



Delivering on the Promise of Customer Engagement

SANDEEP MENON

Pitfalls of Ineffective Customer Engagement

The New York Times

'Smart' Electric Utility Meters, Intended to Create Savings, Instead Prompt Revolt



Oncor Reacts to Smart Meter Anger

Oncor faces customer backlash over smart meters and skyrocketing electric bills.

Blame it on the weather, again.

latest company facing a media storm over customer reports that meters are overcharging for the Texas Public Utilities Commission an independent verification of the site the fact that Oncor said that he complaints, which have jumped since a year ago, can be explained ally cold winter in Texas. The ected to begin in the next few



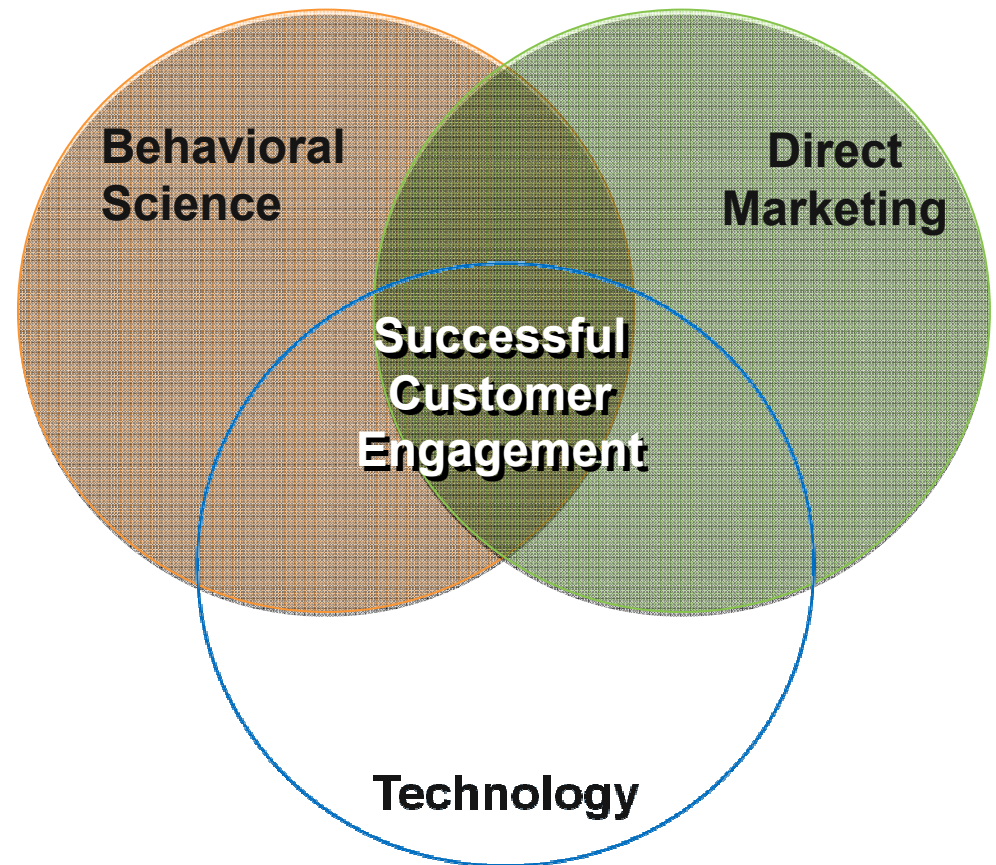
The Register
Biting the hand that feeds IT

Pitchfork-wielding mobs encircle smart meters
'Fraud meter' fear

OPOWER Approach to Engaging Customers

Unprecedented Results (verified by Summit Blue, PSE)

- 85% customer engagement
- 1.5% – 3.5% demand reduction
- 20%+ lift for other EE programs
- 200+ GWh savings for 2010

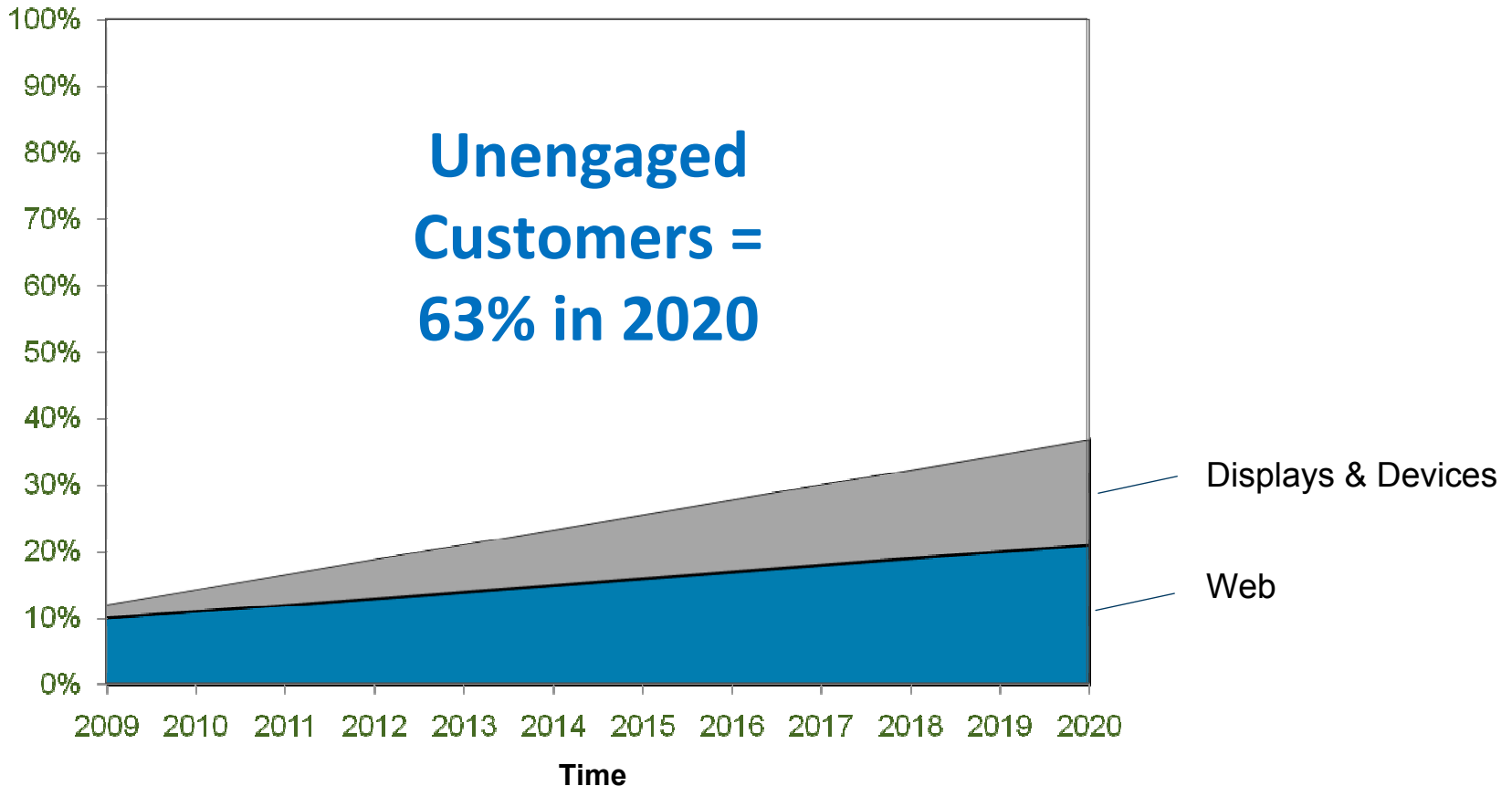


The Challenges of Customer Engagement

1. Not all customers are the same
2. Unclear customer value proposition
3. Home energy is “boring”

Projected Smart-Grid Tech Adoption Rates

Customer
Adoption Rate

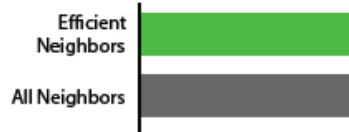


Source: CPUC Approved Filing by Southern California Edison (SCE)

Value = Insight, Not Real-Time Data



Last Month Neighbor Comparison



Your Rate Plan Options

Potential yearly savings for you

Similar Home
Average Savings

Time of Use Pricing **\$140**

Peak Day Pricing **\$174**

* Similar homes are similar-sized homes

Spotlight on Air Conditioning

Your AC usage compared to your neighbors

Your Personalized Plan

Customized based on your profile: Homeowner, High Cooling Use, 1750 Sq Ft, Home all day
Update your profile online.



Adjust your thermostat

To 72 degrees when you're at home
To 76 degrees when you're away

Save up to
\$40/year



Fix gaps around windows and doors

Next steps:
Buy sealant at your local hardware store

Save up to
\$135/year



Maintain your air conditioner yearly

Next steps:
Change your AC filter
Clean the coils and nearby areas
Comb the coil fins

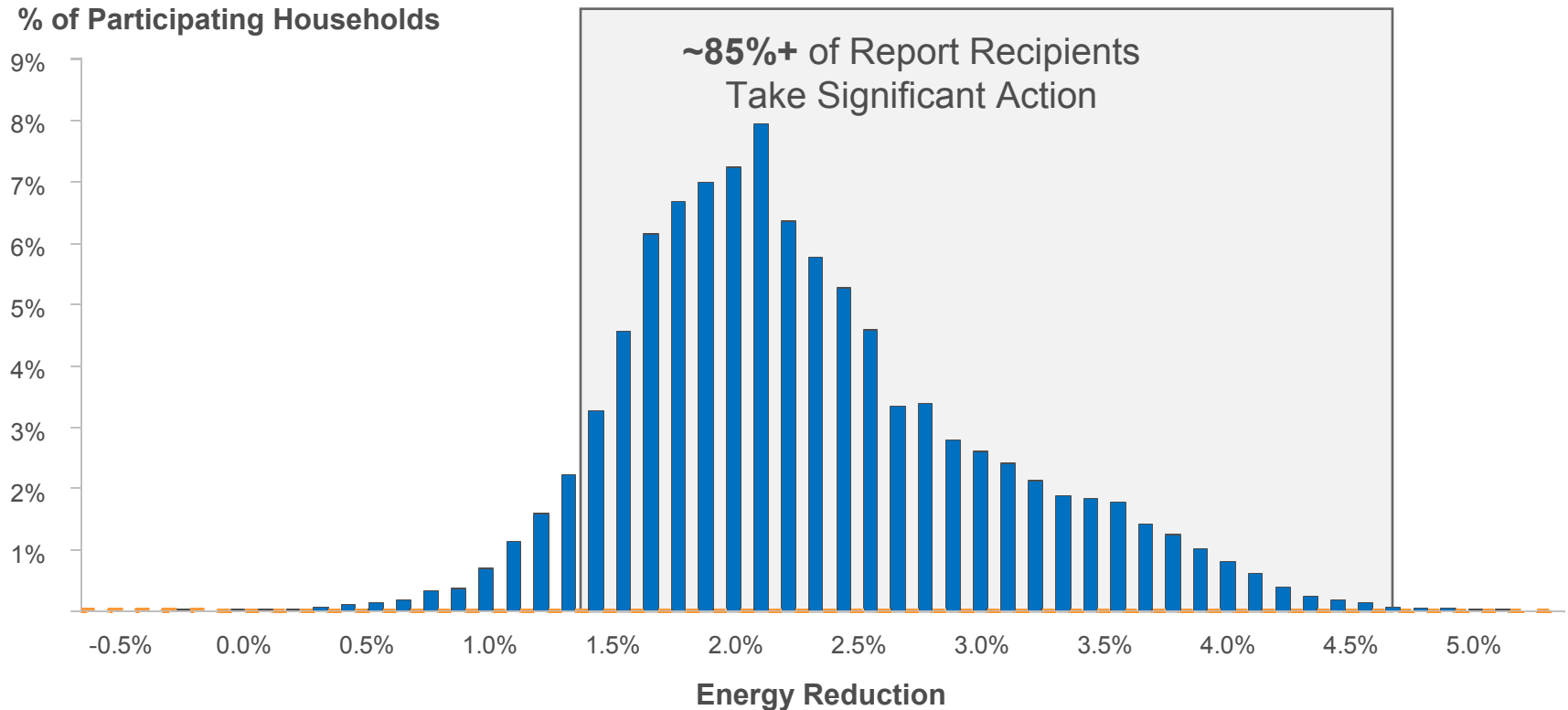
Save up to
\$95/year



Update your plan at
ComEd.com/energyreport

How many can you
check off?

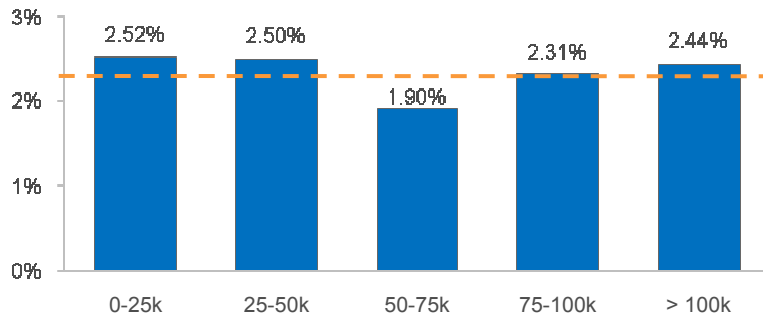
Multi-Channel Impact Across All Segments



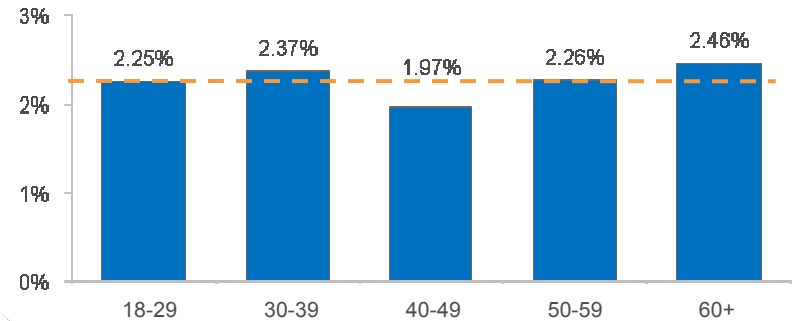
Independent Verification by Summit Blue Demonstrates High Customer Engagement

Multi-Channel Impact Across All Segments

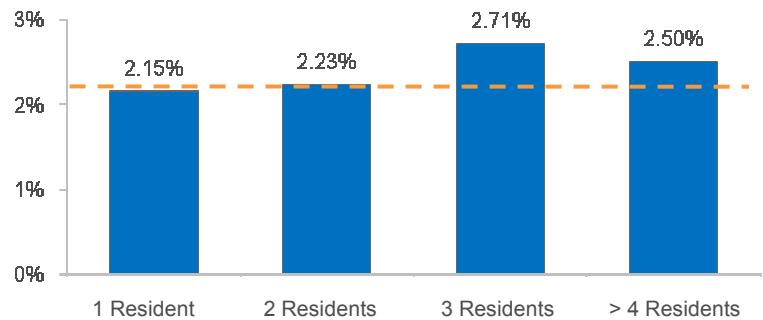
Energy Savings by Income



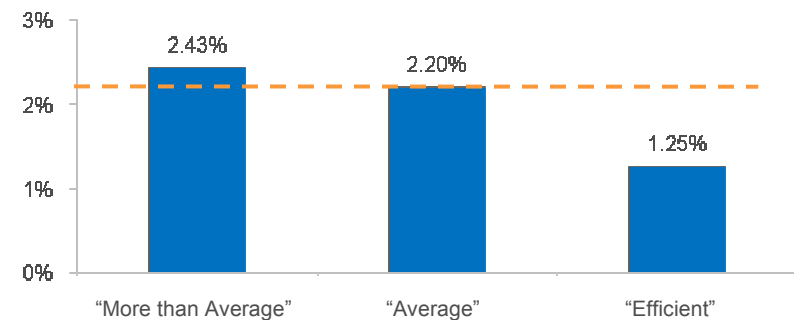
Energy Savings by Age



Energy Savings by # of Residents



Energy Savings by Household Efficiency



Impact Variance Very Low Across Demographic Groups and Energy Profiles

Keys To Successful Smart Grid Rollout

1. **Be Proactive** – don't expect customers to take the initiative
2. **Engage All Customer Segments** – use all channels to reach everyone
3. **Target Messages** – circumstances vary widely, try to present only what's relevant for each customer
4. **Present Insights, not Data** – most customers will not notice patterns in consumption, present them the “so what”
5. **Make it interesting** – applied behavioral science can make mundane energy data more interesting

Thank You

Sandeep Menon
Client Solutions Executive
(571) 384 - 1270
sandeep.menon@opower.com