



Smart Electricity

Grid-enabled Water Heaters: Balancing Social Acceptability, Safety and Efficiency

March 11 to March 13, 2019

2019 Hot Water Forum

Martin Fassier – CEO – CaSA



Grid-enabled Consumer Solutions

In collaboration with

Giant[®]

Enhancing everyday living



Defining Social Acceptability



Key Components



VALUE

Savings

Environment

Technology

Control / Knowledge

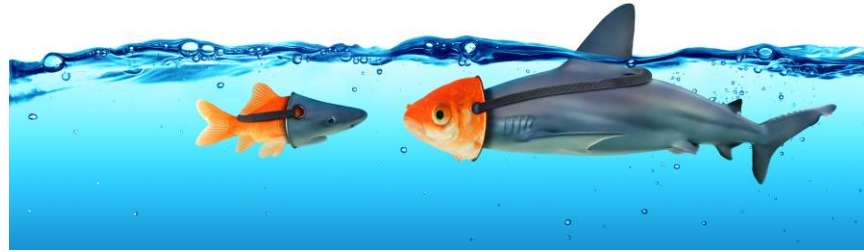


Key Components



VALUE

- Savings
- Environment
- Technology
- Control / Knowledge



TRUST

- Privacy
- Accountability
- Service
- Security



Defining Social Acceptability



Social media is not a good analogy...

The engagement and acceptance of users are proportional to the value obtained.

Value vs Trust



Social media is not a good analogy...

The engagement and acceptance of users are proportional to the value obtained.

Water heaters are not very engaging!

Is there hope?

Most and Least Trusted US Companies in 2018



Rank	Company	Industry	Temkin Trust Rating*	Rank	Company	Industry	Temkin Trust Rating*
1	USAA	Banks	81%	318	Comcast	TV/Internet Service	22%
2	Wegmans	Supermarkets	79%	317	Charter Spectrum	TV/Internet Service	25%
3	A credit union	Banks	77%	315	Optimum	TV/Internet Service	29%
3	H-E-B	Supermarkets	77%	315	Cox Communications	TV/Internet Service	29%
5	USAA	Credit Cards	75%	314	Spirit Airlines	Airlines	31%
5	USAA	Insurance	75%	313	San Diego Gas & Electric	Utilities	36%
7	Regions	Banks	74%	312	DirecTV	TV/Internet Service	38%
7	Navy Federal Credit Union	Banks	74%	308	AT&T	TV/Internet Service	40%
9	Holiday Inn Express	Hotels & Rooms	73%	308	Wells Fargo	Banks	40%
9	Alabama Power Company	Utilities	73%	308	Verizon	TV/Internet Service	40%
9	Baskin Robbins	Fast Food	73%	308	Sprint	Wireless	40%

*The Temkin Trust Ratings are based on 10,000 US consumers' feedback regarding their recent interactions with companies. Consumers are asked to evaluate the degree to which they trust that the companies will take care of their needs, giving a score to the companies on a 7-point scale. The firm then took the percentage of respondents giving a rating of 6 or 7 for each company and subtracted from that the percentage giving the company a rating of 1, 2, or 3. The resulting score was the Temkin Trust Rating (TTR), from which the rankings were derived.

Published by MarketingCharts.com in May 2018 | Data Source: The Temkin Group

Based on a survey of 10,000 US consumers, who were asked to rate 318 companies across 20 industries

Safety?



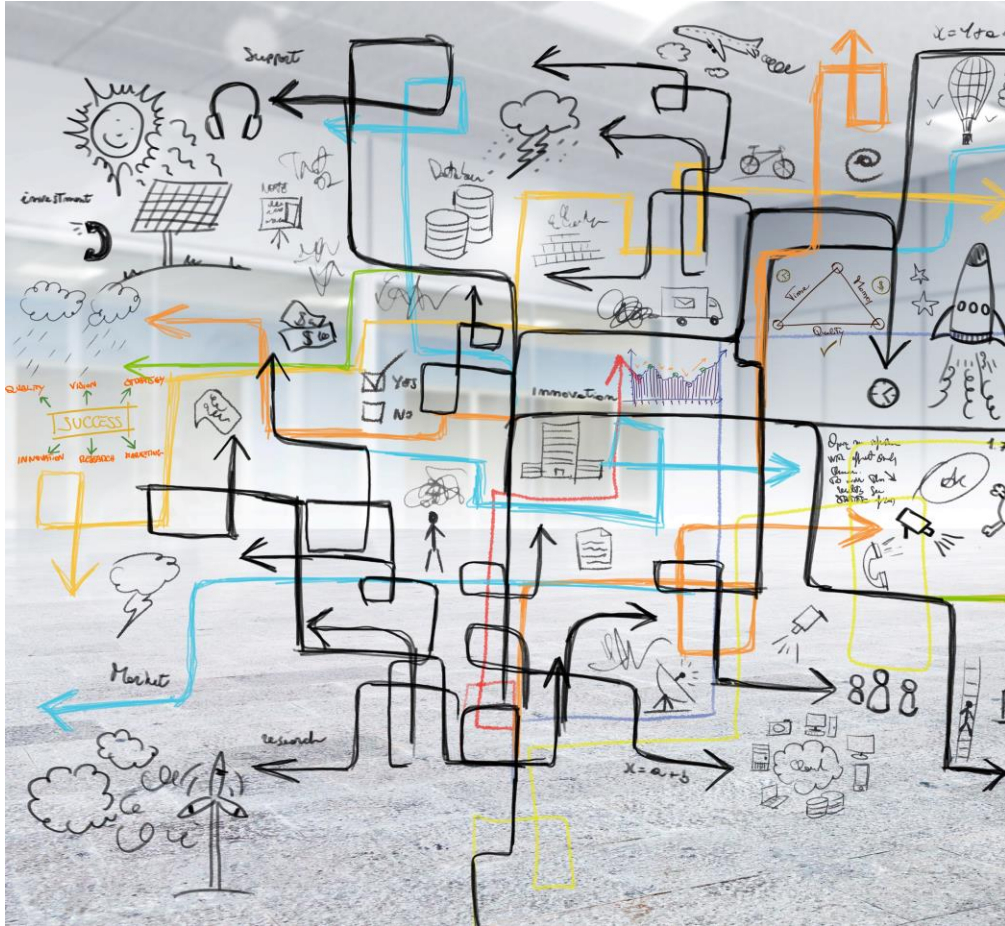
Temperature Awareness Is Not Optional



Knowing the state of the water column is essential to unlocking its value:

- ✓ Thermal storage
- ✓ Capacity / delivery
- ✓ Bacterial control

Keep It Simple!



Too much noise around protocols and standards: progress does not wait for regulators.

Consumers end up driving adoption through unplanned value.

Water Heaters Do Not "Engage"



"Engagement" is so
2018...

Empowerment, not
engagement, is the truly
valuable outcome.

Consumers will do the rest.

Does it matter?

Water heating is an enabling technology for the future of energy.

It's our responsibility to turn this...



Does it matter?

... into this.

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Smart Electricity

Gestion de la demande d'électricité québécoise : Propension à accepter le contrôle à distance de son chauffe-eau .

Olivier Godard Économiste, Statistique Canada M. Sc. en gestion, HEC Montréal

<http://bit.ly/2FaOtd1>

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