



Top Energy Services Your Customers Want (But Aren't Getting)

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E Design 2020: Boston



Welcome! What did you get yourself into with this conference?

Fresh perspectives
Hands-on
Actionable
Focus on customers

Conference challenge

Don't say distributed energy
resources or DERs!

Customer energy solutions

Innovation

Evolving customer needs

Customer-centric

Enable **Innovation**

Evolving customer needs

Customer-centric

Enable
Innovation

Understand and meet
Evolving customer needs

Customer-centric

Enable
Innovation

Understand and meet
Evolving customer needs

Become more
Customer-centric



The journey so far ...

We began with residential

UNIVERSAL

LOW INCOME

SOLAR
POWER

CONNECTED
HOMES

ENERGY
EFFICIENCY

RATE DESIGN

VALUE-ADDED
SERVICES

ELECTRIC
VEHICLES

Uncovering crucial insights



[Watch the video](#)



[Watch the video](#)

Leading to critical design imperatives



**Engagement
design**



Reward design



Choice design

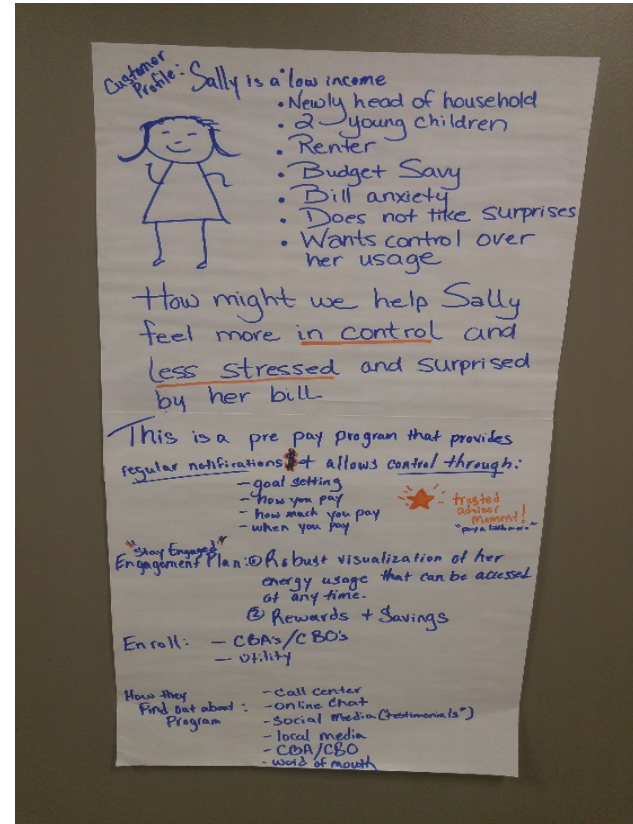
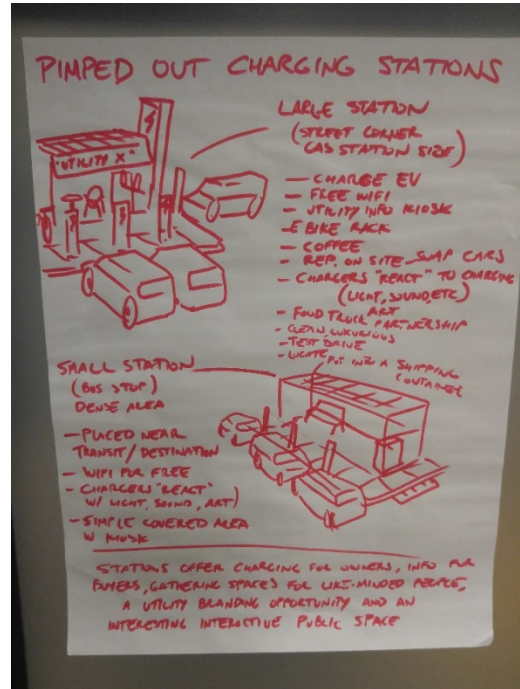


**Localization
design**



Advisory design

Putting research into action via E Design Week



The E Design journey continued with a small and midsize business (SMB) focus

**SMALL
MANUFACTURING**

HEALTHCARE

K-12 EDUCATION

RESTAURANT

RETAIL

MULTIFAMILY

The engagement chasm



Source: iStock

We discovered true human pain points related to energy



[Watch the video](#)



[Watch the video](#)

And created the SMB Design Imperatives

**REINFORCES and STRENGTHENS
THE RELATIONSHIP**

STAGE #1:
Develop a relationship ...

Design principle #1:
EMPATHY DESIGN

Design principle #2:
TRUST DESIGN

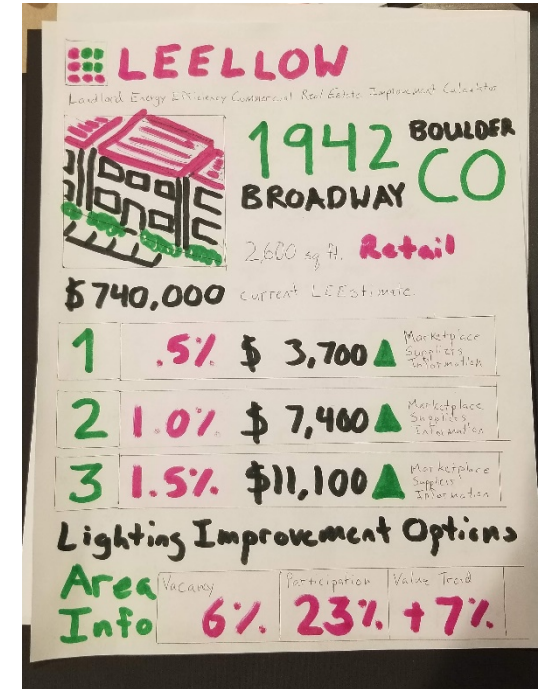
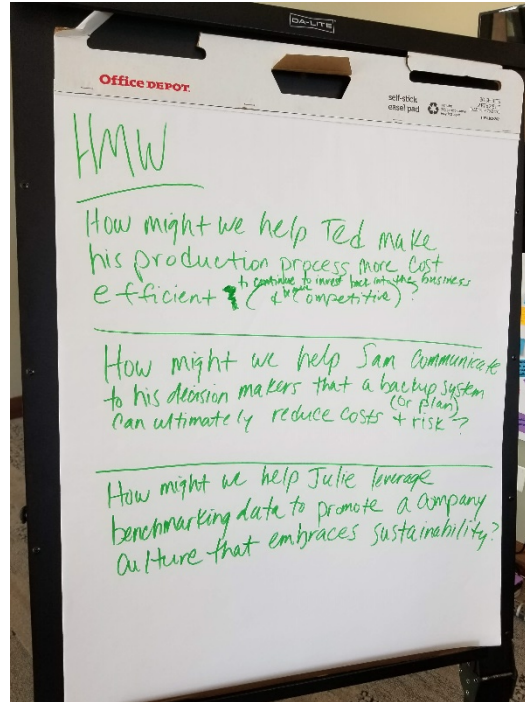
STAGE #2:
... Make it valuable

Design principle #3:
SIMPLICITY DESIGN

Design principle #4:
PRODUCTIVITY DESIGN

Design principle #5:
RISK DESIGN

We helped turn research into actionable outcomes via E Design Week #2





What we're seeing so far

Cultural changes are occurring

Positivity!

No, ~~X~~ out ... *Yes, and ...*

How might we?

Cultural changes are occurring

Positivity!

No ~~X~~out ... *Yes, and ...*

How might we?

Focus on customers

Points of view

**Would our customers
love this idea?**

Cultural changes are occurring

Positivity!

No ~~X~~out ... *Yes, and ...*

How might we?

Focus on customers

Points of view

Would our customers
love this idea?

Cross-departmental teams

Cultural changes are occurring

Positivity!

No ~~X~~out ... *Yes, and ...*

How might we?

Focus on customers

Points of view

Would our customers
love this idea?

Cross-departmental teams

Small changes make real impacts!

You've created great customer-facing ideas!



Source: iStock



**Top energy services
your customers want
(but aren't getting)**

What are you most interested in from a smart home?

Comfort

I want my house to be as comfortable for me and my family as possible

Convenience

I want my house be more convenient by automating the small things

Safety

I want to know my house is protected and safe

Energy efficiency

I want to use smart technology to make my home energy efficient

Energy Efficiency

Our energy-efficiency packages take advantage of smart home technologies and proven energy-efficiency staples to optimize the energy efficiency and convenience of your home. Through a combination of energy-efficient technology, schedule optimization, and automation, we'll help you achieve your goals, suited to your specific home and personal needs.

“Where do I start?” package \$15.99/mo.

Trying to figure out how to make your home smarter and more energy efficient? This is the package for you! We'll help you identify ways to improve your efficiency and provide you with basic smart home technology, making your home more comfortable and convenient while saving money at the same time!

[Click here for more details](#)

“I’m already kind of efficient” package: \$29.99/mo.

Already taken some steps to make your home smarter and more efficient, but aren't sure what to tackle next? We'll help you get to the next level by providing customized efficiency advice and a package of smart home solutions.

[Click here for more details](#)

Bonus rewards for saving energy!

“As efficient as I can be” package: \$49.99/mo.

The “As efficient as I can be” package is the most comprehensive efficiency package we have, designed to give you professional energy services, a robust suite of energy-efficient and smart home technologies, bonus rewards for saving energy, and access to huge discounts on energy-related products and services.

[Click here for more details](#)

Bonus rewards for saving energy!

Special deals on energy products & services!

“As efficient as I can be” package: \$49.99/mo.*

We love your enthusiasm for efficiency, and we want to help you achieve your goals! This package features professional advice, instant solutions, and ongoing services. We take the challenges out of your hands as our professional energy experts come to your home and give you actionable advice on day one. Our experts will install smart home technologies to kick-start your efficiency efforts, allowing you to automate mundane and forgettable daily tasks and freeing up your mind to tackle the complexities of life. You'll also have access to ongoing energy advice at your fingertips! We proactively reach out to you to ensure you're on the right path and answer any questions, plus you have 24/7 on-demand access to our energy experts. With this package, you can earn bonus rewards for saving energy, purchase energy-related products and services at a highly discounted rate, and share your energy-saving achievements with friends.

Includes:

- In-person home energy assessment with an energy professional
- Customized recommendations
- Professional installation of smart and efficient technologies
- Nest or ecobee smart thermostat, preprogrammed to take advantage of your utility's lowest electricity rates
- Automatic enrollment in a program to help you play your part in preventing power outages, earning you bill credits in summer months
- Amazon Echo Dot or Google Home Mini
- 12 Philips Hue indoor LEDs and 2 outdoor LEDs
- One smart power strip
- Two smart plugs
- Two sets of exterior weather-stripping
- Hot water pipe insulation
- 24/7 on-demand energy expert, one quick phone call away
- Proactive outreach from our energy experts every other month to ensure you're on track with your goals
- “Tune-up” energy assessment at one year to optimize efficiency settings

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Bonus rewards for saving energy!

The more energy you save, the more rewards you unlock! Every month you save energy, you accrue points that can be redeemed for a variety of rewards. Get gift cards to local shops, enrollment in solar programs, smart dishwashers and clothes washers, or donate your savings to local charities—the choice is yours! The more you save, the greater your choice in rewards. Share your achievements with your friends and inspire them to catch up.

Purchasing the “As efficient as I can be” package automatically enrolls you in this bonus program to start earning great rewards immediately!

Special discounts for energy products & services!

Interested in buying solar for your home? Need a new smart refrigerator or water heater? Want to insulate your attic or crawl space? We know these big purchases aren’t always planned, and we want to reduce that financial pain when these surprises pop up. This package includes huge discounts on products and services from your favorite brands, up to 40% in some cases!

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Restaurant energy insights



[Watch the video](#)

Restaurant Energy Solutions

Equipment assistance

I need immediate resources to help when equipment breaks down or is close to failing.

Energy efficiency

I want to improve my energy efficiency and boost my bottom line.

Reliability

I need to ensure that the power stays on, and know that my losses will be covered if not.

Restaurant Equipment Assistance

Running a restaurant is hard work! You wear multiple hats and have a million urgent things to deal with every day. We understand that and want to take pressing issues off your plate by lending a hand where we're best able to: energy and equipment. When equipment breaks down, you're left scrambling to find a contractor to fix it and can get stuck with less-than-stellar equipment to keep your restaurant running. We simplify the process, providing equipment services that take the pressure off you. We'll handle the basics, like making the right phone calls to our trusted network of contractors and manufacturers on your behalf when equipment fails, to in-depth services like providing monthly insights into equipment-specific energy consumption to help you get out ahead of potential problems. Our goal is to simplify your day, allowing you to be more productive while reducing the risk of making hasty energy decisions and enabling you to run the best restaurant possible!

On-Demand Equipment Assistance **\$49.99/mo.**

Call us when your equipment fails, and we'll immediately make phone calls to our approved contractors to get replacement bids.

Equipment Assessment & On-Demand Assistance **\$79.99/mo.**

We'll come to your facility and perform an assessment of your existing equipment to reduce the risk that you'll be caught by surprise if something fails. Plus, you can call us 24/7 if something breaks, and we'll make phone calls and get replacement bids for you.

Ongoing Equipment Insights & On-Demand Assistance **\$119.99/mo.**

You get to enjoy all of the perks of our other two services, plus we'll install basic energy-efficiency technologies at your restaurant. You'll also get monthly equipment-specific energy-consumption data and energy benchmarking to comparable restaurants, and we'll handle all rebate application paperwork.

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Equipment Assessment & On-Demand Assistance: \$69.99/mo.

You wear so many hats as a restaurant owner, it's tough to get everything done in the day let alone proactively address issues before they arise. Unfortunately that means that equipment-related issues have a tendency to sneak up on you, often surprising you at the worst moment. That doesn't need to be the case any longer with our Equipment Assessment & On-Demand Assistance! We'll come to your restaurant at a time that's convenient for you and inspect your equipment, providing a custom report highlighting the age and condition of your equipment, with a prioritized list of what might need to be addressed in the short and long term. We'll also proactively reach out to you once a quarter to discuss any equipment-related issues you're having so you can get in front of them. If something does break, all you need to do is give us a call and we'll make phone calls to our approved network of contractors and vendors to get three bids you can trust. Time to end the unwanted surprises of equipment failure and focus on what matters: delivering the best dining experience possible!

Includes:

- In-person equipment inspection to document the age and condition of existing equipment
- Customized report on expected remaining life and potential replacement options for critical equipment
- Quarterly proactive outreach to address equipment-related issues and enable you to get ahead of problems
- Direct-access phone line for 24/7 on-demand assistance in case of equipment failure
- Phone calls to contractors in our approved network to get three bids for new equipment on your behalf; contractors will follow up on the bids

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Rates and choice



[Watch the video](#)

Rate choice: My Co-op, My Plan

Unmet customer needs:

- Choice in contact and bill payment methodologies
- Personalized, targeted communications
- Well-trained member service representatives
- Access to more renewable energy

Rate choice: My Co-op, My Plan

1. Complete brief online survey
2. Provides personalized rate package options; option to build your own package
3. All bills accompanied by My Co-op, My Plan bill summary sheet

Rate choice: My Co-op, My Plan

Goal

Positively impact the way members feel about their electricity usage, their electricity bill, and their electric cooperative.

Customer-centric bill redesign



[Watch the video](#)

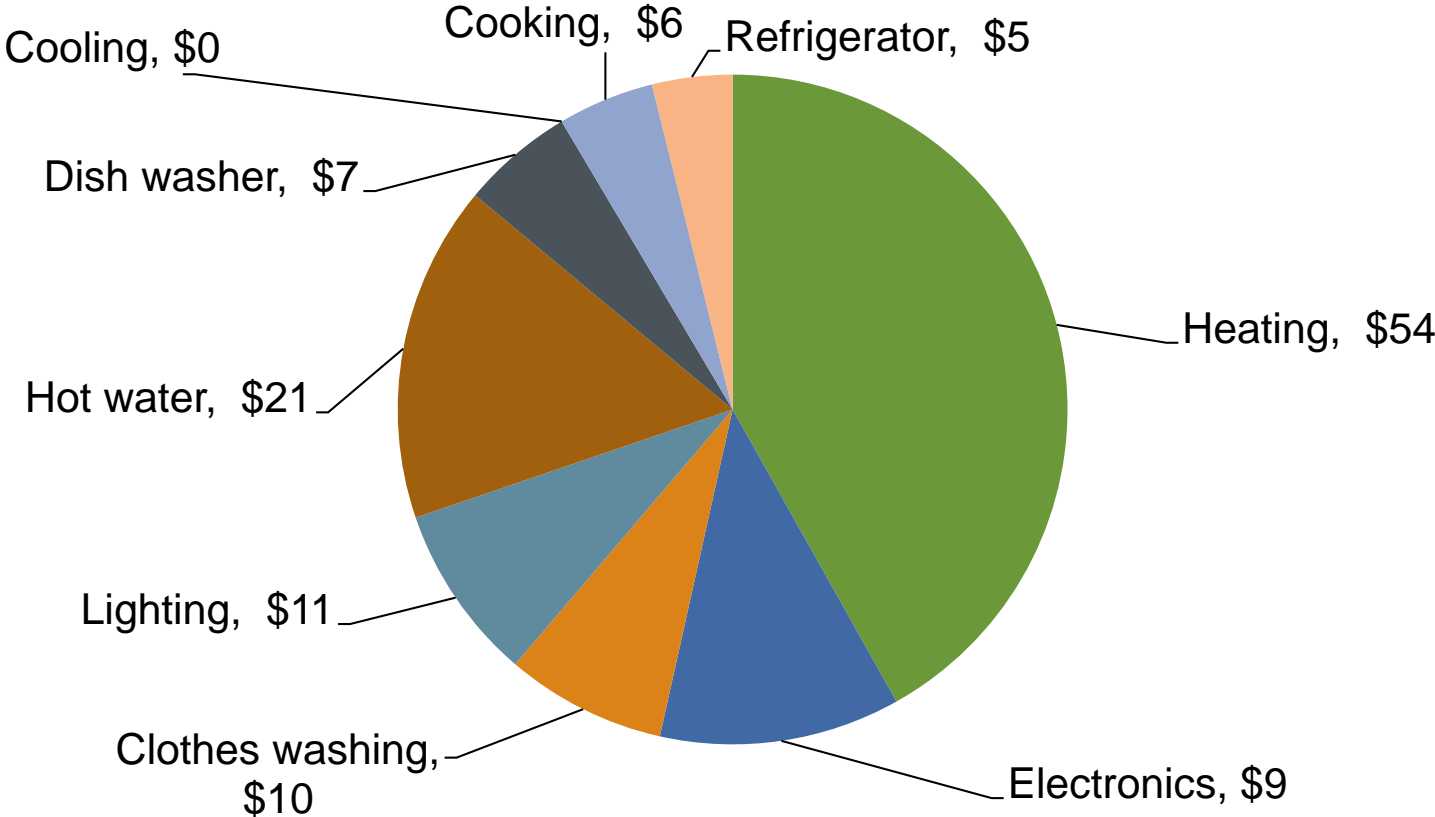
Design-thinking research revealed ...

kWh, kW, therms



How might we
deliver the bill as a tool to communicate
about the value customers received
instead of the money they owe?

Shift from *revenue* bill to *value* bill



Key bill features

Value received



Future estimates



Regular alerts



Embracing the electric vehicle charging experience



“So, charging the electric vehicle has been pretty fun for our family. We have the new solar electric vehicle charging station down in Canal Park in Duluth—beautiful 55 kilowatt solar covered carport with a DC charging station—so it’s become kind of a family tradition here in the summertime to go down on Friday night and just plug the car in, charge up the car over the course of an hour. And then the family walks over to the beach, maybe stops into Endion Station, and we make a family trip out of it. It’s a lot of fun! There is a Level 2 charger that we use sometimes over at UMD—not as often. We really only need to charge once a week at Endion for in-town commuting. We can also do the trickle charge at home, but it just hasn’t been as convenient so we just do it once a week downtown. And it’s been a lot of fun.”

New Concept: “Pimped Out” Charging Stations

Why not create a brand new experience for charging? Instead of dirty gas stations with junk food, this is a place for families to hang, for people to get a bite to eat, or a hub for people to work away from their house or office—the new “coffee shop” experience.

Utility branded

Clean/green

Meeting hub



Source: University of Chicago

Accelerate EV adoption in your market



Understand buyers

- Ethnographic research
- Quantitative research
- Identify next set of buyers
- Create segments
- Identify hot buttons, barriers

Motivate buyers

- Educate about EVs
- Promote benefits of EVs
- Tie to new technology, convenience, fun
- Connect to utility brand
- Social media
- Direct email
- Target segments

Create buyer experience

- Offer bulk buy, lower price
- Ride & Drives
- Visit workplaces, fairs, sporting events
- Train salespeople
- Overcome barriers, fears
- Explain rates, charging

Enhance driver experience

- Home charging
- Off-peak rates
- Billing/benefits
- Workplace charging
- Public charging
- Engage through social media
- Rewards

K-12 outage insights



[Watch the video](#)

K–12 Reliability Services

I'm most interested in ...

Real-time
insights into the
power-outage
situation

Backup power
solutions to reduce
outage time and/or
avoid outages
altogether

Holistic services
related to
reducing energy
consumption,
backup power,
and outage
insurance

Steps you can take to create these customer offerings

- Host collaborative co-design sessions with customers
- Develop detailed design prototypes
- Perform quantitative testing on design prototypes
- Incorporate customer feedback and iterate on prototypes
- Turn prototypes into pilots

The E Design ethnographic research journey continues



Residential connected home/
virtual assistants



SMB engagement design



Residential electric transportation



Customer experience
opportunities for SMBs



Residential low-income solutions



Trade allies

Key E Design activities



- Executive Roundtable for Customer Innovation, April 16, Boston
- Spring conference, April 17–18, Boston
- Ethnographic market research in residential and business areas, available enterprisewide, spring/summer 2019
- Opportunities for collaboration, portfolio development, and design-thinking training via the third annual E Design Week
- Guidance on developing a suite of offerings for specific customer groups

Additional benefits of E Design 2020 participation



Coming up today

Scott Kirsner, Innovation Leader

Innovation surrounds us, so why is it so hard?

Google

User-centered techniques that produce fast results

E Source

You can't engage your employees

Working session

Enhancing your innovative projects

Day two lineup

Utilities & Regulators

Discussion on areas that are ripe for innovation

CableLabs

Innovation in the cable industry:
A parallel universe for utilities

Egg Strategy

Building your customer-insights muscles for more-innovative offerings

Aetna

Moving the culture toward member-obsessed

Working Session

Applying iterative design to strategic utility initiatives

E Source

Who cares about customer-centricity? They're already our customers

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EVERSOURCE