

# DR Customer Engagement: Why and How?



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# Speaker Introductions



Rena Wang,  
Customer Training  
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Manager

A large industrial facility, possibly a power plant or refinery, is shown at night. The sky is dark with many stars, suggesting a clear night. The facility has a prominent cylindrical structure with a grid-like pattern on its side. In the foreground, there are red metal structures, possibly scaffolding or part of a crane. The overall scene is illuminated by artificial lights, creating a high-contrast, industrial atmosphere.

**Engaging your demand  
response customers will  
drive program growth.**



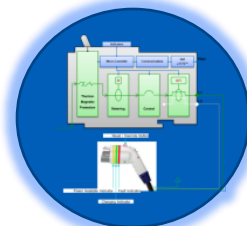
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# NRECA CEO Jim Matheson:

“We are using more and more electricity. It’s a good news story in terms of the economy growing”

“...how is the electric grid going to keep up and meet that growth?”



# What is Customer Engagement?

The measure of your audience or your customer's engagement with the content you are producing.

Engaged  
Employees



Engaged  
Customers



# Benchmark: How Are You Reaching Your Customers Today?

- Door Hangers
- Social Media
- Snail Mail
- Text Messages
- Consumer Portal
- Mailers and Brochures
- Other?



# Benchmark: Who Are Your Customers?

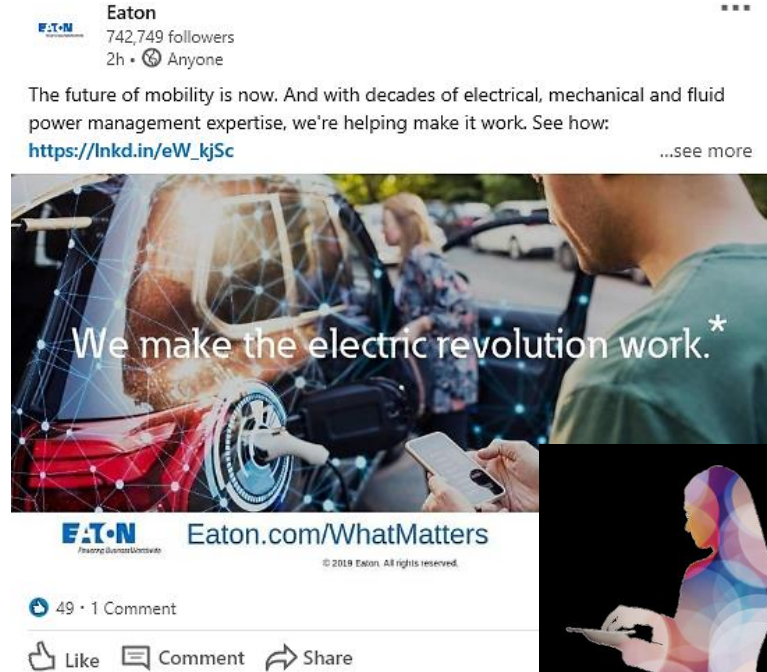
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What is the demographic of your customer base?

How are you incentivizing your customers?

# Technology is Driving Customer Engagement

- Millennials and Gen Z are fully engaged customers, and their engagement is highly dependent on technology
- **70%** of consumers say technology has made it easier than ever to take their business elsewhere



The image shows a screenshot of a social media post from Eaton. The post features a photograph of a person in a green shirt looking at a smartphone, with a red car and a digital network overlay in the background. The text of the post reads: "The future of mobility is now. And with decades of electrical, mechanical and fluid power management expertise, we're helping make it work. See how: [https://lnkd.in/eW\\_kjSc](https://lnkd.in/eW_kjSc) ...see more". Below the image, the Eaton logo is visible along with the text "Eaton.com/WhatMatters" and "© 2019 Eaton. All rights reserved.". At the bottom of the post, there are engagement metrics: "49 · 1 Comment" and buttons for "Like", "Comment", and "Share".



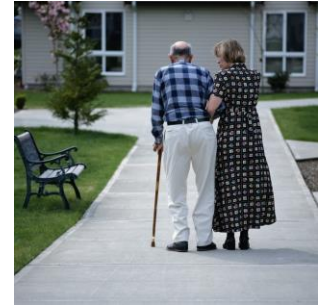
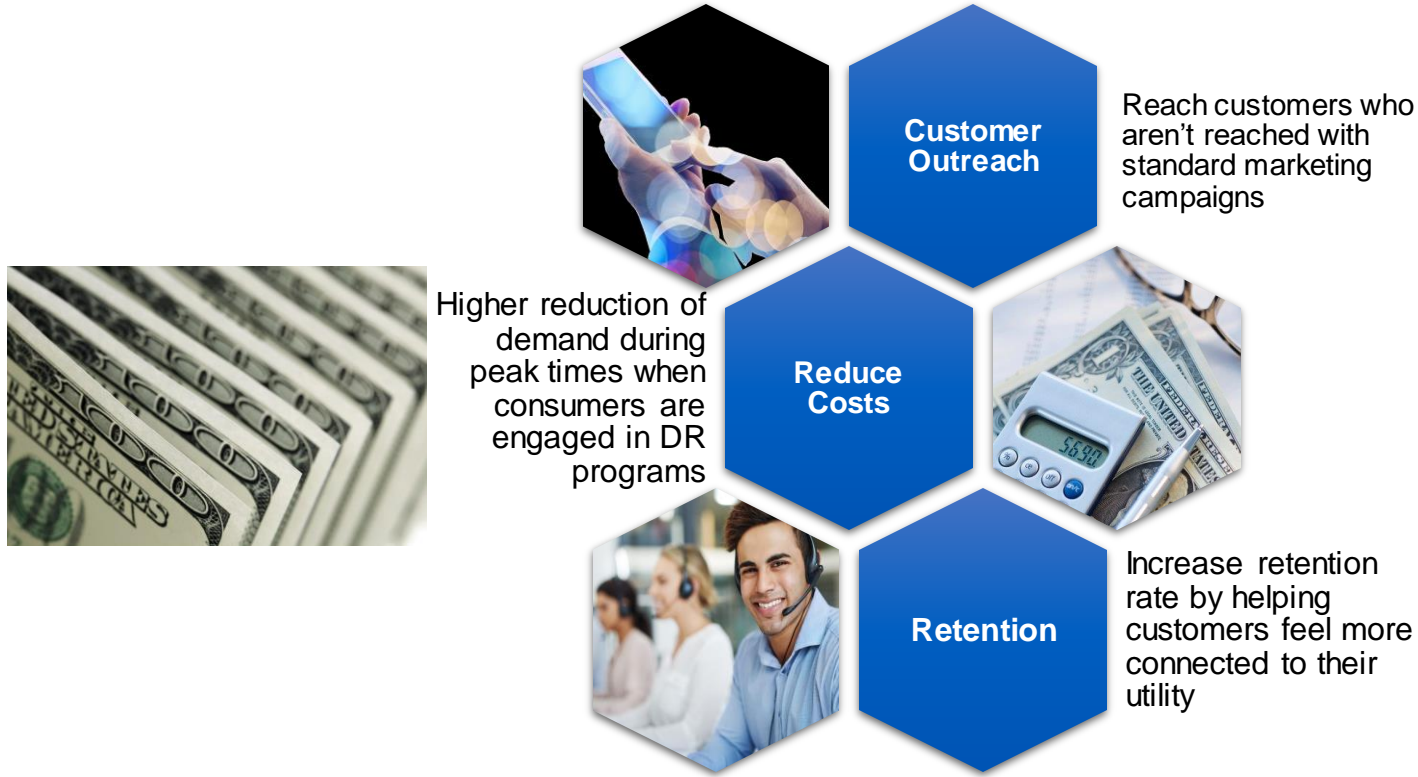
# Meet Sarah: 29-Year-Old Co-Op Member

Sarah wants to know:

- Can I get texts to remind me of a due bill?
- How does my EV affect my bill?
- Can I monitor my usage from my phone? My last utility could



# Why is Customer Engagement Essential?



# The Big Why?

- **Every** customer can receive incentives from curbing usage during peak periods.
- If we are not properly engaging, the most advanced Demand Response technologies mean **nothing**.



“Good customer service costs less than bad customer service” – Sally Gronow (Dŵr Cymru Welsh Water Services)

.....so how can we make  
our services more  
**convenient** for the  
customer while  
**minimizing utility costs?**



# Goal 1: Motivating the Middle

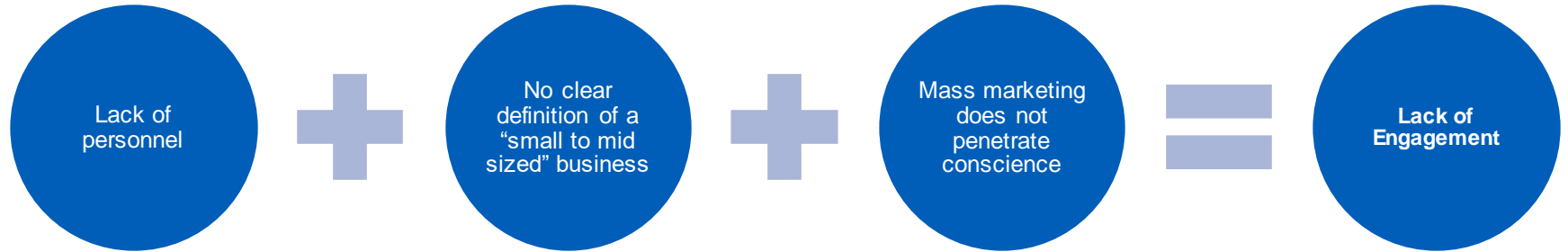
**1/3** of small to mid-sized businesses achieve energy savings through DR programs

.....although they account for **78%** of all customers





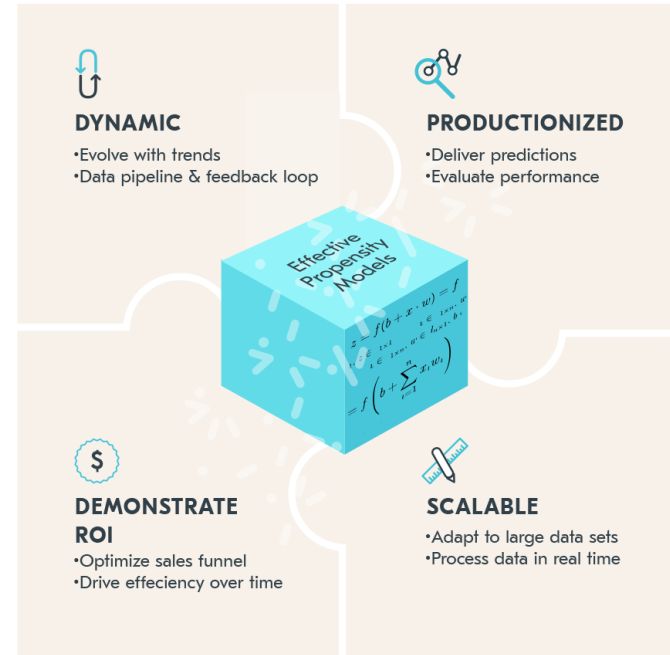
# Goal 1: Motivating the Middle



# Goal 1: Motivating the Middle

## Data-Driven Outreach

- Propensity modeling: ensuring the right customer hears the right message at the right time
- Marketing products that best serve the grid can save utility marketing dollars
- Using your data to forecast for the future



# Goal 1: Motivating the Middle

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- Targeted Engagement
  - Leveraging numerous profiles for individual customers
  - Identifying the profile of the customer at this moment in time
- Beneficial Electrification
  - “Beneficial electrification can save our members money over time on their total energy expenses, while using more of our products and services...It’s a win-win.” – Curtis Wynn, NRECA President

# What is Beneficial Electrification?

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- One or more of the following must be met without adversely affecting the others:
  - Saves consumers money
  - Enables better grid management
  - Reduces negative environmental impacts
- Beneficial Electrification and Demand Response:
  - Electric heat strips can be cycled to reduce grid demand
  - Electric water heaters can be controlled without any noticeable impact to customers



## Goal 2: The Aging Experience



Improving the customer experience for older consumers

## Goal 2: The Aging Experience

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- What if your customer doesn't own a computer or smart phone?
- Is selling your program to seniors worth your time and money?



# Goal 2: The Aging Experience

- 40% of seniors use social media
  - (+325% since 2009)
  - 12.1% of users 65+ use Facebook
  - Engaging loved ones can lead to additional senior engagement
- Senior – Friendly platforms
  - Facebook, Sixty and Me, NYT Games, YouTube (Seniors' Guide to Computers)



# Goal 3: The Numbers Game

Let's cut to the chase.....



***How can you effectively market savings through mobile or web applications?***



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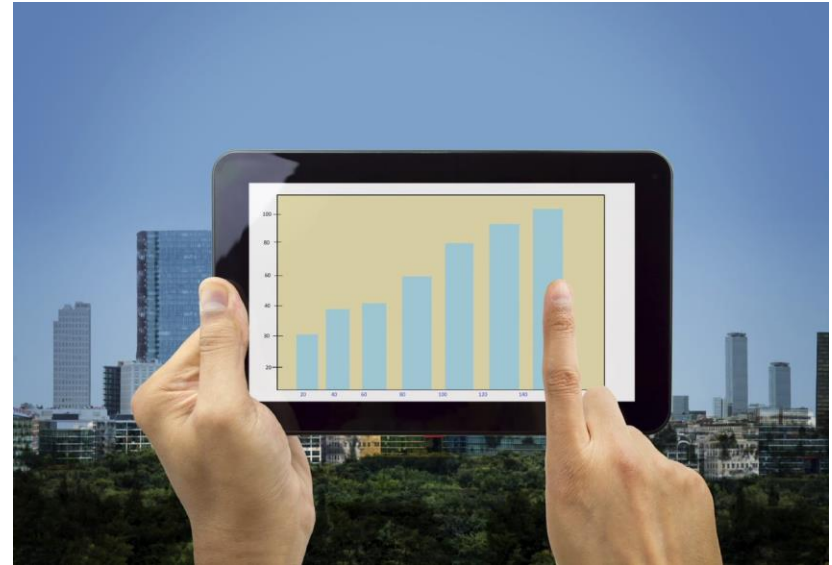
# Goal 3: The Numbers Game

## Web Integrations

- How can we leverage existing and future web applications and portals?

## Mass messaging

- Frequency: daily, weekly, monthly?



# Goal 3: The Numbers Game

LOAD GROUPS MEMBER CONTROL **NOTIFICATION**

Program Start  
 Program Stop  
 Notify On Adjustment  
 Notify On Schedule

Available 1 - 1 of 1

Search:

Name

QARealNotifyGrp

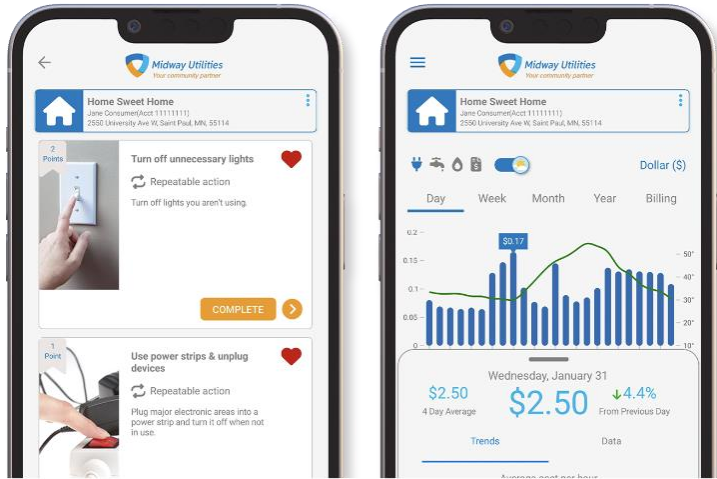
Select All

Assigned

From Yukon, how many users are reached in an instance of mass messaging?

Are you following up?

# Learn More about Consumer Portals: Accelerated Innovations



# Example: Yukon Consumer Web Portal

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Eaton's software solution can integrate to other vendor solutions:

- Silverblaze Solutions Capricorn
- Smart Energy Water (Smart Utility Systems) Smart Customer Mobile (SCM)
- WaterSmart
- Oracle Opower
- NISC iVUE SmartHub
- SEDC MDM
- Daffron iXp eBusiness
- Harris Utilities Consumer Portal
- Schneider Electric EPO Portal



# Now That Your Customers are Engaged

How can we stay ahead of the curve?

- Flexibility
- Communication
- Identifying the needs of the customer before the customer has the need

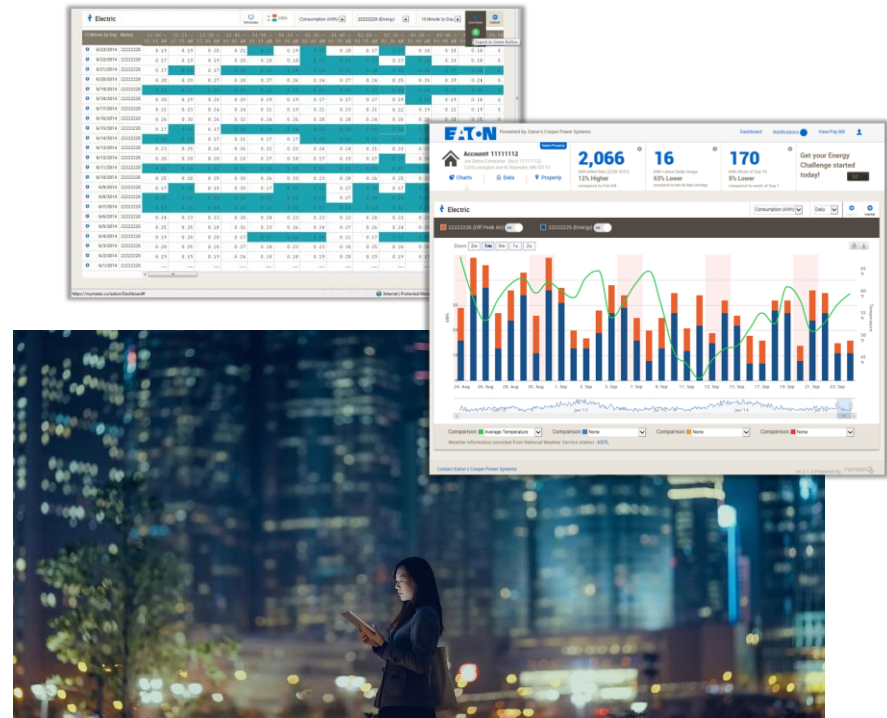


# Summary

Engage your customers in your Demand Response programs through use of technology

1. *Motivating the Middle* – small and medium businesses
2. *The Aging Experience* – inclusion of senior citizens in your programs
3. *The Numbers Game* – effectively marketing savings by leveraging your applications

Stay ahead of the curve



# Questions?



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