

The best ways to segment and reach your business customers

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Your hosts for today



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We understand utilities and municipalities because we've made them our business for more than 30 years.



Utility research and advisory

Using market research data, expert analysis, and industry experience to help utilities put their customers first, meet their business objectives, and solve their corporate challenges

Data science

Applying predictive data science to help electric and gas utilities make data-driven decisions that improve their bottom line and increase customer satisfaction

Strategic utility consulting

Advancing business and technology solutions that strategically enhance operations for utilities and their cities

This is a virtual roundtable discussion

- Participation is essential
- We'll publish a recording and slides on the [event page](#)
- 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

Today's agenda

- Introductions
- Why you need a segmentation strategy
- How data science can help with microsegmentation
- Open discussion

Around-the-table introductions

Name

Utility

Role

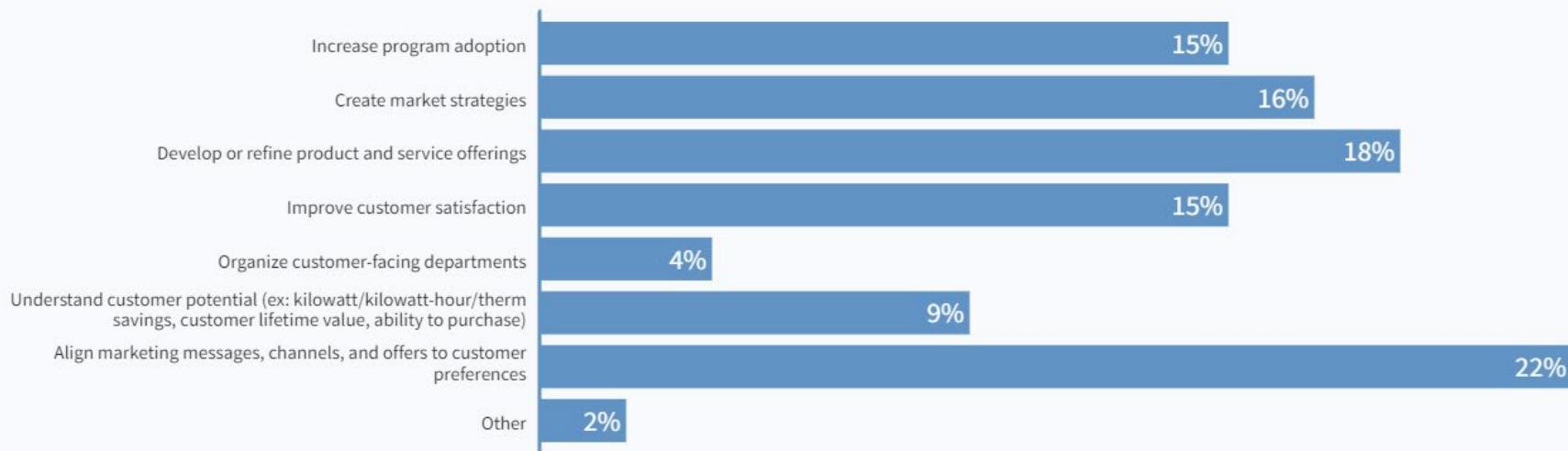
What you're
hoping to get out
of today's
discussion


Surprise: Pick a
number from
1 to 100

Today's winning number is ... 11

What is one important skill you think everyone should have?

Which of the following needs are driving your interest in better understanding and engaging business customers as individuals? (Select all that apply)



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

Why you need a segmentation strategy

Business customers are often the keys to our success

Businesses represent _____ % of our ...

- Revenue
- Energy-savings achievements
- Product sales opportunities
- Etc.

The variation among businesses is the opportunity



- No “off the shelf” solutions
- Psychographic models don’t translate well to business
- Organizations are more complex than households
- C&I buildings use energy in ways that are vastly different from each other

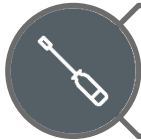
Secrets of success



Define narrow goals



Align the methodology to
your business need




Establish processes to manage
and leverage data



Measure results



Showcase your success



How data science can help with microsegmentation



Industry in transition

Decarbonization

Safety, reliability, resilience

Downward cost pressure

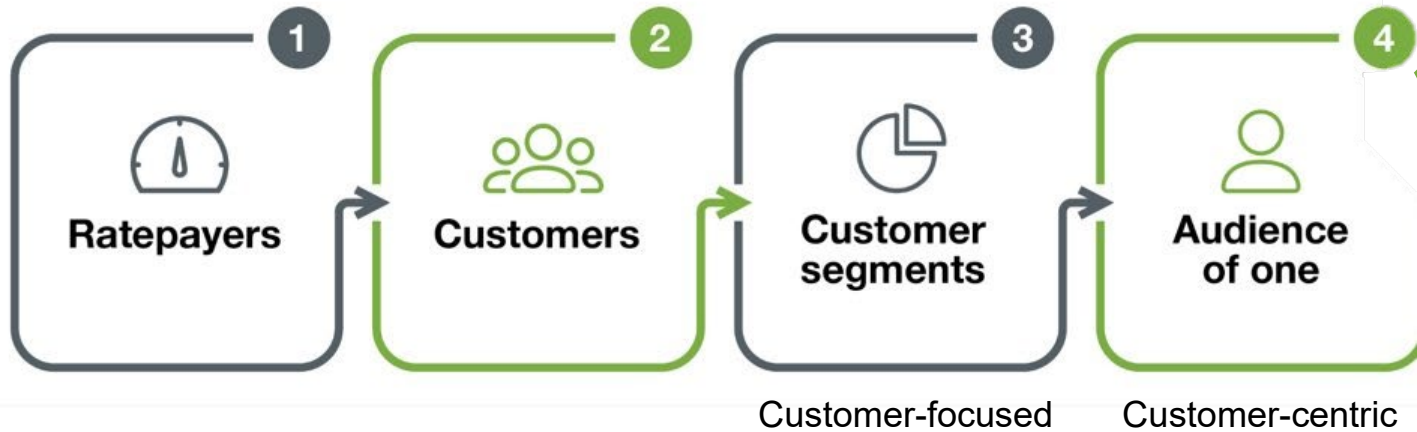
Customer equity

Data-driven decision-making

Speed
to
value



The evolution of the utility customer



Rethinking customer offerings and engagement



1. Define objective and value

- Scope, desired outcome
- Value of achievement

2. Develop digital replica of each individual customer

- Energy profile
- Behavioral profile

3. Identify best customer cohorts

- Individual customer assessments
- Artificial intelligence–derived microcohorts

4. Create cohort personas

- Key data attributes identified
- Humanize with ethnography

5. Develop/refine programs

- Design-thinking workshop
- Program design

6. Go-to-market plan

- Personalized engagement
- Program/engagement feedback



Audience of One

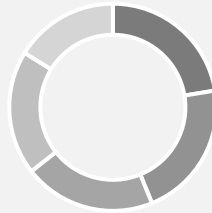
Case study: Data-driven customer cohorts

Utility's static persona segments

Percentage of residential customers



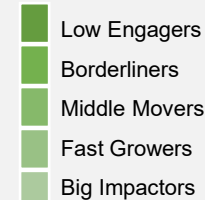
Savings per customer



Static personas created different groupings but without any impact or differentiation between segments.

E Source cohorts: Peak-time rebate

Percentage of residential customers



Savings per customer

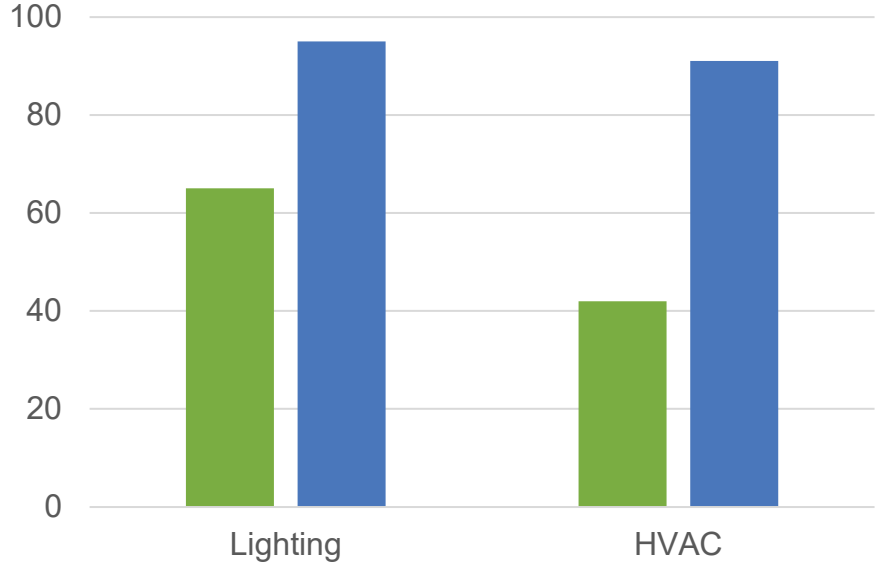


Machine-driven cohorts identified best customers who represented a disproportionately high load shift based on individual energy and behavioral profiles.

Case study: Data-driven small and midsize business (SMB) cohorts

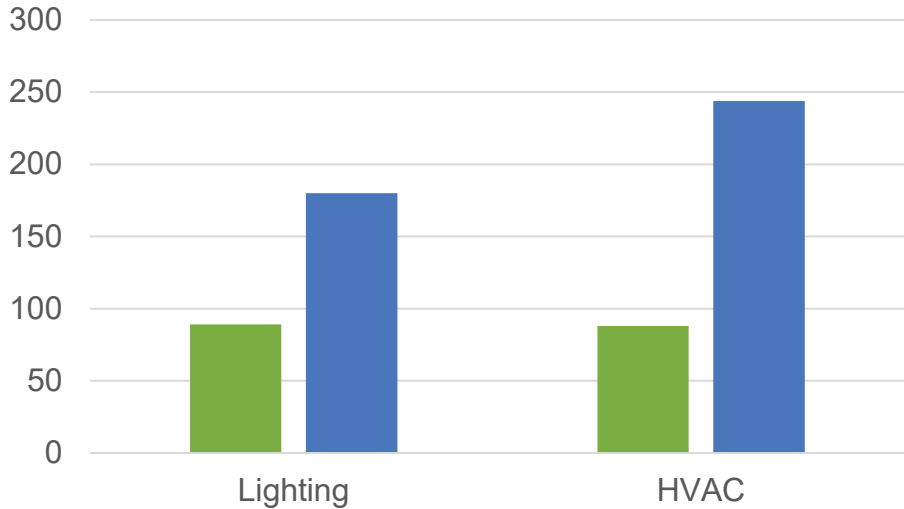
Propensity to enroll (%)


■ "Average" SMB ■ Data-scored SMB



Savings contribution (megawatt-hours)

■ "Average" SMB ■ Data-scored SMB





Open discussion



Contact us



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