

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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Introduction





Residential Customer Segments – Overview

Green Elites



25%

Upper income
Middle-age families
Growing new wealth
Luxury capital
consumption
Green affinity
High technology
propensity
Self-directed investors
High community
involvement
Strong energy capital

commitment

Connected



20%

Largely younger
Urban

Tech savvy

Own multiple plugged-in devices

Strong green affinity
Very pragmatic and
resourceful

Early adopters of DSM programs

Engaged with their utility

Pragmatists



17%

Medium to low technology propensity, affordability and green affinity

Most representative of the average SCE customer base in terms of demographics

Live within their means Low participation in DSM programs

Good payment behaviors High % of new customers

Disengaged



17%

Not very digital or tech oriented

Low participation in programs

Make non-digital payments
Very low green affinity

Low utility bills and usage
Disengaged with their
utility provider

Constrained



21%

Younger
Financially constrained
Frequently underbanked
Very low green affinities
Significant affordability
barrier

High cost to serve History of payment delinquencies



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

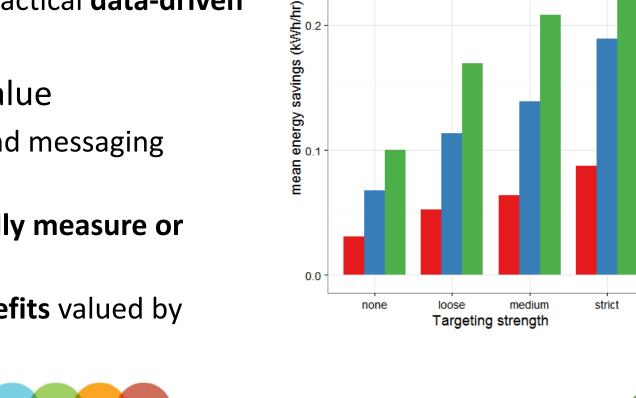
Current work, challenges, and outlook



Mean energy savings from targeting

Savings period

- 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?

