

Increasing your savings from behavioral programs

An exchange about behavioral demand-side management programs

Beth Fitzjarrald, Senior Manager, Customer Energy Solutions



Your host for today's event



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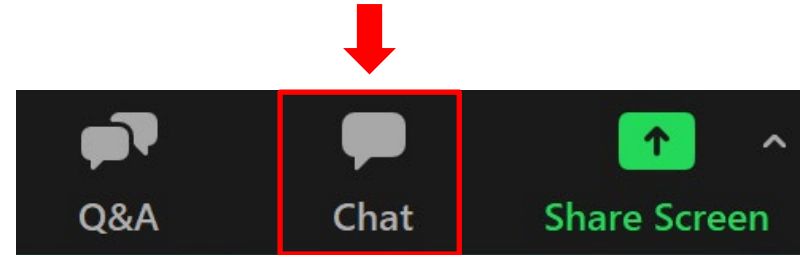
This is a virtual roundtable discussion

- Participation is essential
- Use Zoom's **chat** feature to pose questions and share comments
- Unmute your line when you're ready to speak (*6)
- Turn your video on



Logistics for our discussion

- Select Chat on the bottom toolbar
- Enter your question for Beth or the discussion group
- We'll queue your questions for Beth and your peers



An illustration of a diverse crowd of hands raised in the air, each emerging from a different colored sleeve. The background is a teal color with several white and light green speech bubbles of various sizes. A prominent orange speech bubble in the center contains the word "Hello!".

Hello!

A nighttime aerial view of a city with illuminated buildings and a complex highway interchange. The top of the image is a dark blue gradient.

Improving home energy report (HER) savings

Strategies to improve HER savings



Test messaging, images, layout, and more. Making the desired norms clearer can improve customer follow-through.



Connect your HER to online audits, high bill alerts, or marketplaces to increase savings, help solve customer high-use challenges, and improve your comparison data.



Send paper reports less often and send emails between to keep content top of mind and maintain savings while reducing costs.



Personalize your reports to ensure comparisons are measured against similar homes and tips or recommendations are relevant and accessible.



What are you doing to personalize HERs?

Your turn!



Dealing with lagging savings

Adjust expectations

Lowering the planned savings can sometimes be the best option.

Change vendors

Trying new vendors may improve savings or customer satisfaction. This can be time intensive.

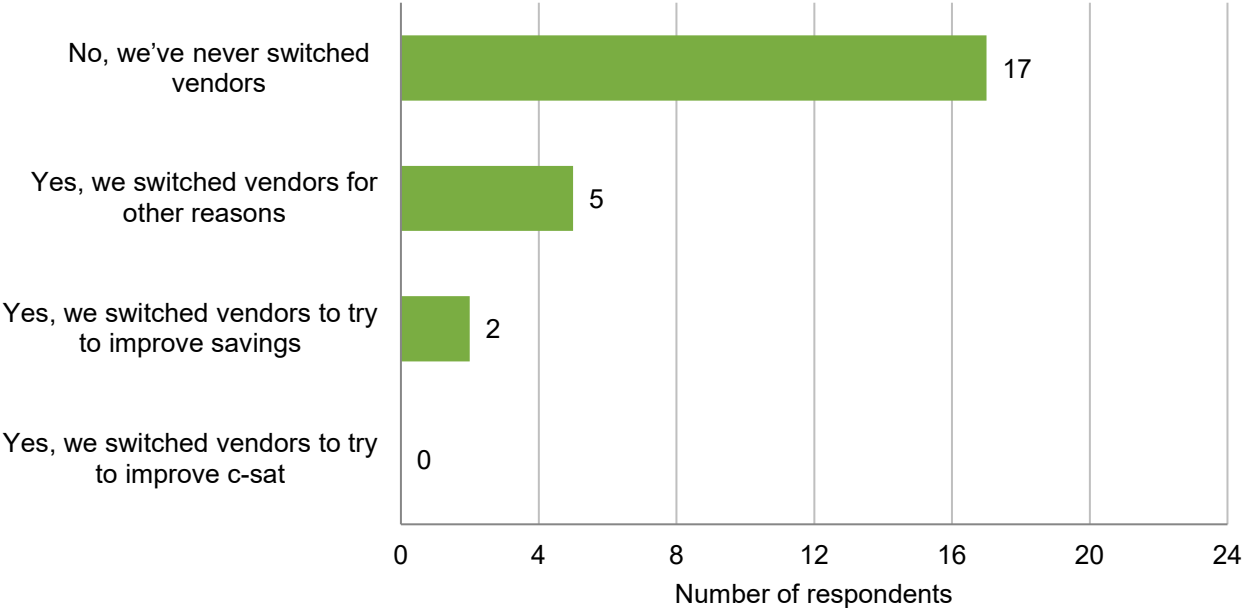
Retire cohorts

Retiring the lowest or negative savers can boost overall cost-effectiveness.

A nighttime cityscape with illuminated buildings and a complex highway interchange, serving as the background for the slide.

Changing vendors

Poll: Have you ever switched vendors in your HER program?

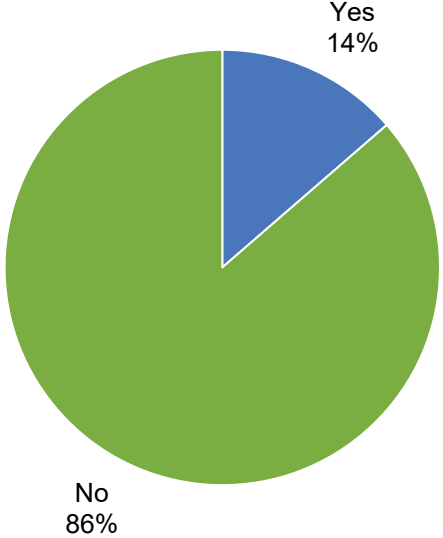


© E Source; **Base:** n = 24 poll respondents.

A nighttime aerial view of a city with illuminated roads and buildings under a dark blue sky.

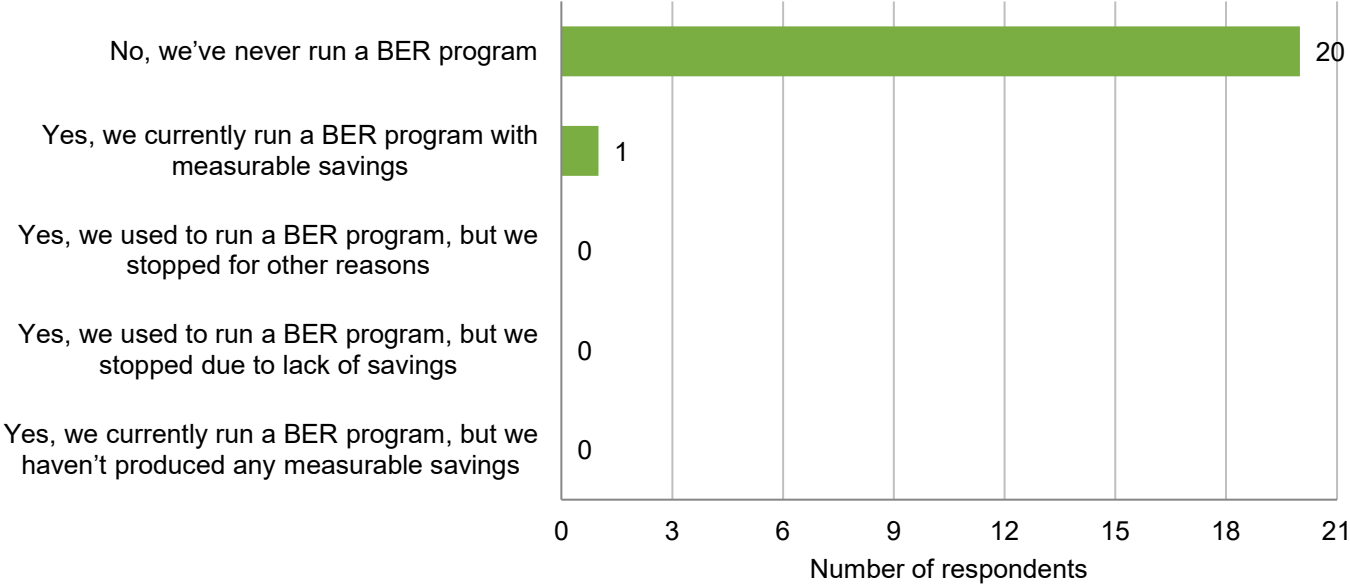
Non-HER behavioral savings

Poll: Do you claim savings from a web portal (separate from HER savings)?



© E Source. **Base:** n = 22 respondents.

Poll: Have you tried business energy reports?



© E Source. **Base:** n = 21 respondents.



Let's discuss!



What's next?

Related research

- [Behavioral DSM programs resource center](#) (a collection of our research)
- [Behavioral persistence: Understanding savings decay can help you better plan HER programs](#), Beth Fitzjarrald and Zach Ahlers (2022)
- [Prepay programs can change customer behavior and save energy](#), Beth Fitzjarrald (2021)
- [HER programs: Best practices and savings](#), Beth Fitzjarrald (2020)



Demand-side management

Upcoming research topics

**DR programs
and incentives
benchmark**

**Fullstream
programs**

**A benchmark of
behavioral
program
spending and
savings**

**Equitable
workforce
development**

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Thank you!



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