

# Fall 2021 E Source Market Research Leadership Council

Rachel Cooper, director

Heather Hilgenkamp, manager





E Source helps utilities and cities reduce costs, evolve their technologies, increase customer satisfaction, and create industry-leading programs.

Our innovative solutions are delivered through predictive data science, market intelligence, consulting, and advisory services.

# Goals for the day

Participate

Build your  
professional  
network

Challenge the  
status quo

Collaborate on  
solutions

Enhance your  
strategies

Lean on  
E Source

# Today's agenda (in Mountain Time)

9:00–10:00 a.m.	Introductions and discussion: What are you working on?
10:00–10:15 a.m.	Break, networking opportunity
10:15–11:30 a.m.	Using data to improve programs and services
11:30 a.m.–12:00 p.m.	Morning wrap-up
12:00–1:00 p.m.	Lunch, networking opportunity
1:00–1:45 p.m.	Hands on with Immersion Neuroscience
1:45–2:00 p.m.	Break, networking opportunity
2:00–2:30 p.m.	Market research hot topics breakout session
2:30–3:00 p.m.	Final wrap-up
5:30–7:00 p.m.	Forum welcome reception
7:00–9:00 p.m.	Market Research Leadership Council dinner

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

# Introductions and discussion

# Meet the E Source Market Research team



# Introductions

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Your name

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Title or role

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Company

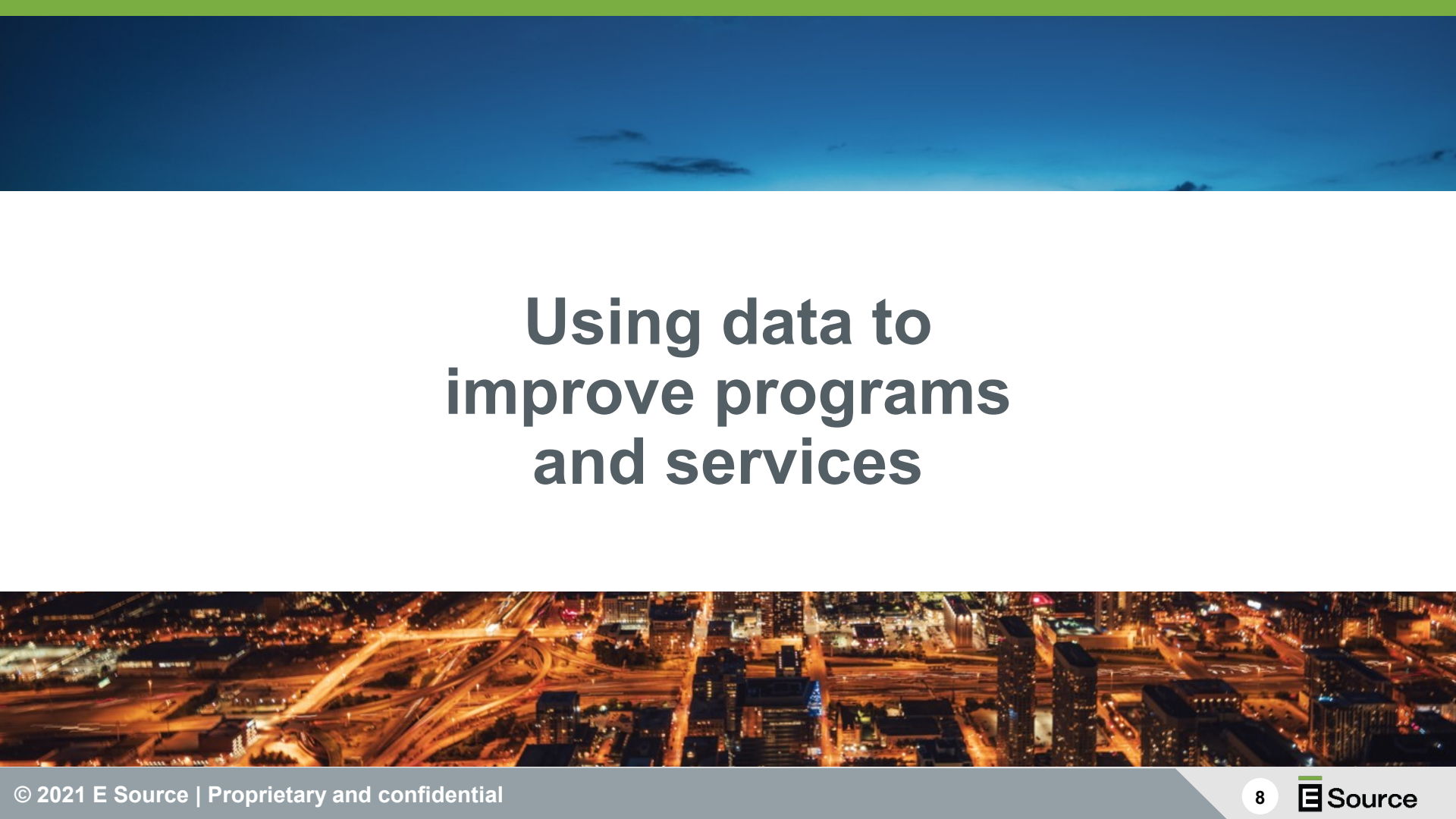
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What are you working on?

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In one word ...how would you describe the past year or year and a half?

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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.

# Using data to improve programs and services



# Using data to improve programs and services



## Speakers



**Vanessa Greenlee**, principal market research specialist, Sacramento Municipal Utility District



**Laura Agard**, senior analyst, Market Research, E Source



**Paige Martin**, senior analyst, Market Research, E Source



**Tom Martin**, managing director of product, Data Science, E Source

# Electrification research and program development at SMUD

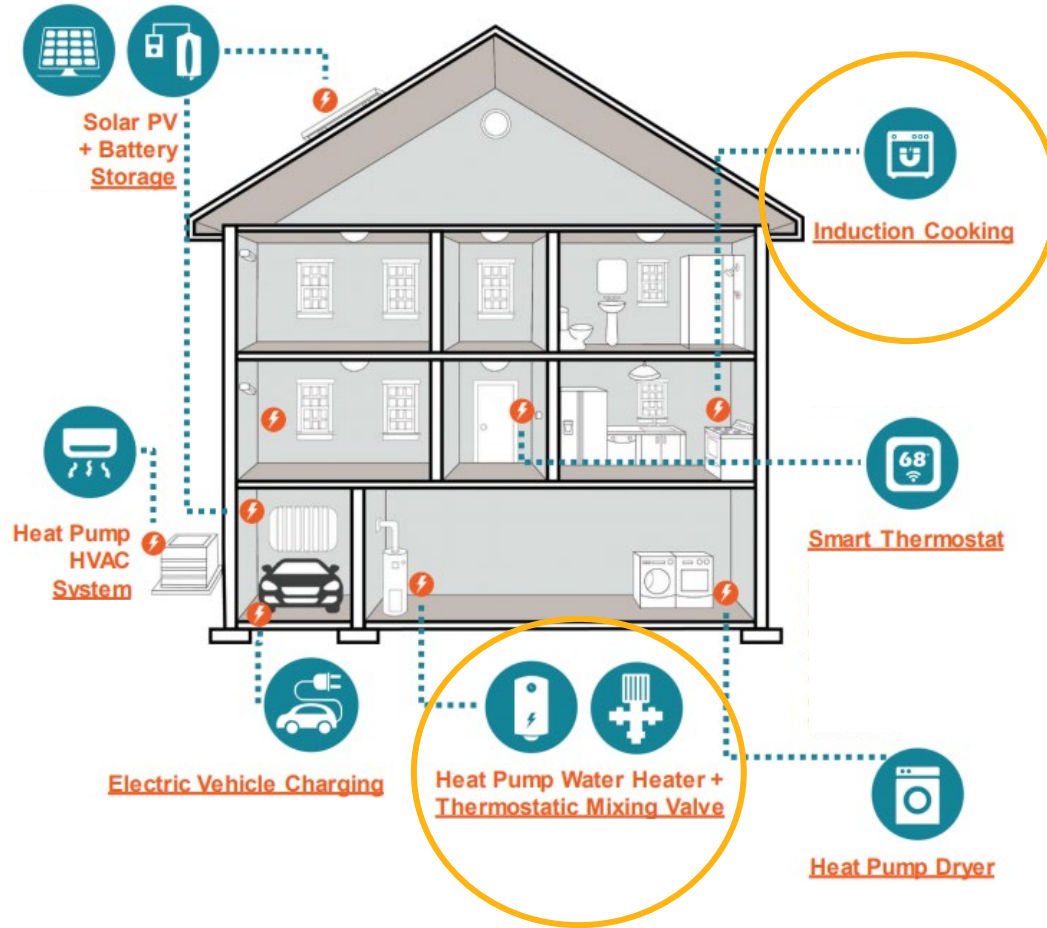
September 2021

Vanessa Greenlee

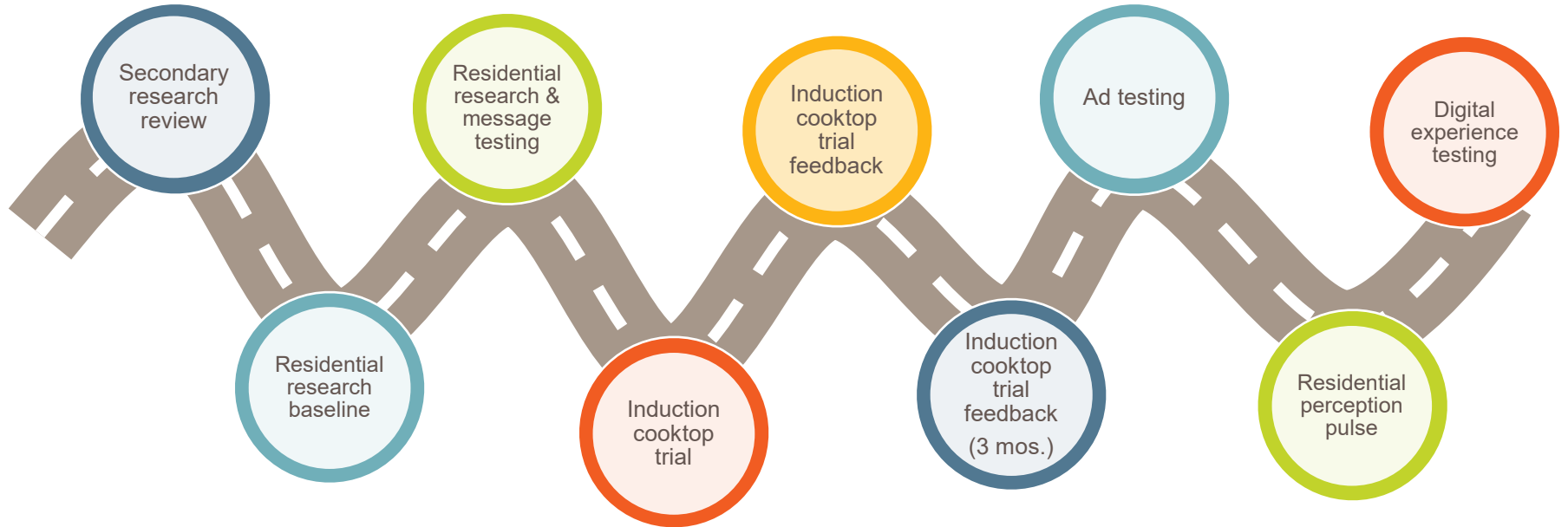
Principal Market Research Specialist

Powering forward.  
Together.






# Electrification research journey



# Induction cooking





First-hand  
experience



Price &  
performance



Special  
cookware

induction  
COOKTOP



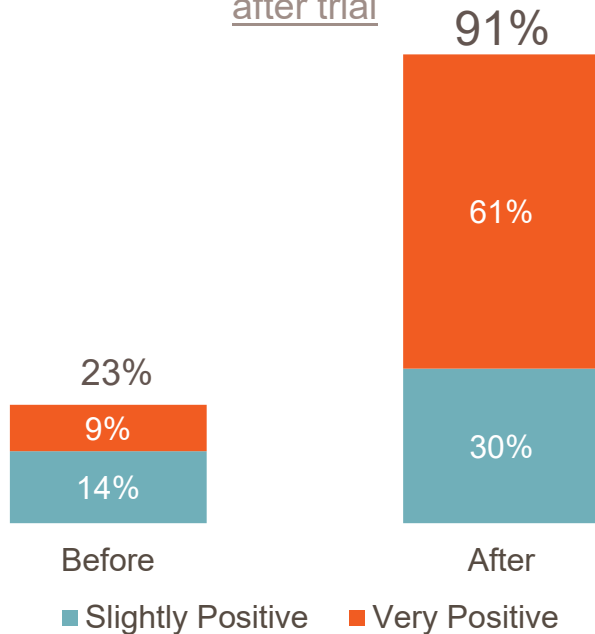
Preference  
for gas



# First-hand experience

# Induction trial improved perceptions

Perception of induction before and after trial



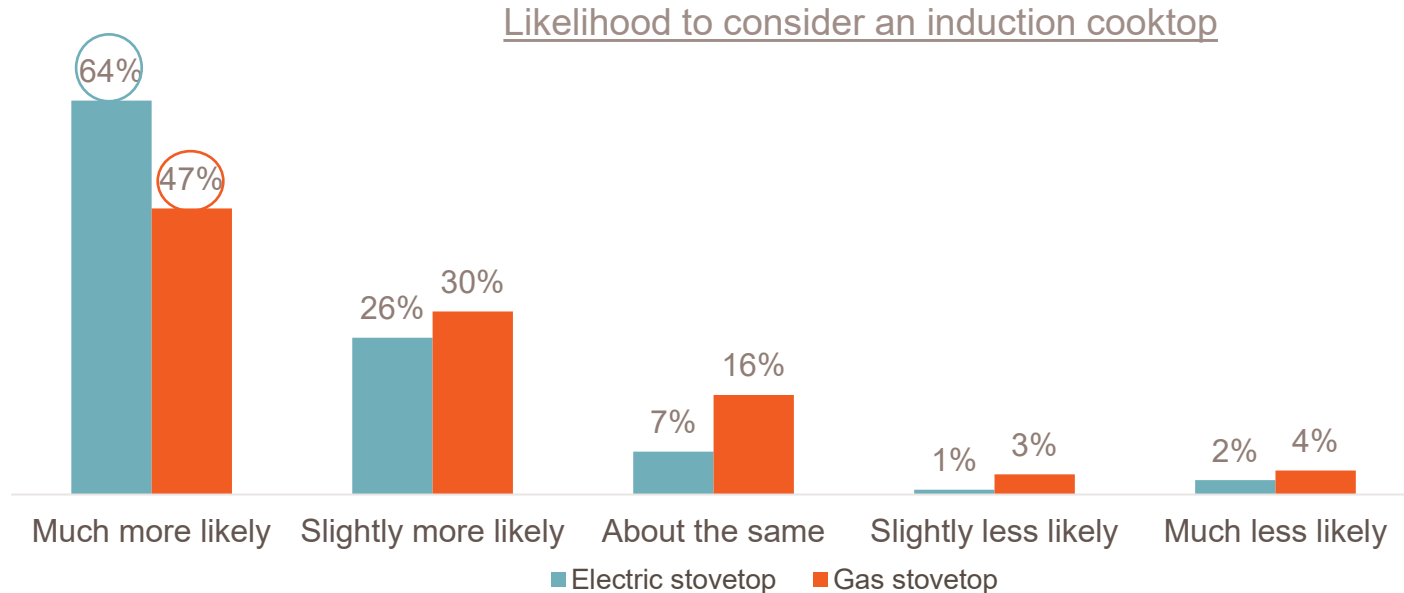
*“It’s almost like cooking with magic. It’s fast, responsive, and seems safer.”*

*“It works great, I thought it was just a gimmick, but it actually works as good as they say.”*



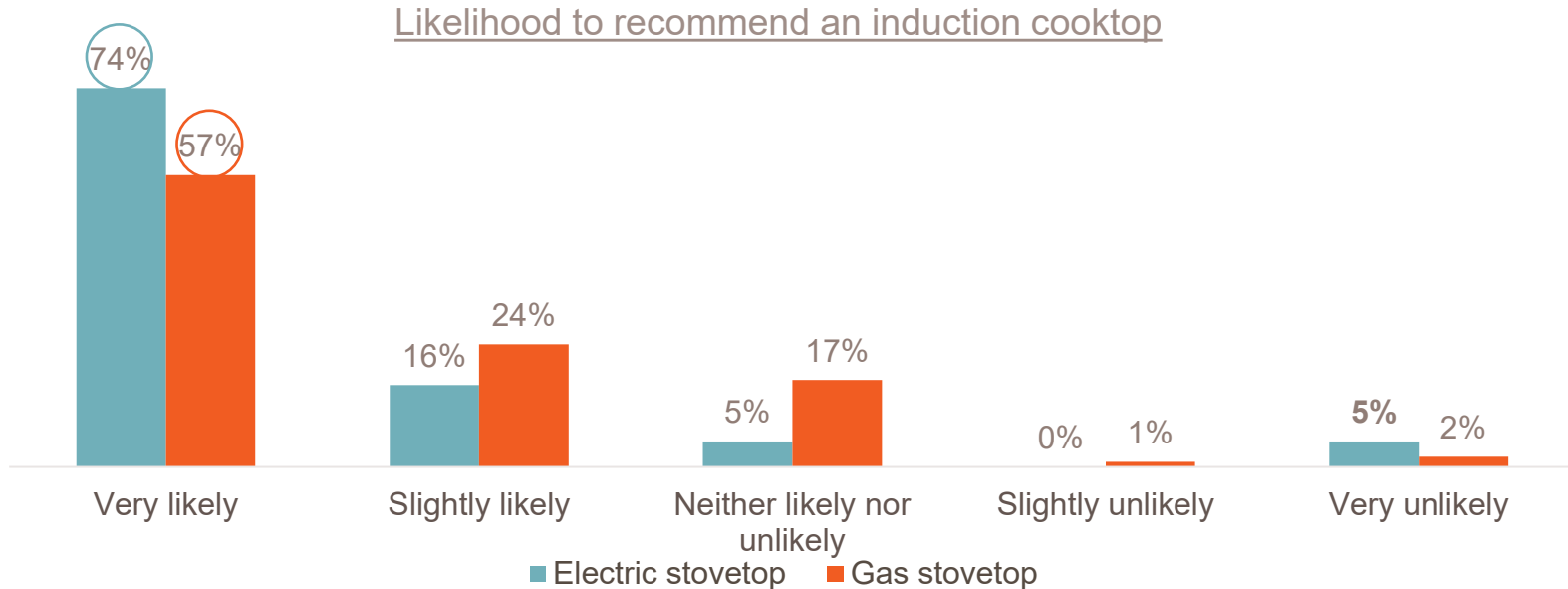
# Induction trial increased consideration

After the trial, 64% of electric and 47% of gas stovetop users were much more likely to consider an induction cooktop in the future.

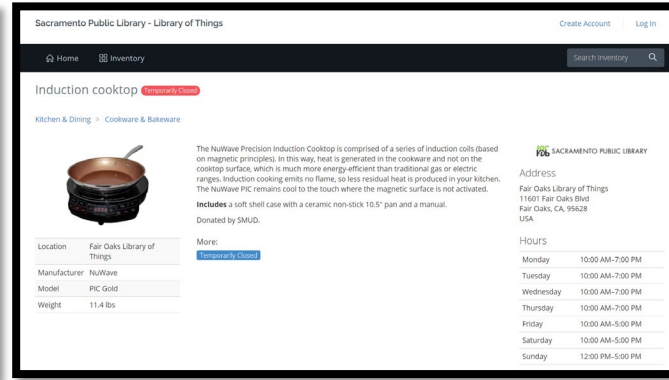


# Trial resulted in strong likelihood to recommend

After the trial, **74%** of electric and **57%** of gas stovetop users were very likely to recommend an induction cooktop to a family member or friend.



# Customer experience with induction



In 2019, SMUD hosted:

- 5 cooking demos at Sacramento libraries
- 2 demos at SMUD



# Induction education at industry events

## Utility Energy Forum



**Induction: SMUD's cooking now**

**Why is SMUD doing this? Integrated Resource Plan – Net Zero Carbon by 2040**

**How it works**

Gas | Induction (ceramic top plate, High frequency current)

Surface remains cool until it comes in contact with ferrous metal.

**Benefits**

- Boils water **2X FASTER**
- SAFER** No open flames
- Easy to clean
- TWICE AS EFFICIENT** Low consistent heat
- Keeps your home cooler

**Fast temperature response**

**You're in control** Precise, digital controls take the guesswork out of cooking.

**Better 4 your health**

**Better for the environment** Reduces your CO<sub>2</sub> footprint

**FRONTIER energy** | **SMUD** Sacramento Municipal Utility District

**Induction: SMUD's cooking now**

**Customer research**

SMUD customer panel: How would you rate your impression of induction cooking before and after trying the induction cooktop?

Before: 23% Positive, Negative

After: 91% Positive, Negative

**Testimonials**

**SMUD's Plan**

- \$500 Rebate
- Library lending
- Printed materials: flyers | magnets | brochures
- Celeb Chef
- Video
- SOCIAL MEDIA



## Testimonials from SMUD research

### Faster cooking time

"I had assumed I would need to change my cooking habits in some vague, unknown way, but the switch was easy; I was able to cook exactly as before, only faster."

"It was so fast—I was able to boil water or get oil hot in a matter of seconds for the oil, about a minute for the water. I LOVE IT!!!"

### Speed of heating

"I have never used an induction device before but was aware that they are known for even heating."

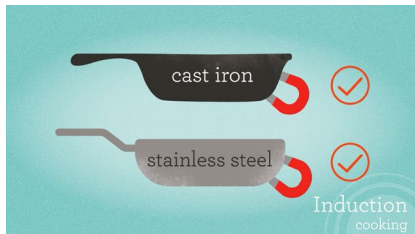
I have used it multiple times for different dishes and each time have been very impressed on how quickly it heats up and how evenly the food cooks. I really like how I can switch between the heat settings during cooking without interruption."

### Safety

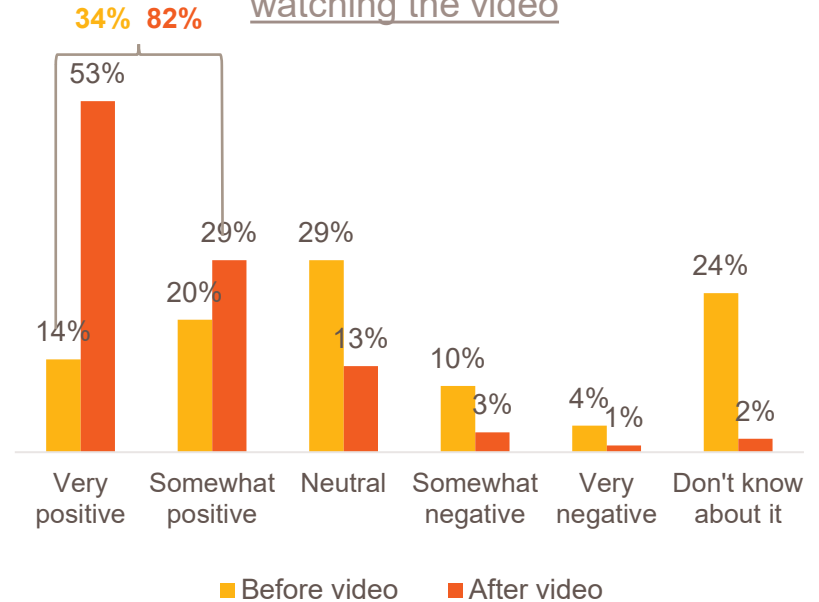
"Safety of touching surface helped me consider non-gas cooking."

"It lets less heat into a room—should be a real positive for summer. I think it would be safer if you had small children in the home."

# Online induction video testing



## Perceptions of induction before and after watching the video



# Price & performance



# Perceptions of price and performance of induction

## Price

*“A rebate to help with the **cost of the cooktop** and the cookware would help too. **Instant rebates** in the SMUD store for high-quality items is another good idea.”*

### Frigidaire



\$1,479

### Wolf



\$7,950

## Speed of heating

*“Seeing that it works **as quickly as gas** and have the control of gas.”*





# Rebates on induction



## Induction cooktop/range

Must install an induction cooktop/range measuring 30" or larger. Both standalone cooktops and ranges with built-in induction cooktops are eligible. Electric-to-electric replacements qualify for a \$100 rebate.

Gas-to-electric replacements qualify for a \$750 rebate. They require a "before" photo of the old gas cooktop/range in place and an "after" photo showing the new induction cooktop/range installed.

**\$100 - \$750**

[Apply online now](#)

[Learn more](#)

# Performance of induction

*“I am impressed with the speed of the pan heating up, with the ability to change cooking temperatures quickly and easily, and the ease of cleanup!”*



## Precision and performance

Induction cooktops have precise temperature controls that respond faster than gas or standard electric cooktops. When you raise the temperature, it will quickly heat up. When you lower the temperature, it will quickly cool down.



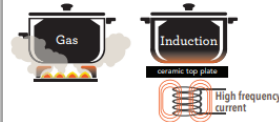
Induction can also deliver the very low, even heat that's required to make certain sauces and confections.

This technology also outperforms gas and standard electric stovetops by heating twice as fast. You can bring a pot of water to a boil in less than half the time as gas. Less time cooking means more time for the things that matter to you.

## Induction: SMUD's cooking now

Why is SMUD doing this? Integrated Resource Plan – Net Zero Carbon by 2040

### How it works



Surface remains cool until it comes in contact with ferrous metal.

### Benefits

Boils water  
2X FASTER

TWICE AS EFFICIENT

Low consistent heat

SAFER  
No open flames

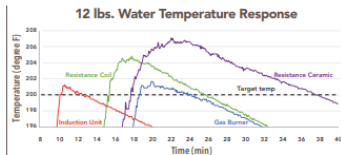
Easy to clean

Keeps your home cooler

Fast temperature response

You're in control  
Precise, digital controls take the guesswork out of cooking.

Better 4 your health



Better for the environment  
Reduces your CO<sub>2</sub> footprint

FRONTIER energy

SMUD  
Sacramento Municipal Utility District

# Special cookware

# Perceptions of compatible cookware

## Perceptions

Induction cooktops only work with specific cookware

Expensive to replace existing cookware

A customer's existing cookware wouldn't work on induction



## Reality

Cast iron

\$12 - \$120

Enameled iron

\$30 - \$140

Stainless steel

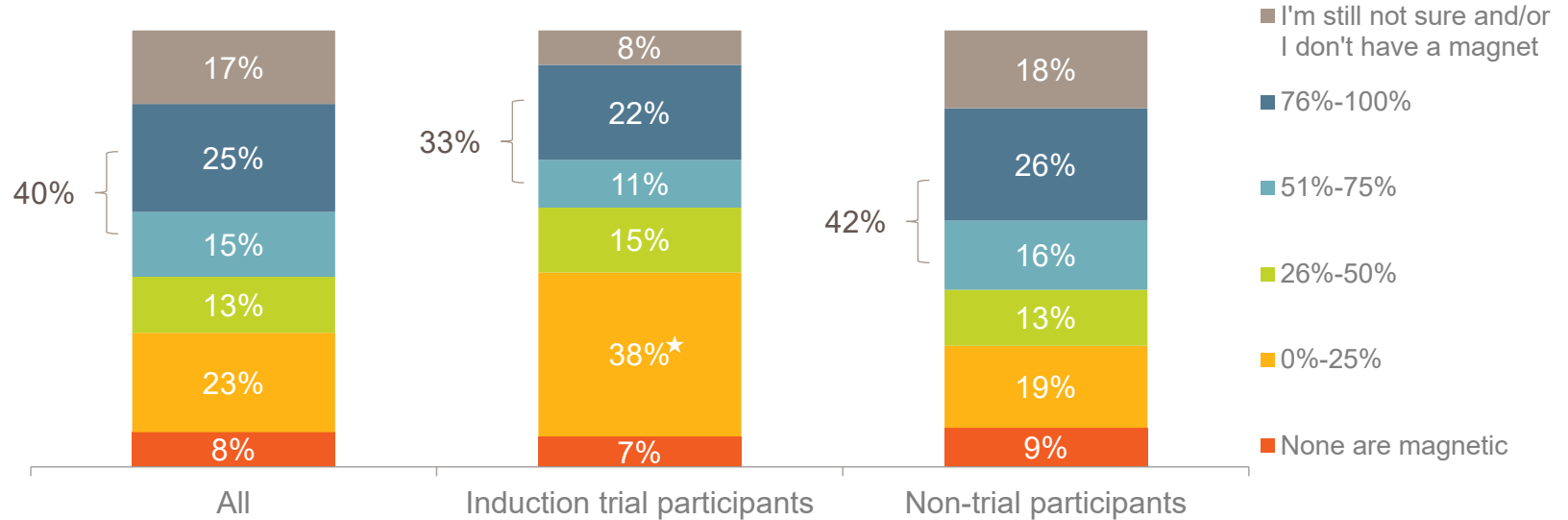
\$20 - \$200

Blue or black carbon steel

\$40 - \$240

# Induction compatible cookware estimate

40% of respondents say that more than half of their cookware is compatible with induction cooking.



\* Indicates a statistically significant higher difference.

Source: SMUD Proprietary Research: Induction Cookware Survey, November 2020

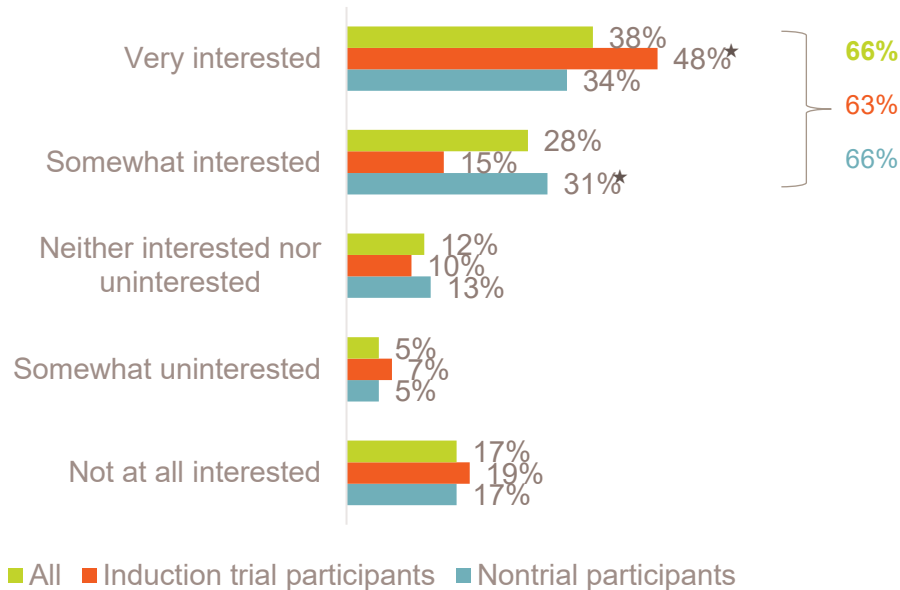
Induction trial participants = SMUD customers who cooked with an induction hotplate in their home Jan – Mar 2019

Q – After completing the magnet test, please tell us approximately what percent of your pots and pans are magnetic?

(n = 732 : trial participants n = 137, non-trial participants n = 595)

# Interest in a portable induction cooktop

Almost 2/3 respondents (66%) were somewhat or very interested in trying a portable induction cooktop.



} 66%  
} 63%  
} 66%



\* Indicates a statistically significant higher difference.


Source: SMUD Proprietary Research: Induction Cookware Survey, November 2020

Induction trial participants = SMUD customers who cooked with an induction hotplate in their home Jan – Mar 2019

Q – How interested would you be in trying a portable induction cooktop?


(n = 732 : trial participants n = 137, non-trial participants n = 595)

# Educating customers on compatible cookware







## Cookware

Use ferrous (magnetic) cookware. When in doubt, pull your magnet out! If it sticks to the bottom of your pans, they'll work with induction cooktops.


Look for this symbol: 

Note: Some stainless steel pans DON'T contain iron and aren't compatible with induction.


-  Cast iron
-  Enameled iron
-  Stainless steel
-  Blue or black carbon steel


## Is my cookware induction-compatible?

When in doubt, test your pan with a magnet. If it sticks to the bottom of your pans, they'll work with induction cooktops.

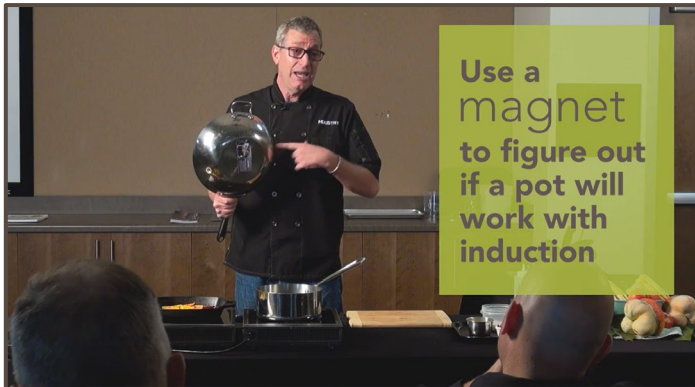


(Some stainless steel pans DON'T contain iron and aren't compatible with induction.)

Note: Materials with the  WILL work if the bottom has a magnetic layer.


 SMUD®


0034-21



Use a magnet to figure out if a pot will work with induction

Use this magnet to see if your pans are compatible. If the magnet sticks to your pans, they'll work with an induction cooktop!



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smud.org/Induction



# Continuing the conversation in 2021

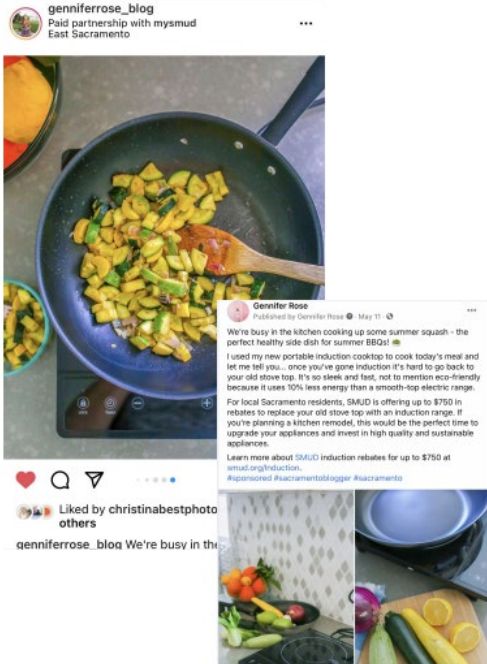
6 feed posts

Almost 2,000 likes

12,000+ impressions

25 story frames

19,000+ story views



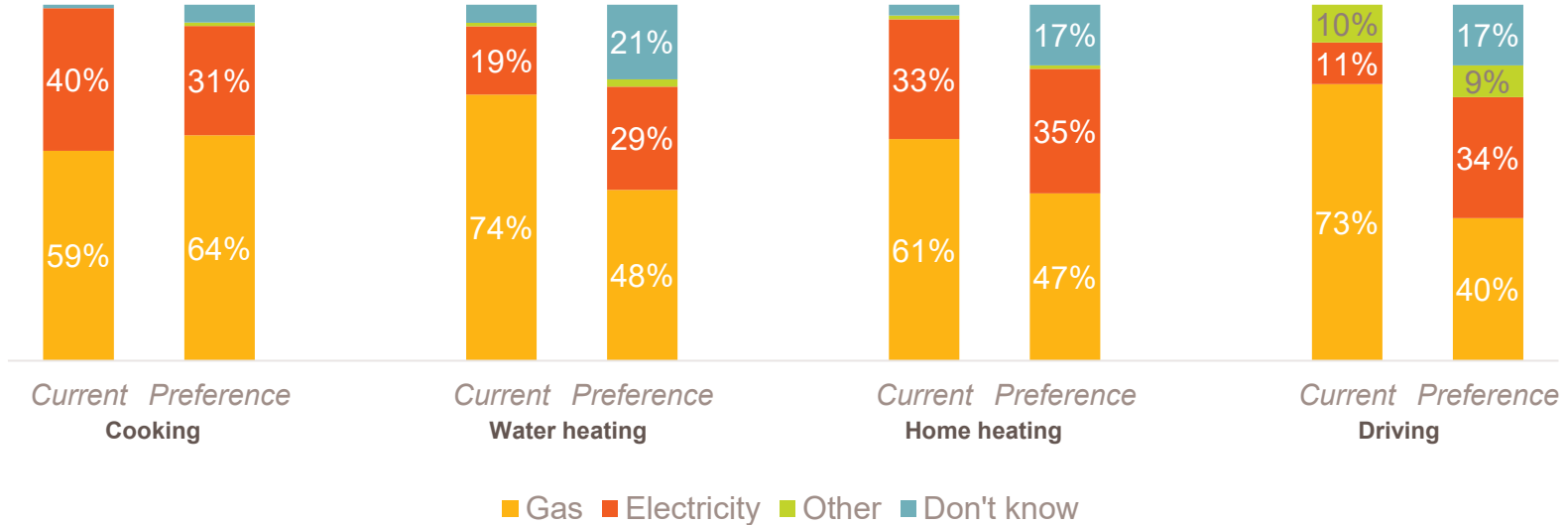




# Preference for gas

# Energy sources – current vs. preference

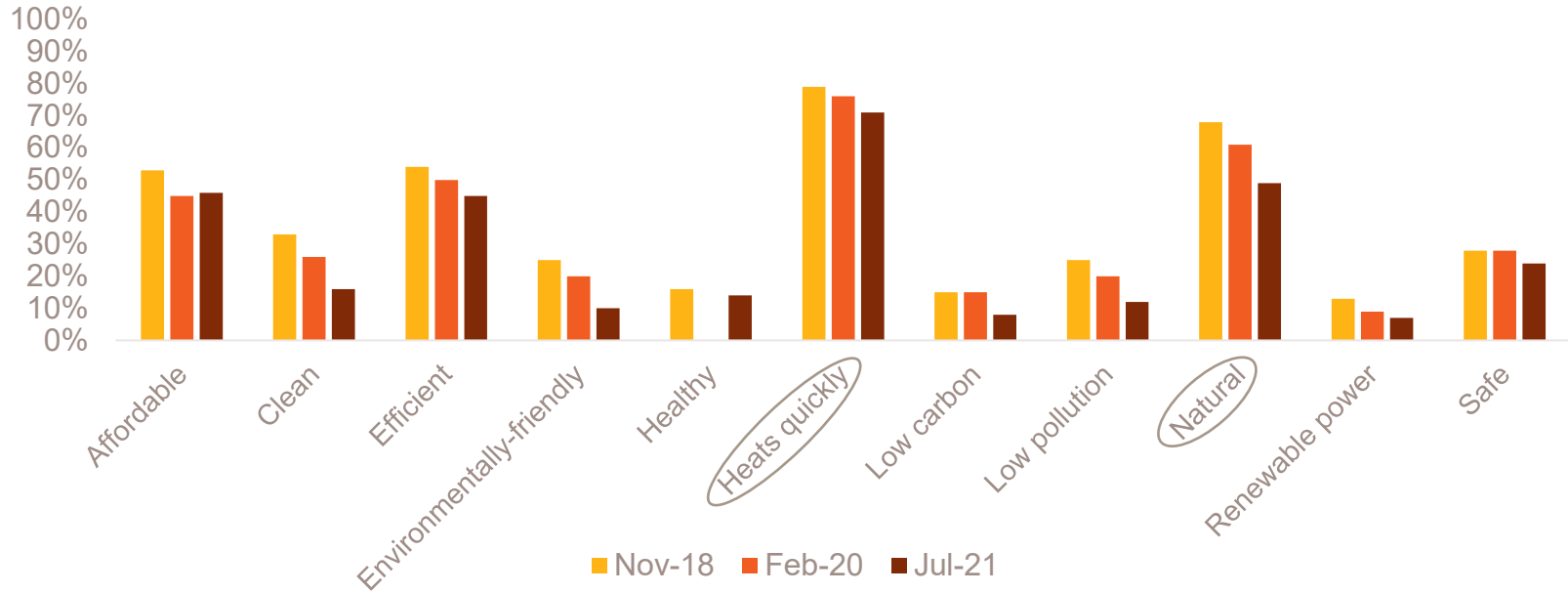
Preference for cooking with gas aligns with those currently cooking with gas. However, preference for gas decreases when looking at energy preferences for water heating, home heating and driving.



Source: SMUD Proprietary Research: Residential Electrification Survey, February 2020  
Q – What type of energy sources do you currently use or the following appliances/systems and vehicles?  
Q – Which of the following energy sources do you prefer to use for the following tasks? (n = 544)

# Terminology association with gas

Respondents most associate gas with terms like 'heats quickly' and 'natural.'

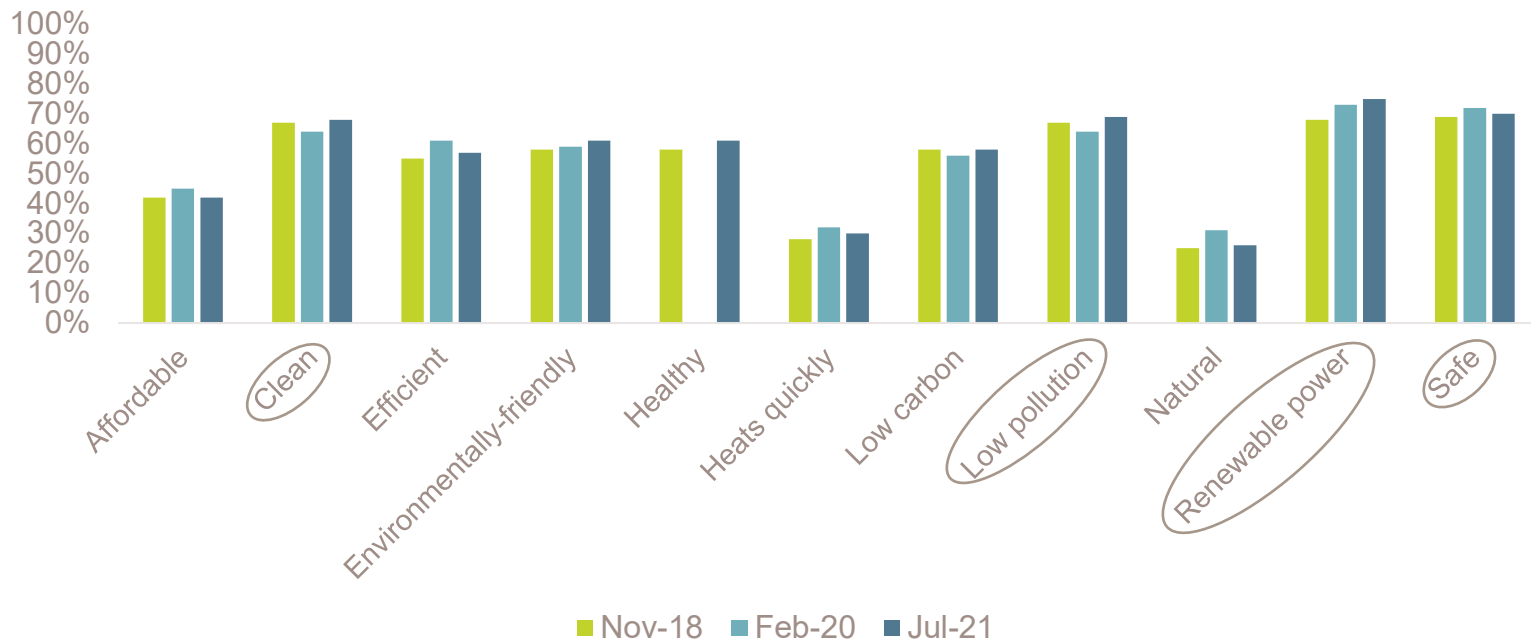


Source: SMUD Proprietary Research: Residential Electrification Survey, November 2018, February 2020, July 2021

Q – When thinking about the energy sources you use for cooking, heating water, heating the space in your home or driving, which of the following terms do you associate with each of the following energy sources? (Nov 2018 n = 671, Feb 2020 n = 544, Jul 2021 n = 654)

# Terminology association with electricity

Respondents most associate electricity with terms like 'renewable power', 'safe', 'clean' and 'low pollution.'



Source: SMUD Proprietary Research: Residential Electrification Survey, November 2018, February 2020, July 2021

Q – When thinking about the energy sources you use for cooking, heating water, heating the space in your home or driving, which of the following terms do you associate with each of the following energy sources? (Nov 2018 n = 671, Feb 2020 n = 544, Jul 2021 n = 654)

# How SMUD is changing perceptions

## Healthier

Induction cooking protects your family's health. According to the *International Journal of Epidemiology*, children living in homes with gas stoves are 42% more likely to experience asthma.

- Better indoor air quality.
  - Eliminates the indoor air pollution that gas stoves release into your home. These pollutants include nitrogen oxide, formaldehyde and carbon monoxide.
  - On average, we spend about **90%** of our time indoors, where pollutant levels are often higher than those outside.
  - Indoor pollution is estimated to cause hundreds of thousands of respiratory health problems each year.

## The myths of "natural" gas

### Myth: More efficient

Fact: Electric heat pump water heaters, heat pump HVAC systems and induction cooktops use less energy and are 2-3 times more efficient than gas.

### Myth: More affordable

Fact: Homes with newer heat pump water heaters and HVAC systems have lower utility bills overall than homes with gas appliances.

### Myth: Better for cooking

Fact: Electric induction cooktops heat up twice as fast as gas, provide more accurate temperature control and are easier to clean.

## Benefits of an all-electric smart home

- More environmentally friendly, emitting 40% less greenhouse gases than an equivalent home powered by natural gas (saves over 1 ton of CO2 per year)
- Greater use of renewable generation
- Safer cooking technologies
- Reduced exposure to natural gas and combustion products
- Homeowner has greater control and can lower costs by taking advantage of Time-of-Day rates and demand response programs



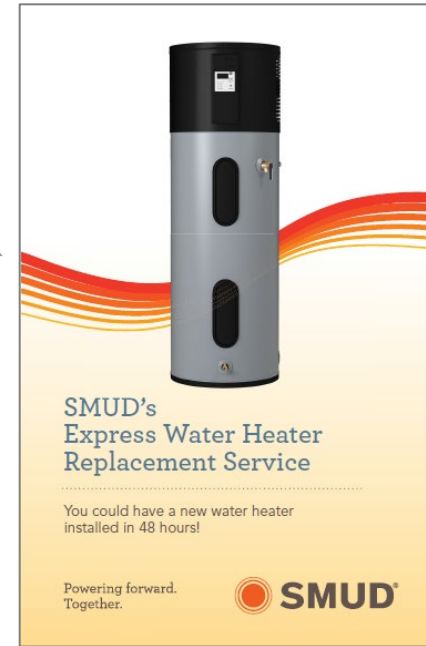
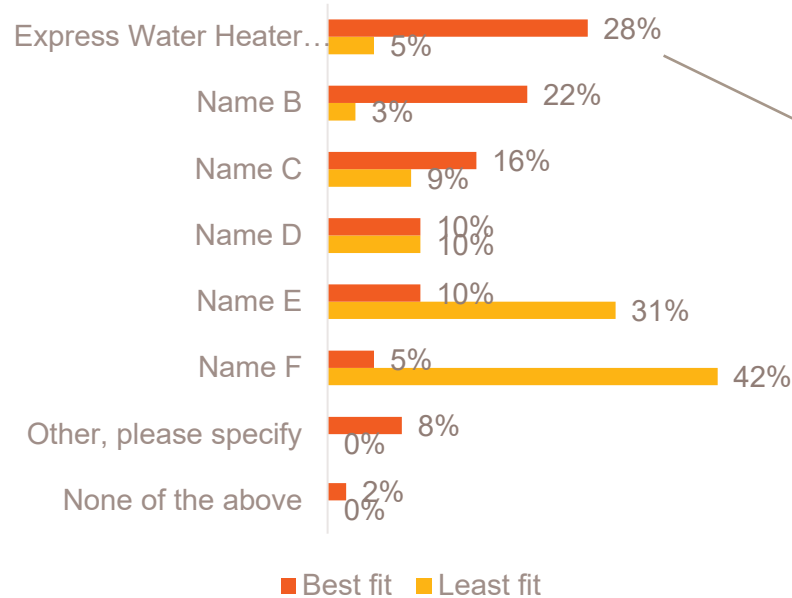
See an all electric smart home

# Water heaters



# Water heater program name selections

28% of respondents selected “Express Water Heater Replacement” as the name that best fit the description of SMUD’s new water heater replacement program.



# Barriers and perceptions of electric water heaters

## Price to purchase

*“If I could see proof that an electric water heater would be cheaper to run than gas tank or tankless and **similarly priced to buy and install.**”*



~ \$3,800

## Efficiency

*“Change my mind concerning cost and **efficiency.**”*



Source: SMUD Proprietary Research: Residential Electrification Survey, December 2018  
Q - What, if anything, would make you consider purchasing an electric water heater in the future? (n = 150)  
Only asked on those who were neutral or unlikely to consider in the future.



# Rebates on heat pump water heaters



Rebates up to  
**\$2,500** heat pump water heaters

smud.org/GoElectric 



## Upgrade to a heat pump water heater

Water heaters are among the highest energy consuming products in your home. Heat pump water heaters are up to 4 times more efficient than gas water heaters.

 \$500 or \$2,500 rebate available



### Heat pump water heater upgrade

Replace your water heater with a NEEA Tier III or IV heat pump water heater with a Uniform Energy Factor (UEF) of 2.87 or higher.

Questions? Customers, please contact Advanced Home Solutions at [916-792-5732](tel:916-792-5732). Contractors, please contact Efficiency First California at [916-209-5117](tel:916-209-5117) or [contractorsupport@efficiencyfirstca.org](mailto:contractorsupport@efficiencyfirstca.org).

[List of eligible units](#)

When you upgrade to a heat pump water heater, you may be eligible to join our PowerMinder pilot and receive a \$150 incentive plus a monthly bill credit. [Learn more.](#)

Up to **\$2,500**

[Find a contractor](#)

[Learn more](#)

Apply online for SMUD rebates

ENERGY STAR®  
**Heat Pump Water Heaters**  
50 gallon minimum with UEF 2.87 or greater

**\$500**  
electric to electric upgrade

ENERGY STAR®  
**Heat Pump Water Heaters**  
50 gallon minimum with UEF 2.87 or greater

**\$2,500**  
gas to electric upgrade

Check all requirements before purchase at [smud.org/HPWH](http://smud.org/HPWH).



0979-20

Installations must be completed by a qualified participating contractor through SMUD's Contractor Network. Your contractor will submit the rebate request.

Visit [smudcontractornetwork.org](http://smudcontractornetwork.org) to get started.

Questions? Please email us at [AdvancedHomeSolutions@smud.org](mailto:AdvancedHomeSolutions@smud.org).

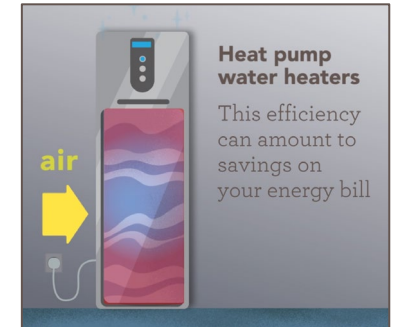
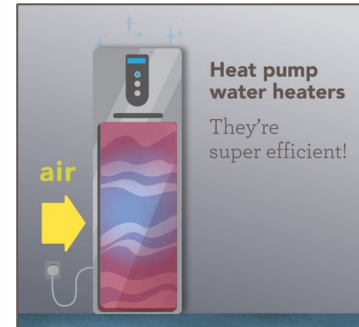
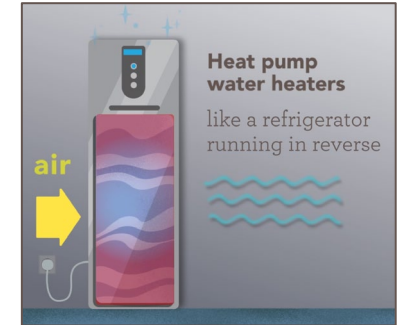
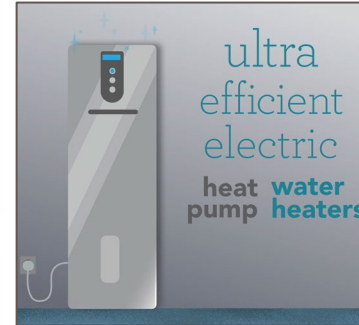
 SMUD®

0979-20 | HPWH Rebates, Term Page

# Efficiency of heat pump water heaters

## Features and benefits

- Electric resistance water heaters are among the highest energy consuming products in your home. A heat pump water heater can reduce electricity use for water heating by up to 60%
- Heat pump water heaters transfer heat from surrounding air to heat water, using ambient air to move heat instead of using electricity to create heat
- Reduces the overall energy consumption and monthly utility bills
- Cools the area it's located in, usually the garage





Thank you!

# Electrification insights

Results from the E Source 2021 Residential Electrification Survey

Laura Ruff Agard, senior analyst

Paige Martin, senior analyst

Fall 2021 E Source Market Research Leadership Council

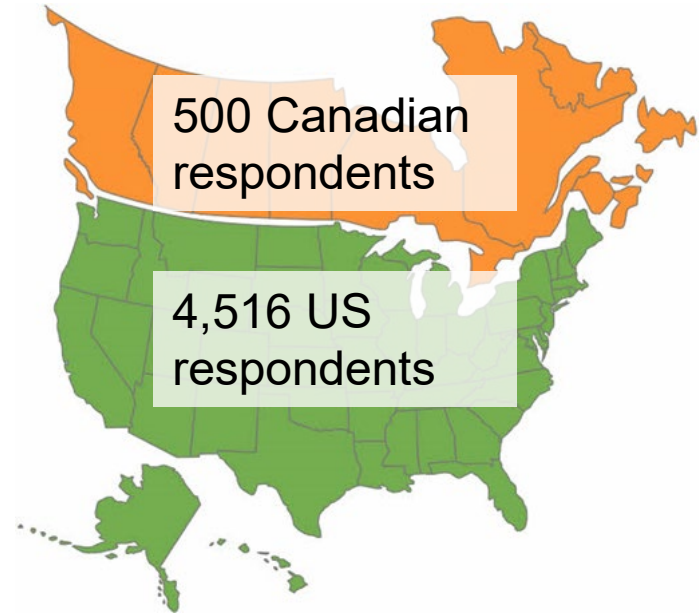


# Survey purpose and sampling



Purpose: Describe residential customers' readiness for electrification so utilities can serve them better

- 5,016 completes of US and Canadian homeowners
- Fielding of survey in June 2021
- Set quotas based on:
  - US and Canada
  - US Census division
  - Age
  - Gender
  - Income



# Survey topics

## Familiarity and awareness:

- Electrification-related terms
- Gas versus electric fuel sources
- Electric home equipment and appliances (focus on HVAC, water heating, and cooking)
- Fuel switching

## Motivators and purchase behaviors:

- Motivations for using home equipment and appliances
- Likelihood to purchase electrification technologies
- Barriers to purchase
- Interest in paying more
- Factors considered when replacing broken home appliances

# Contact us



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Learn more about the  
E Source Residential  
Electrification Survey:

[www.esource.com/residential-  
electrification-survey](http://www.esource.com/residential-electrification-survey)

**Have a question? Ask E Source!**

Submit an inquiry:

[www.esource.com/question](http://www.esource.com/question)

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# Using data to improve programs and services

Tom Martin, managing director

Fall 2021 E Source Market Research Leadership Council





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# Industry in transition

Decarbonization

Safety, reliability, resilience

Downward cost pressure

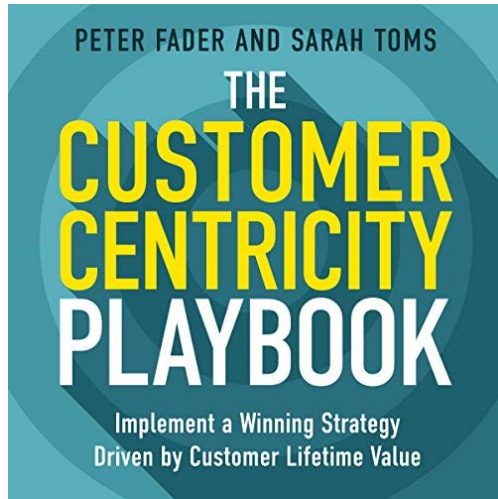
Customer equity

Smart collaboration

Speed  
to  
value



# Rethinking customer offers and engagement



## 1. Digital customer replica

- Advanced metering infrastructure (AMI) energy profile
- Behavioral profile

## 2. Best customers identified

- Individual customer assessments
- Artificial intelligence–derived microcohorts of best fit

## 3. Best customer personas

- Key attributes identified
- Ethnography/voice of the customer

## 4. Precision simulations

- Customer specific
- Grid specific

## 5. Engage best customers

- Personalized engagement
- Engagement feedback



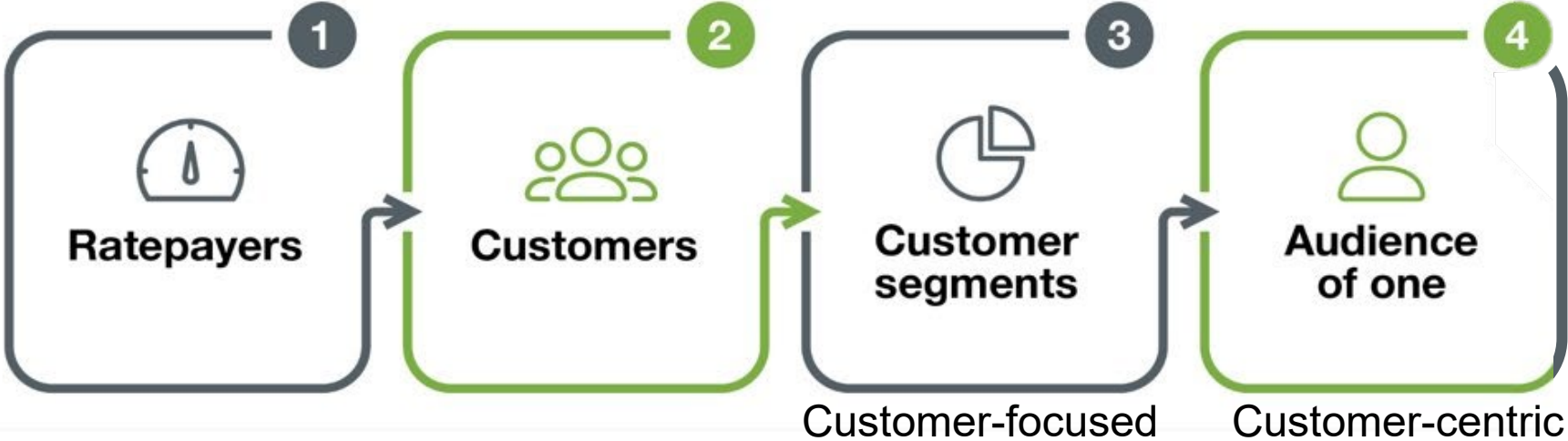
**Audience of One**

**See your customers as individuals to maximize customer lifetime value**

Stop wasting resources by chasing down average consumers.

Maximize customers' long-term financial value to the utility by focusing on those aligned with your priorities.

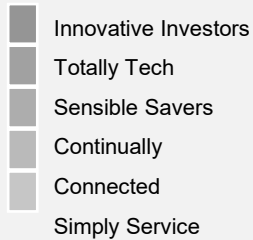
# Utility customer journey



# Case study: Data-driven customer cohorts

## Utility's static persona segments

Percentage of residential customers



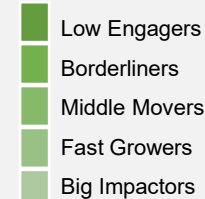
Savings per customer



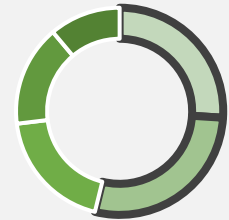
Static personas created different groupings but without any impact or differentiation between segments.

## 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.

# Data-drive customer cohorts

Innovative Investors

Totally Tech

Sensible Savers

Continually

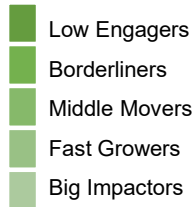
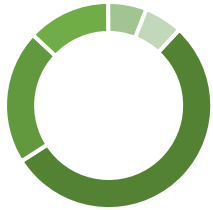
Connected

Simply Service



Factor	Big Impactors (BI)	Fast Growers (FG)	Middle Movers (MM)	Borderliners (B)	Low Engagers (LE)
Billing	Almost 4 times more in billing metrics of LE, ~2 times more than FG	Mirrors patterns of MM	Mean value for "AvgBillAmt12Mo" ~\$140, this is 2.5 times as much as LE ~\$68	Marginally less than MM in metrics, but 2 times more than LE	"KWH_NORMAL" ~ 655, "BILL_AMT_12MO" ~ \$808
Direct media over digital	Proportionally in the middle rank of engagement	Least likely to engage in direct media marketing	Ranked slightly less than FG engagement	Ranked slightly less likely than LE	Most likely to respond to mail, newspaper ads
Financials	Largest magnitude across all variables, indicating largest revolving credit and investment opportunity	Metrics reflect those of BI very closely	Metrics are ~25% higher than B and LE	Performs ~20% above LE	Weakest financial metrics
Home metrics	These are bigger/better measures, of which BI has the largest values	Uniformly larger values than MM, but ~15% less than BI	Middle of the road values against other personas	Square foot values not very different from FG, but ~10% less on market value	Proportionally, LE metrics are the lowest among each variable
Keeping busy	Among this factor, BI are most on the move and responsive to subscription services	Tracks very closely to BI, except in "Satellite. Radio Subscriptions"	~15% more likely than FG, but ~15% less likely than BI and FG	~15% more likely when compared to LE	Least likely to be travelling and engaging in subscriptions
Purchase style	Representing the middle persona, however, is second to MM in "Web And Brick Mortar"	Uniformly most likely to engage in online activities	About ~10% less engagement online from FG, and ~30% more active than LE	About ~12.5% more engaged online over LE	Lowest online activities

# Data-driven customer cohorts



- **Big Impactors:** Larger single-family dwellings, with high income ranges and subsequent billing metrics; busy and likely have digital subscription activity
- **Fast Growers:** Tend to track tightly with Big Impactors, except are the most engaged with technology behaviors
- **Middle Movers:** Will track with Fast Growers; proportionally lower values on housing sizes, income, notably close with respect to technology
- **Borderliners:** Individuals in this group are split; some may tend by value to lean into Low Engagers, while some are lined more with Middle Movers; a key may be viewing this group as potential Middle Movers; tend to rent
- **Low Engagers:** Most likely to interact with newspapers, flyers, and traditional media; least technologically, tendencies to live, and smaller square foot housing; lower household income and comparatively older demographic

# Questions and considerations

- What utility customer data is needed?
- Do I need AMI data?
- What do I do with my existing customer personas?

# Key takeaways

- As the industry is transitioning, utilities need to get more customer-centric in order to hit big goals
- A data-driven approach to understanding your customers can improve program performance while supporting key strategic initiatives:
  - Decarbonization
  - Equity
  - Reduced costs





# For more information




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E Source

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# Hands on with Immersion Neuroscience

# Hands on with Immersion Neuroscience



## Speakers



**Scott Brown**, CEO, Immersion Neuroscience



**Laura Beavin-Yates**, senior vice president of customer success, Immersion Neuroscience

# immersion

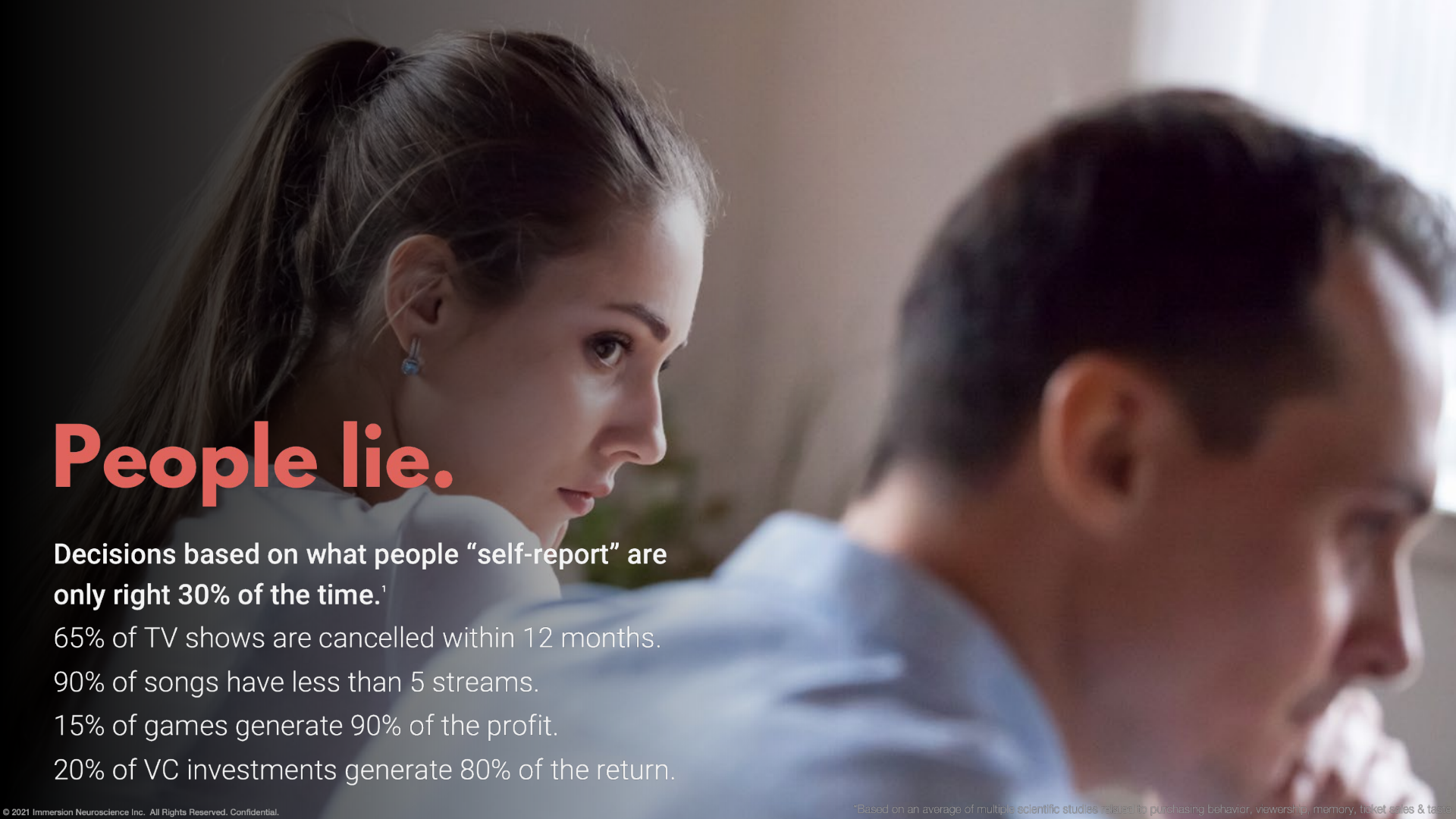
Scott Brown - CEO

Scott@GetImmersion.com

Dr. Laura Beavin-Yates - SVP Customer Success

Laura@GetImmersion.com





# People lie.

**Decisions based on what people “self-report” are only right 30% of the time.<sup>1</sup>**

65% of TV shows are cancelled within 12 months.

90% of songs have less than 5 streams.

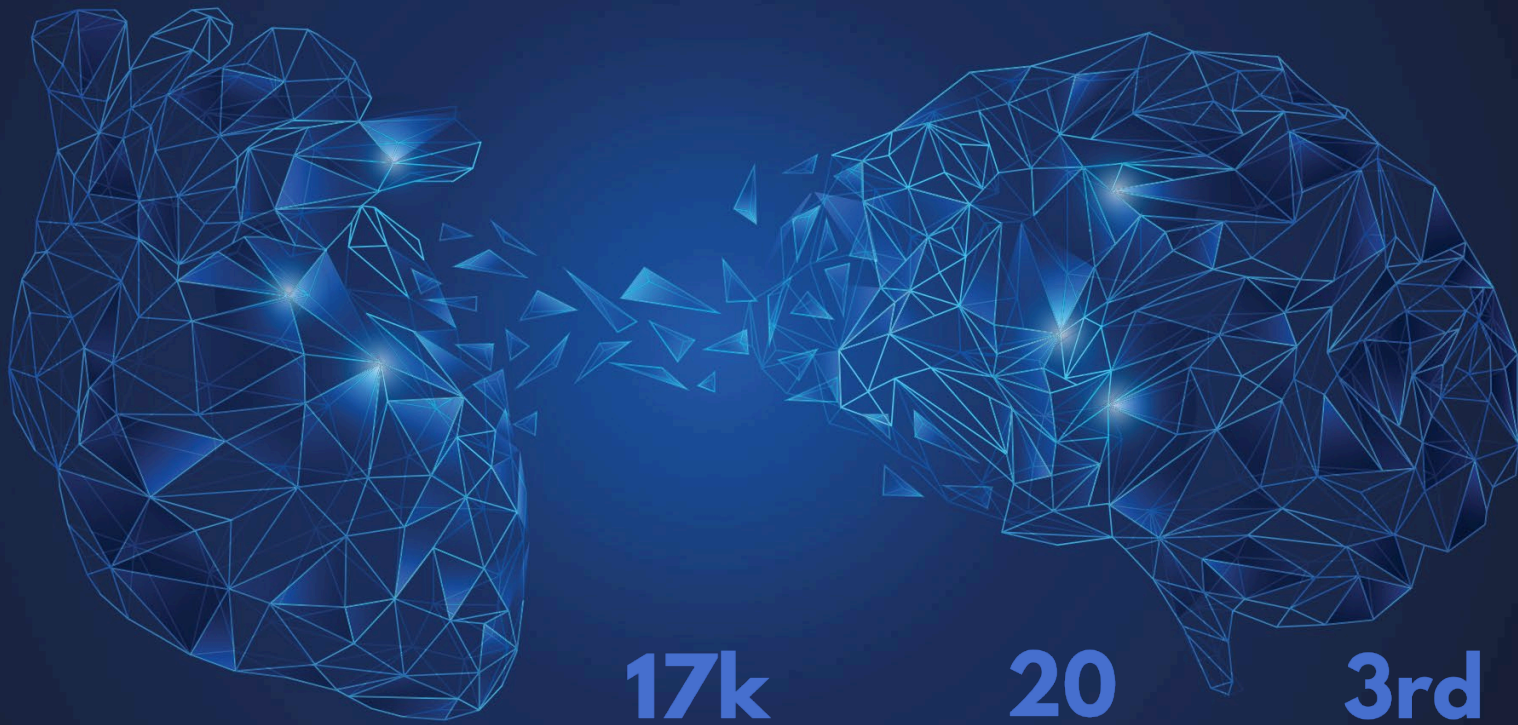
15% of games generate 90% of the profit.

20% of VC investments generate 80% of the return.

**Immersion is a personal insights platform that measures what people's brains value.**

**Anywhere & any time.  
In-person or remote.**

**Using the smart watch  
they already own.**



**17k**

**citations**

Our core science is ranked in the top 0.3% of all research & used by thousands of others as the backbone of their work

**20**

**years**

We spent 20 years developing the research and proprietary algorithms that allows us to infer brain state from a wearable device

**3rd**

**party proof**

In order to qualify for funding from DARPA, our science had to be proven effective in an outside 3rd party lab

# 30% of people wear a smartwatch every day.



Apple Watch  
> Series 3



Fitbit  
Versa, Versa Lite, & Versa 2



Fitbit  
Versa 3 & Sense



Google  
WearOS



Samsung  
Galaxy Watch




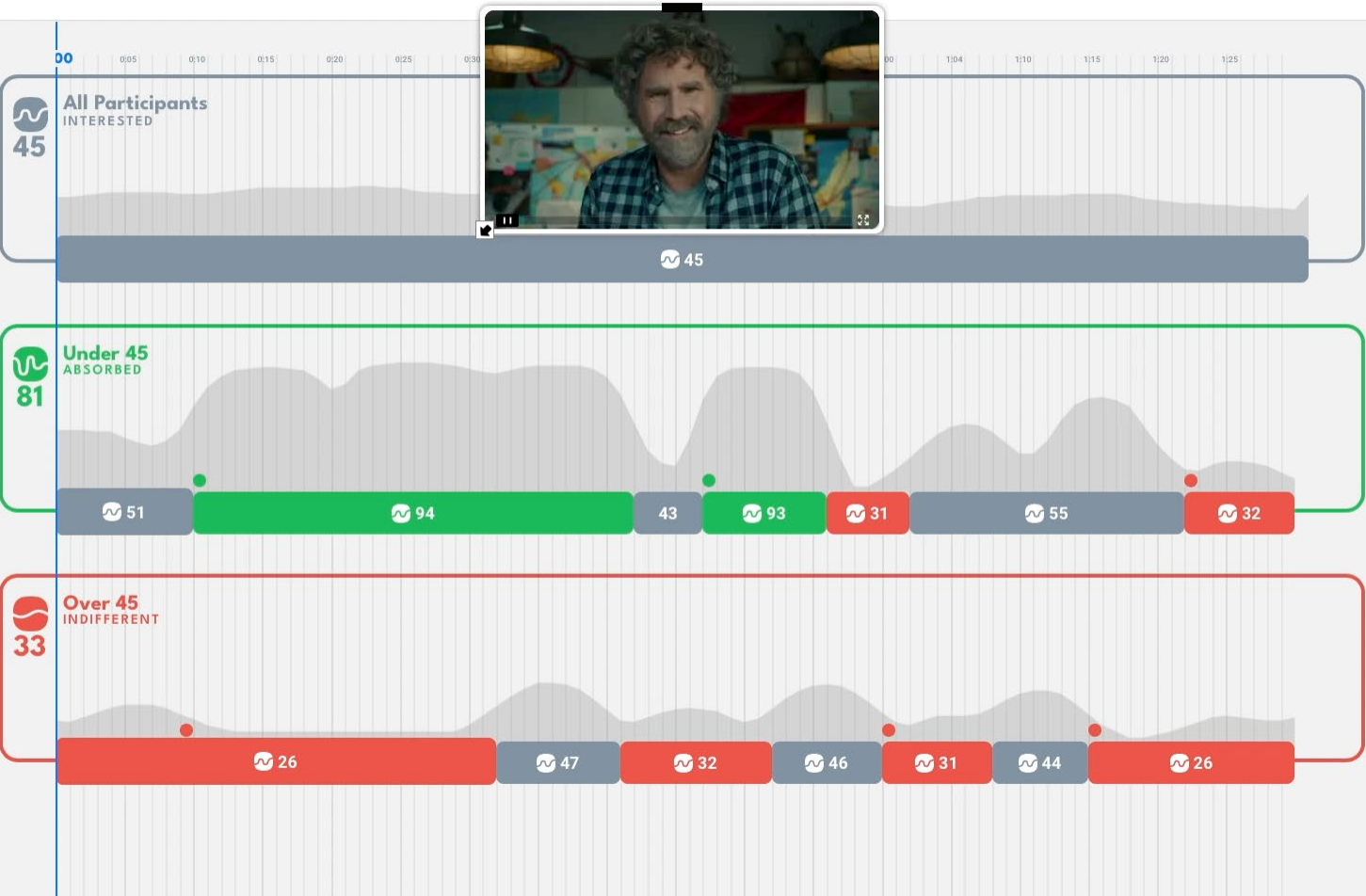
BLE & ANT+  
Fitness Sensors







We   
Qualities & Quants,  
but immersion  is  
Neuro for Normies.



### Filters

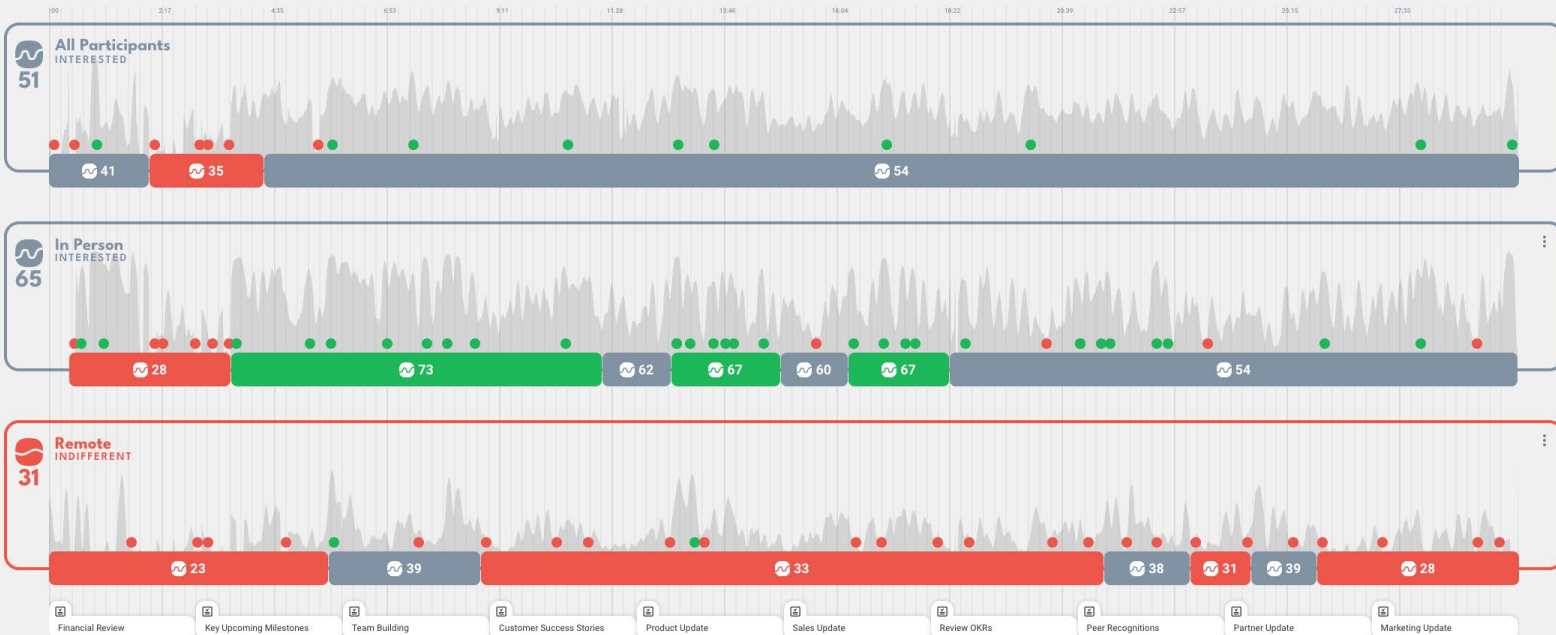
All Participants

### Tags

- Remote
- In Person

### Participants

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- qt6kkat
- q2sctc4
- qf2ura6
- qs97nca
- qbvhwdd
- qnp58bn
- qds733n
- qdtkugc
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- q5cftvn
- qp0946g
- qs97nca



### Filters

All Participants

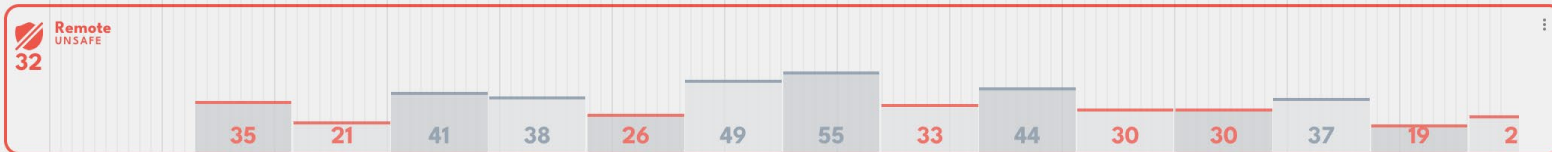
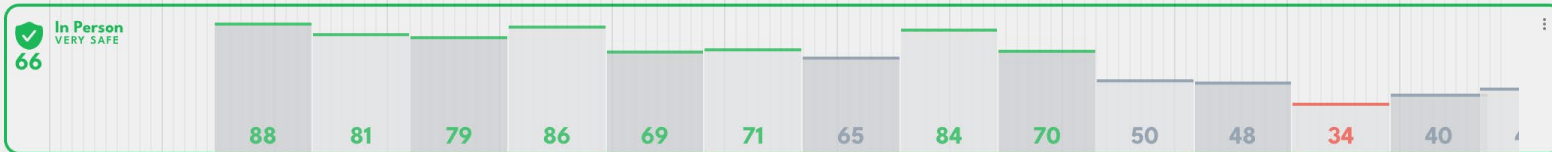
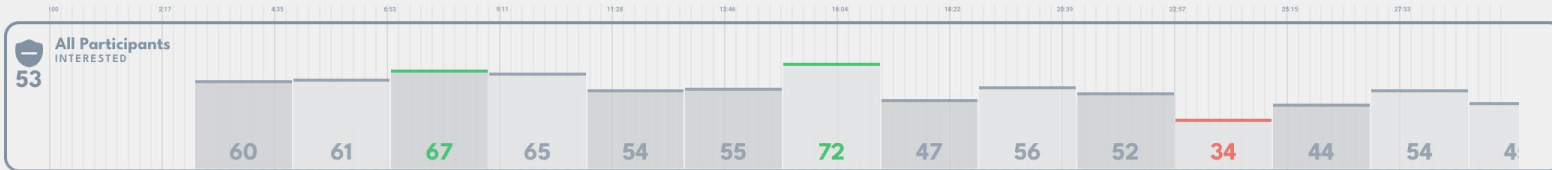
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- qsp3mqp
- qt6kkat
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- qnp58bn
- qds733n
- qdtkugc
- qwkqtnf
- qeqq54m
- q5cftvn
- qp946g
- qs97nca



- Financial Review
- Key Upcoming Milestones
- Team Building
- Customer Success Stories
- Product Update
- Sales Update
- Review OKRs
- Peer Recognitions
- Partner Update
- Marketing Update





# Immersion makes every decision your best decision

OUTCOME	IMMERSION	SELF-REPORT
Identify Highest Rated TV Shows	<b>88%</b>	17%
Predict Retail Purchases	<b>84%</b>	35%
Predict Sales Bumps from Ads	<b>83%</b>	14%
Predict Music Purchases	<b>92%</b>	16%
Who Donates to Charity	<b>82%</b>	51% (personality)
Predict Food Preferences	<b>78%</b>	53% (taste)
Recall of Information	<b>0.73 correlation</b>	n/a

**17k**  
citations

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years

This team spent 20 years developing the research and proprietary algorithms that allows us to infer brain state from a wearable device

**3rd**  
party proof

In order to qualify for funding from DARPA, our science had to be proven effective in an outside 3rd party lab



**immersi****n**

Capture what Captivates

[GetImmersion.com](https://www.getimmersion.com)

**10x the Certainty of Every  
Decision by Connecting with  
what your Audiences Brain's Value**

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

# Market research hot topics breakout session

# Hot topics breakout session

Choose your own adventure! Join a small breakout group for the topical discussion you find most helpful for your role:

- A. **How research has changed** due to recent events such as the pandemic and civil unrest; your challenges and wins through this time; and which new research tools, methods, and processes you'll adopt permanently.
- B. **All about metrics**—which metrics are best and when to use them, what are ideal response rates, etc.
- C. **How to decide when to conduct new research** versus using existing data, and how to **communicate your research findings** across the organization.





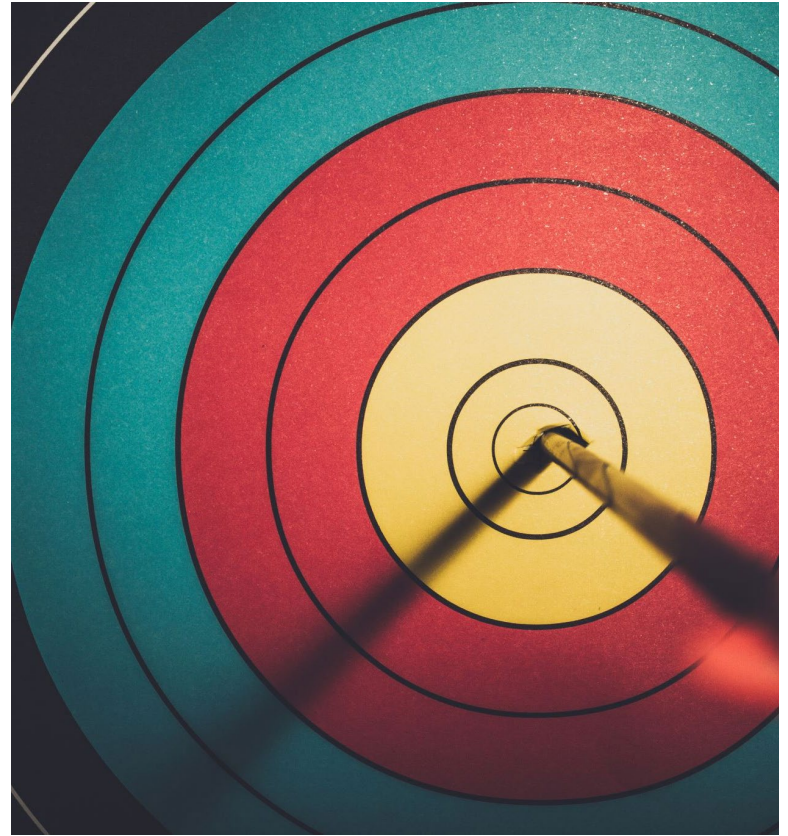
# How has research changed due to recent events?

- Challenges and wins
- New research tools
- New research methods
- What will you keep doing?



# All about metrics

- Which metrics are best
- When to use them
- What have you stopped using?
- Ideal response rates



# When to conduct new research?

- Using existing research
- Asking the right questions
- Socializing research findings



# Forum sessions highlighting E Source Market Research

- Did COVID permanently change utility contact center operations?
- Engaging customers through your website's secure portal
- Help small and midsize business customers thrive by taking a personalized approach
- Priming the market for building electrification
- Using voice-of-the-customer data to build customer relationships
- What COVID taught us about the needs of small and midsize businesses
- What we learned from COVID about serving low-income customers
- Who are the next EV buyers? Tailoring your offerings for maximum impact



# Questions?



# Contact the E Source Market Research team



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