



CUSTOMERS KNOW BEST
WHEN IT COMES TO
BEHAVIOR CHANGE – ARE
YOU LISTENING?

DirectOptions
Your customer. Engaged.

September 22, 2015

Our Philosophy

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Utilities path to long term success in Marketing:



Highly
Engaged
Customers

Highly
Satisfied
Customers

Customer Satisfaction

Excellent

Good

Average

Poor

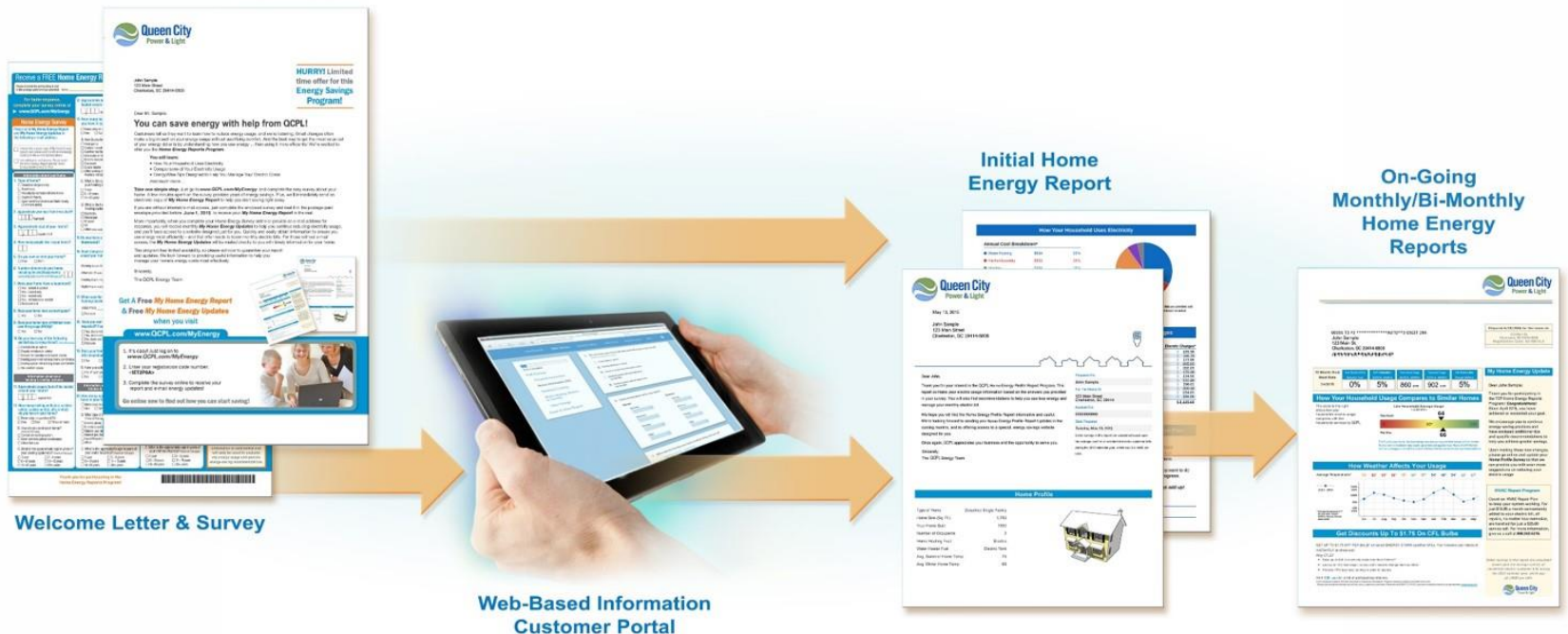
Engagement Process

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Opt-In Home Energy Reports

Solicitation/Response Channel

Report Type (Treatment)



Welcome Letter & Survey

Web-Based Information Customer Portal

Initial Home Energy Report

On-Going Monthly/Bi-Monthly Home Energy Reports

The Approach

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Marketing Using Customer Centricity

Determine ..

- ❑ Customers to solicit
- ❑ Channel to solicit
- ❑ Energy impact from customer choice

The Hypothesis

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- ❑ The profile of people preferring digital channels is different than direct mail respondents.
- ❑ A customer choosing a digital channel to receive a Home Energy Report program is likely to save less energy.

The Design

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Average Annual Savings Per Person in kWh		Solicitation Type		
		Direct Mail	Email	Total
On-Going Report Type	Direct Mail	A	B	AB
	Email	C	D	CD
	Total	AC	BD	ABCD

The Results

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Average Annual Savings Per Person in kWh		Solicitation Type		
		Direct Mail	Email	Total
On-Going Report Type	Direct Mail	322	189*	317
	Email	218	224	223
	Total	290	221	269

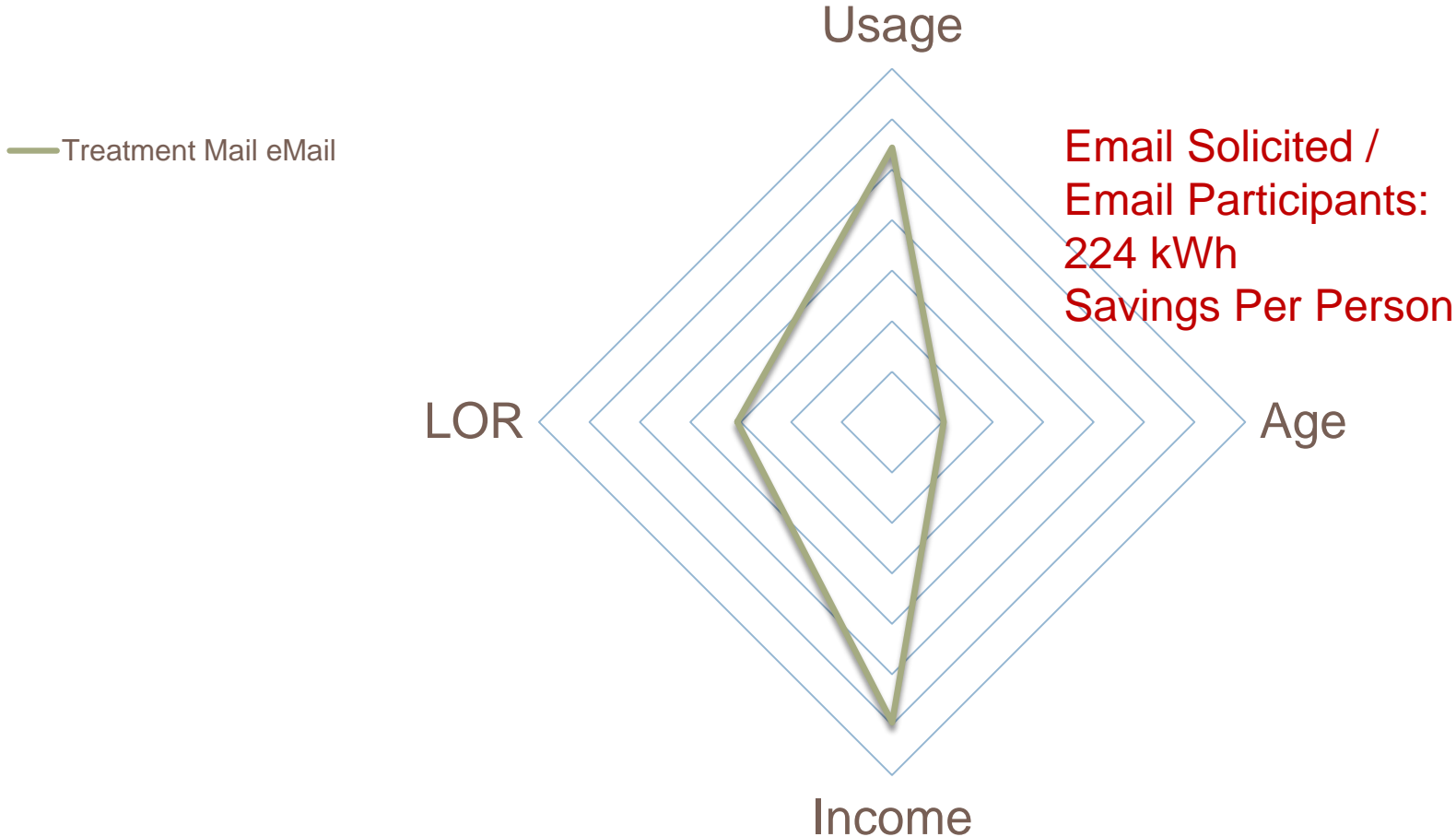
* Email Solicit / Direct Mail On-Going Not enough sample

The Results

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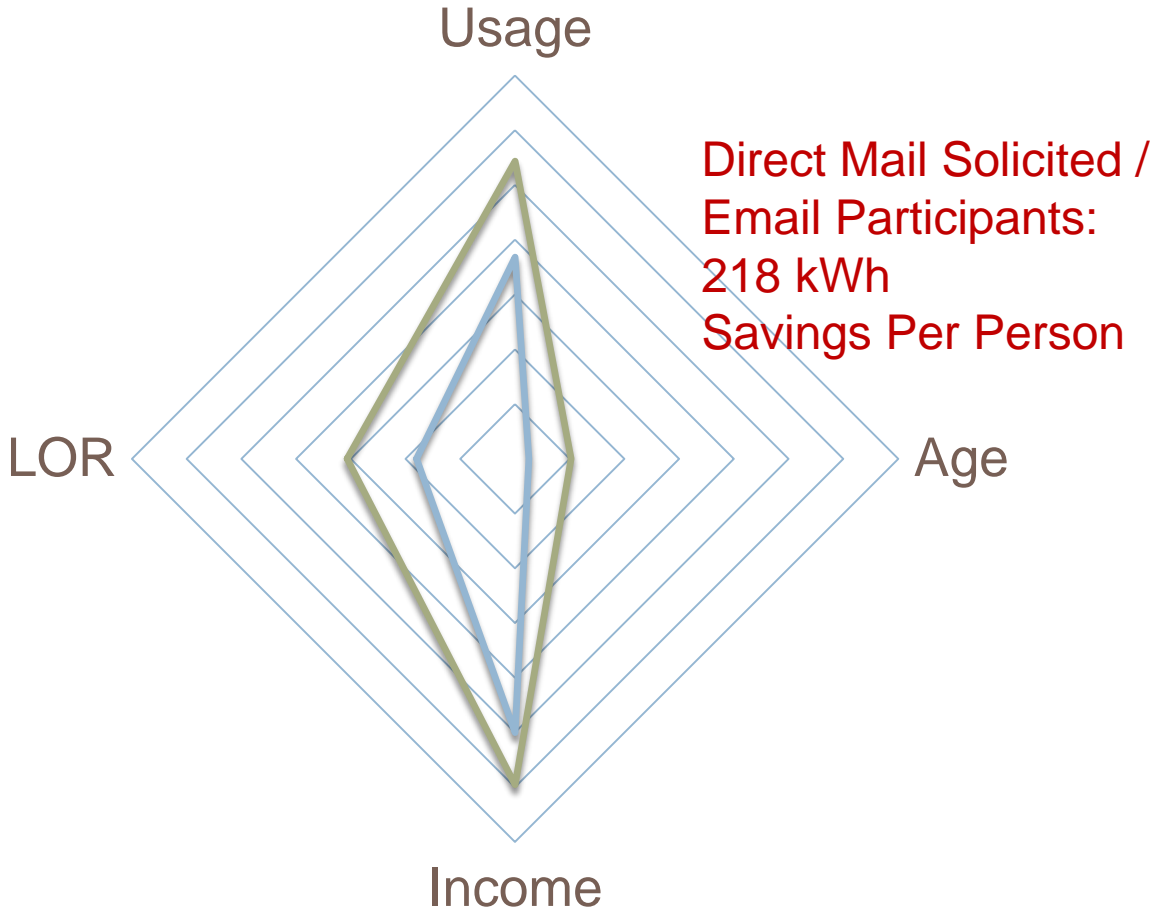
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The Insight



The Insight

- Treatment eMail eMail
- Treatment Mail eMail



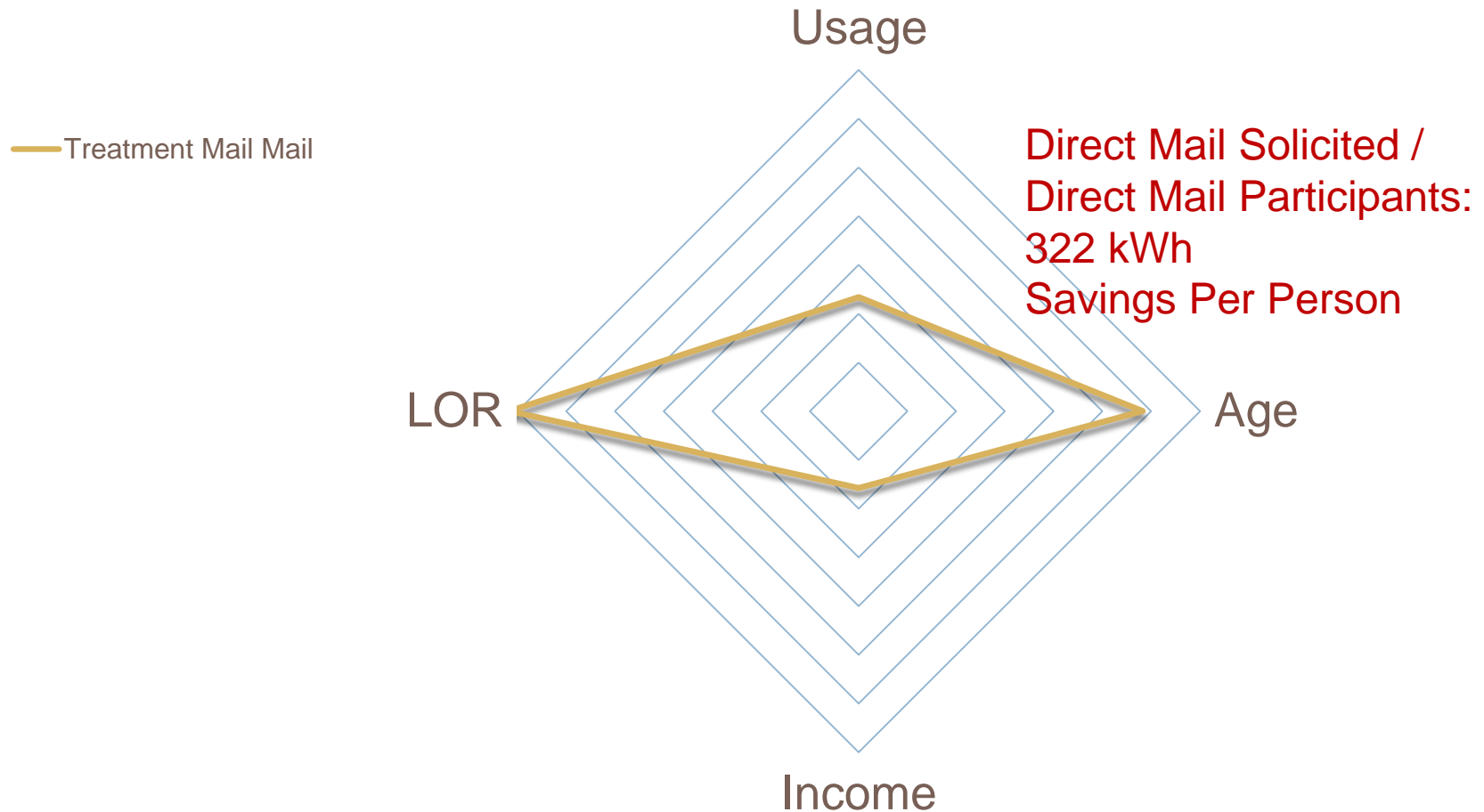
The Results

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The Unexpected Insight

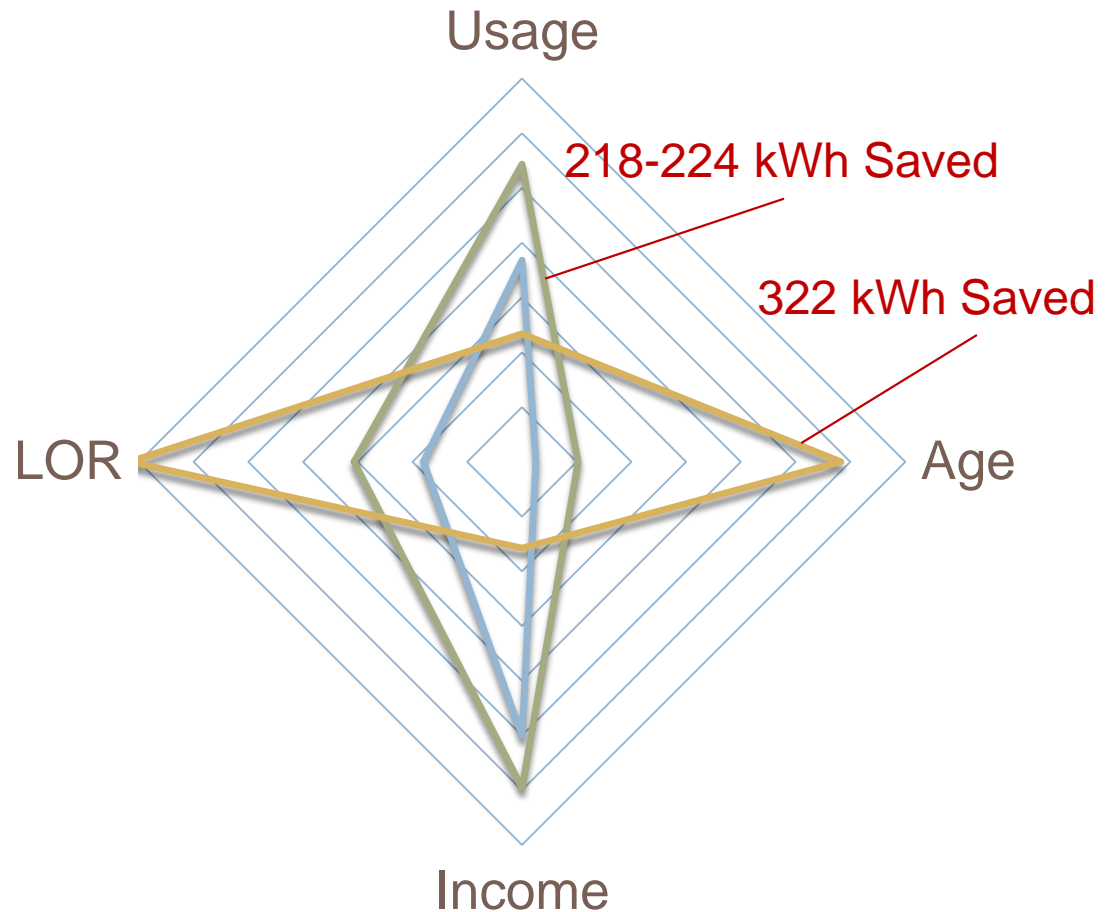
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The Whole Insight

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- Treatment eMail eMail
- Treatment Mail eMail
- Treatment Mail Mail



The Results

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- ❑ The profile of customers that prefer digital channels for Home Energy Reports is different than direct mail customers.

Yes!

- ❑ A customer choosing a digital channel to participate in a Home Energy Report program is less likely to save energy.

Yes, Sort of, Well Kinda...

- ❑ The differences in participation profiles can impact savings.

Yes! But ...

Conclusive Insights

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- ❑ Customer-centric marketing works.
- ❑ Providing the customer with options matters.
- ❑ Right channel for that customer can help your program engage more “savers”.
- ❑ Higher pre-usage doesn’t always mean higher savings potential.
- ❑ If you only have one channel to deliver your behavior report program, you could be **mis-treating** your customers.

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