

A blue Amazon Echo smart speaker is centered in the background. The background is a light blue gradient with several faint, semi-transparent icons representing smart home and utility functions, such as a house with a star, a musical note, a house with an arrow, a thermometer, and a house with a plug.

# **E Source Alexa Utility Consortium**

Seattle, Washington

**Welcome to Seattle!**

A close-up photograph of a woman's face, focusing on her eye. She has bright red hair and light-colored eyes. The image is partially obscured by a white vertical bar on the left side.

**It's about the customer!**

Source: iStock



IM POSSIBLE

A hand holding a white marker is circling the word "POSSIBLE" in the phrase "IM POSSIBLE". The word "IM" is written in black, and "POSSIBLE" is also written in black but circled in red. The hand is positioned on the right side of the image, holding the marker and pointing towards the word "POSSIBLE".

**You're the leaders.**

Source: iStock



**You *must* develop a compelling  
POV and VA strategy.**

**“Inaction” *is* a choice.**



“

**What we need to do is always lean into the future; when the world changes around you and when it changes against you—what used to be a tail wind is now a head wind—you have to lean into that and figure out what to do because complaining isn't a strategy.**

***—Jeff Bezos, Amazon***

**“Risk” is reality.**

**Name**

**Utility**

**Role**



# We have a lot to figure out ...

- Connected devices
- Virtual assistant (VA) technology
- Market
- Consumers
- Amazon (Google, Apple, etc.)
- Utility
- Business case
- Partnership opportunities
- Manufacturers
- Third parties
- Customer service/support
- Utility programs
- Value-added products & services
- Revenue-generating products & services
- Utility brand
- Utility back-end & data implications
- Etc.

# POVs, strategy & roadmap

- **Connected devices**
- **VA technology**
- **Market**
- **Consumers**
- **Amazon** (Google, Apple, etc.)
- **Partnership opportunities**



Virtual Assistant  
Utility  
**Draft Strategy**  
&  
**Draft Roadmap**

**Transcribing what we already  
do will fall flat.**

# Think deeply

- How important is the customer to you?
- How important are you to the customer?
- How valuable is the customer premise (short term and long term) to you?
- What value can you add to partners?
- What value can partners bring to you?

**What's your end game?**

# Agenda

**Tuesday, December 4**

## **Morning**

- Virtual Assistant Technology & Industry Overview
- Alexa Technology and Amazon Market Updates
- Human-Centered Multimodal Design & User Experience

# Agenda

**Tuesday, December 4**

## **Afternoon**

- **Alexa Group Station Rotations (3 Groups)**
  - **Station 1: Amazon Smart Home Lab Tour**
  - **Station 2: Designing the Virtual Assistant Experience**
  - **Station 3: Utility Alexa Point of View & Strategy Development**
- **Draft Roadmap Development, Discussion & Summary**
- **6:30: Dinner; *Complimentary, Blueacre Seafood***

# Agenda

**Wednesday, December 5**

**Continental Breakfast (7:30–8:30 a.m.)**

## **Morning**

- Virtual Assistant POV & Strategy Group Discussion (8:30 a.m.)
- Alexa Strategy & Roadmap Refinement
- Storytelling & Pitch Development
- Pitch Sessions & Feedback
- Grab-Bag Topics & Next Steps
- Wrap-up (12:00 p.m.)