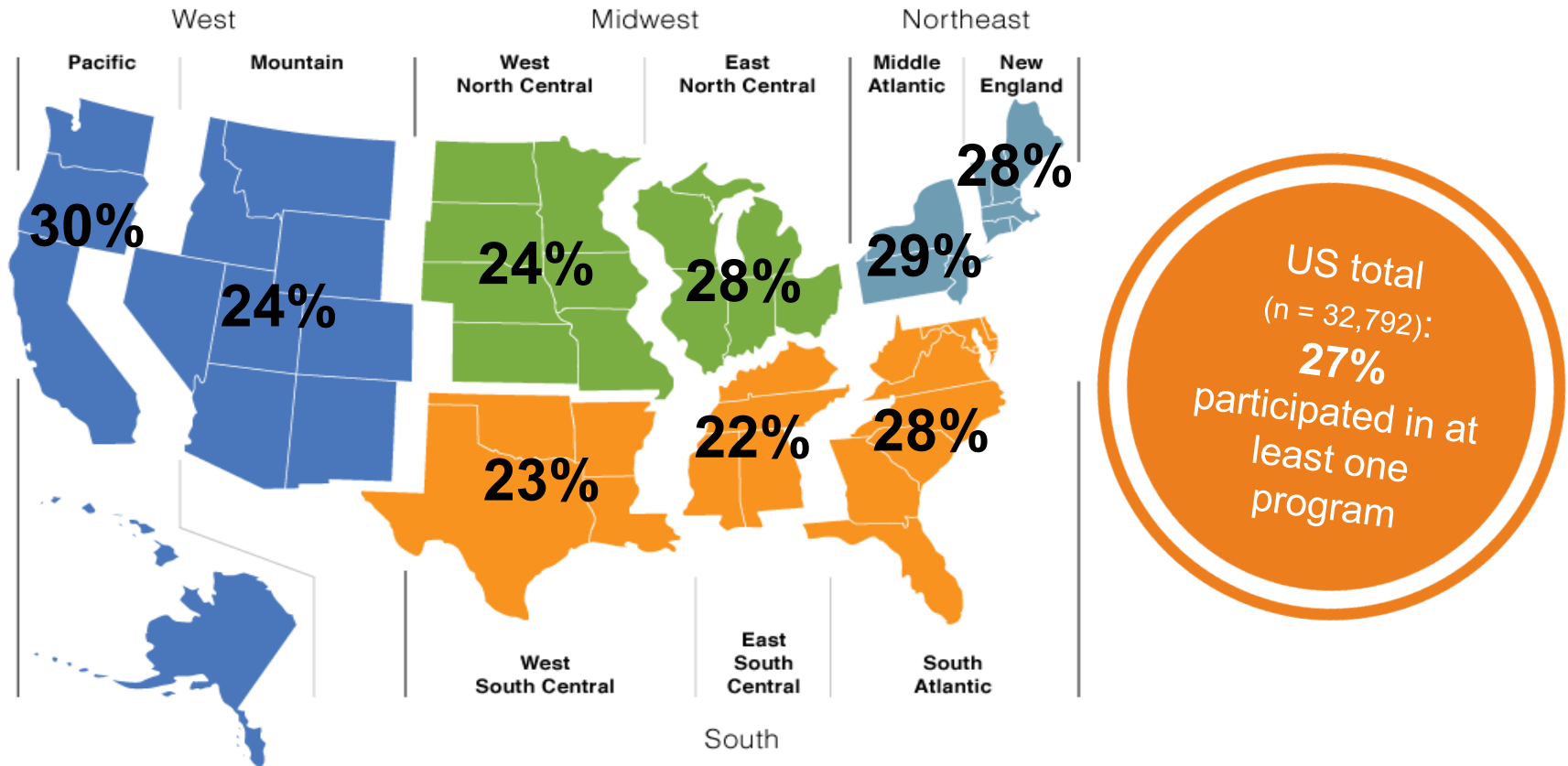


PECO business case study

- **Went from shotgun approach to defined sales funnel**
 - 44 segment-specific landing pages with tailored content
- **Employed regular training and commitment to get customer data and use it**
 - Identified 14,000 new MF customers
 - Increased business type identification from 20% to 60%
 - Discovered 1,000 “whale” and 4,000 “jumbo shrimp” targets
 - Found top-level decision maker contacts at 27% of the targets
 - Increased leads by 48% through optimized media plan over 2017
 - Increased lead form response rate by 50% over 2017



Only 1 in 4 are participating



Base: All respondents. **Question D2:** Which of the following programs and services have you used at your primary residence through your energy provider in the past 12 months? Please select all that apply.



E Source

Benefits beyond energy savings

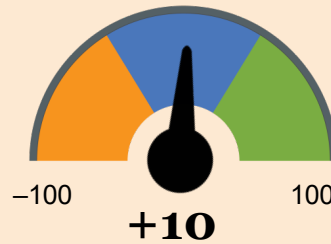


Participants

(n = 8,439)

67%*

31%

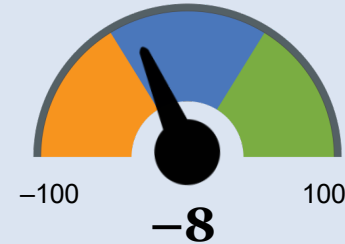


Nonparticipants

(n = 22,534)

58%

42%*



*Significant at the 95% confidence level

© E Source; data from Claritas Energy Behavior Track 2017

Base: Customers of electric or dual-fuel utilities (n = 30,973). **Question A12:** Taking into account your overall satisfaction as a customer of your electricity provider, how would you rate your electricity provider? **A13:** How likely is it that you would recommend your electricity provider to a family member, friend, or co-worker? **Note:** NPS = Net Promoter Score.



Thank you!

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