



Emerging Technologies Summit

MAKING THE CONNECTION:
From Energy Efficiency Innovation to Delivery

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Making Contact: Using Data Analytics and Technology to Leverage Customer Communications

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Presentation

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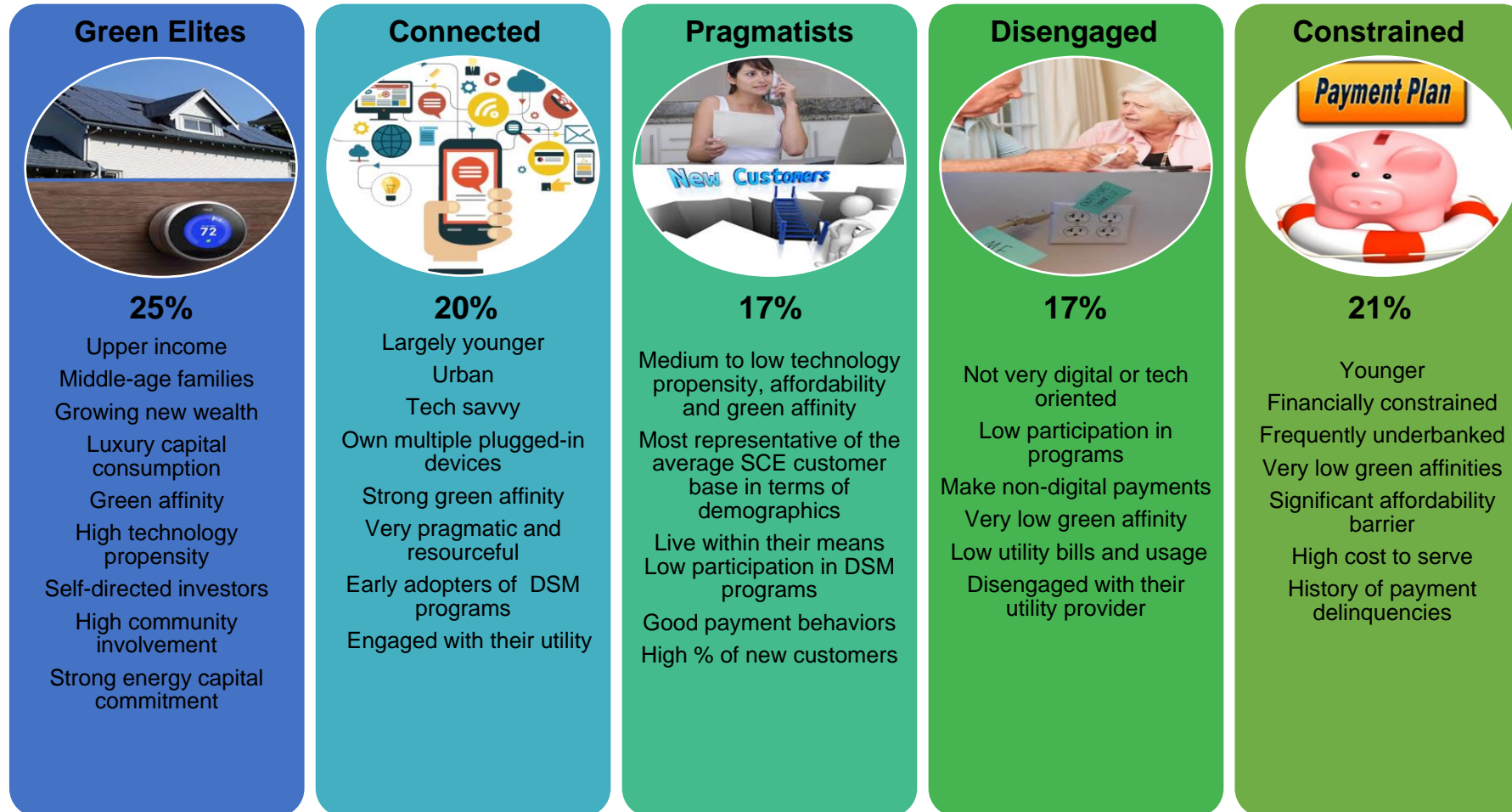
Managing Partner



Introduction



Residential Customer Segments – Overview



Use Case Approach: Analysis, Information, Action

Use Case: Considering Investment (Energy Efficiency, Solar Energy)

Customer Needs	Utility Needs
Projected Savings	Accurate Forecast of reduced energy demand
Cost of Investment	Understanding of financial impact on utility

Use Case: New Adopter of Energy Savings Solutions

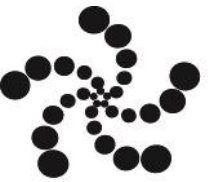
Customer Needs	Utility Needs
Confirmation of ROI	Validation of forecast
Adopting new behavior to maximize savings	Customer education and dashboards

Use Case: Long Term User

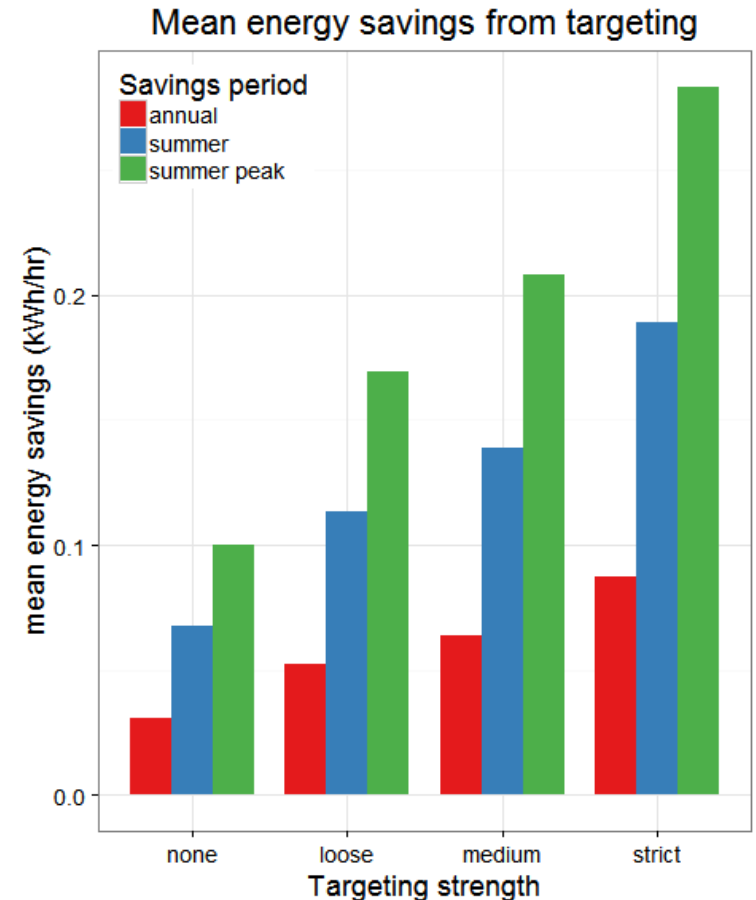
Customer Needs	Utility Needs
System cost and savings	Refined forecasting of grid impact
Optimization and maintenance recommendations	Predictable performance of DER



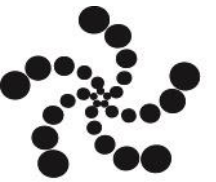
Current work, challenges, and outlook



- Currently: research into practice
 - Open platform for loading and analyzing **large samples** of customer and meter data
 - Empirical energy behaviors: practical **data-driven targeting and messaging**
- Challenges: demonstrating value
 - Lots of **talk about targeting** and messaging potential
 - BUT ... difficult to **systematically measure or generalize** benefits
 - AND ... not **all achievable benefits** valued by typical programs



Our vision



Customer-utility relationships will become much more dynamic as the grid becomes more **dynamic**.

Climate and grid operational goals will eclipse traditional cost containment objectives for customer facing programs.

Behind the meter generation, storage, and end-use electrification will join energy efficiency as key components of “Demand Side Management”.

More sophisticated methods are required to **plan and manage** these customer interactions.



For discussion

- What are your thoughts on how we need to plan and manage future customers interactions?
- What the challenges that you are facing?
- Any other questions?

