6 December 2011

3 Lessons for Engaging Energy-Ambivalent Consumers

November 29, 2011 Sandeep Menon



6 minutes

Boring

Inexpensive (although getting less so)

Confusing

Home Electricity Use



Note: labels in this graph are demonstrative, and are not part of PowerMeter's current design.



Electricity Usage

Lesson 1: Consumers want insight not data.



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Lesson 2: Consumers expect personalized advice.









Lesson 3: Diverse customers require different communication channels



Adoption Rate



* Source: Southern California Edison CPUC Smart Grid Filing

Multi-channel engagement is necessary



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And it works





Improved Program Participation 1,063 940 940 Control Group Participants

SOURCE: Program participation rates for a Northern California utility

Peak Reductions





SOURCE: Third party customer survey conducted at Puget Sound Energy

Improved Customer Satisfaction

Opower's Reach

60+ Utilities, 10million Households, 59 billion meter reads



Questions?

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