USING DATA
TO MAKE STRATEGIC, CUSTOMER-FOCUSED DECISIONS

greatblue
WHAT'S NEXT.

Michael Vigeant

APOGEE
Empowering Utilities for the Future

Stephanie Knight
Jordan Reeves

Michael J. Vigeant, CEO, GreatBlue Research

With well over a decade of experience in market research, President and Founder Michael J. Vigeant champions the collaborative, client-focused atmosphere of GreatBlue Research. He launched The Center for Research in 2009 after serving as the Executive Vice President of The Center for Research and Public Policy, rebranding in 2013 to GreatBlue Research.

Vigeant is a specialist in the design and implementation of a wide variety of quantitative and qualitative research methodologies including telephone, digital, journey mapping, mail, focus groups, and in-depth professional interviews.

Michael has personally conducted over 500 focus groups across a diverse mix of industries. Vigeant is considered, nationally, to be one of the leading authorities on Utility research.

Stephanie Knight, Sr. Account Manager

Stephanie serves utilities across the Midwest and Southeast. With a diverse set of skills in management through major energy-efficient industries, she is able to provide the highest level of customer service, while building lasting relationships with her clients. Stephanie has a passion for developing marketing plans and strategies for customers to better communicate their brand, achieve their customer satisfaction goals, and educate the impact of energy-efficient behaviors. Stephanie is a graduate of the University of North Georgia with a degree in Business Management.

Jordan Reeves, Account Manager

Jordan Reeves is a graduate of The University of North Georgia with a BS in Business Management. She is one of Apogee's newest team members and has embraced her new role as an Account Manager. Jordan also works as the foundation of support to Apogee's Key Account Managers. She is always focused on delivering a positive customer experience to her clients and values those relationships in the process.

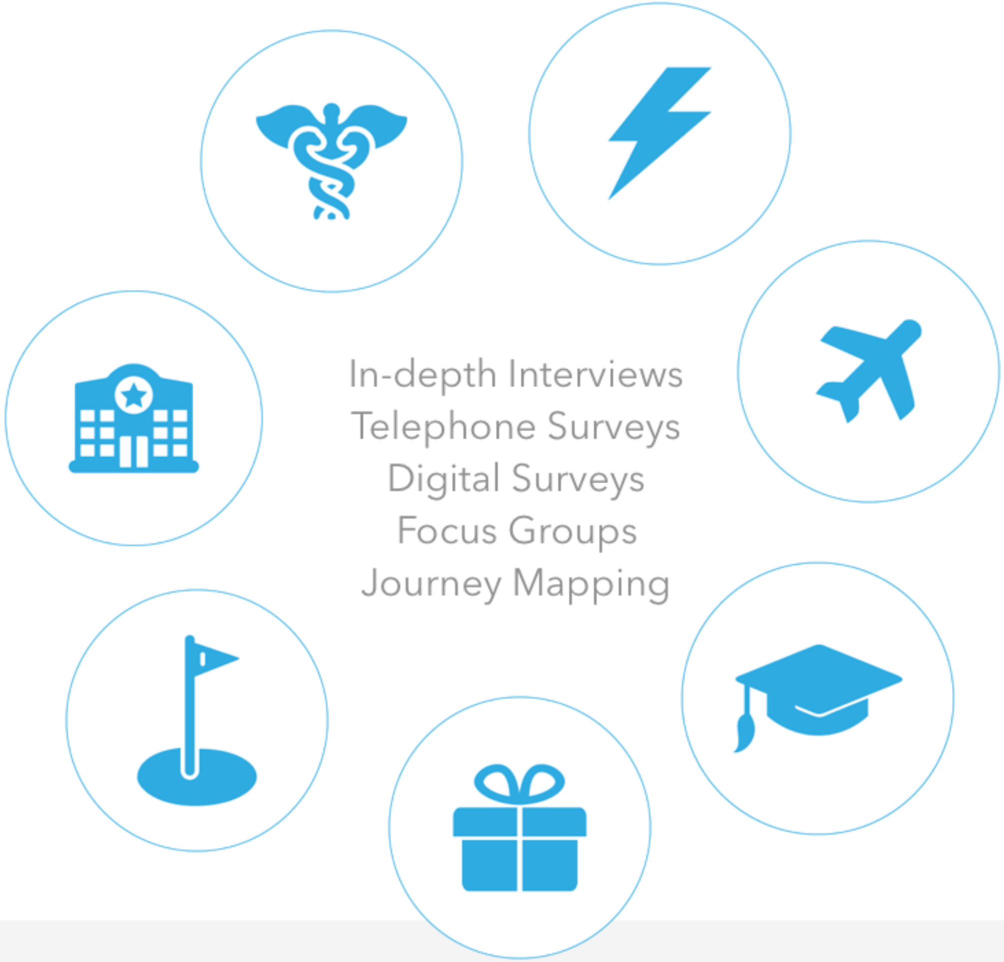

AUTOMATION

Harnessing the Power of Data
to Help Clients Achieve Organizational Goals

Data to support strategic decisions to improve on products and services. Since 1979, our experience with study and instrument design, data collection, analysis, and formal presentation assists our clients in identifying the “why” and “what’s next.”

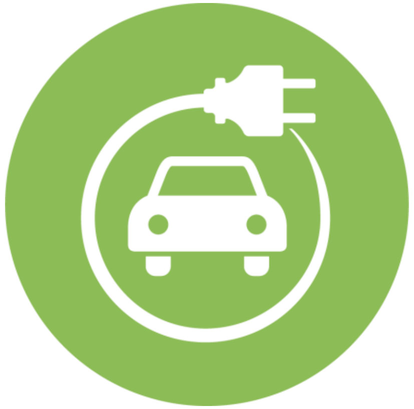
Talent with a knowledge base in a wide range of industries and methodologies ensures a 360º view of the challenges faced and the expertise to address them.

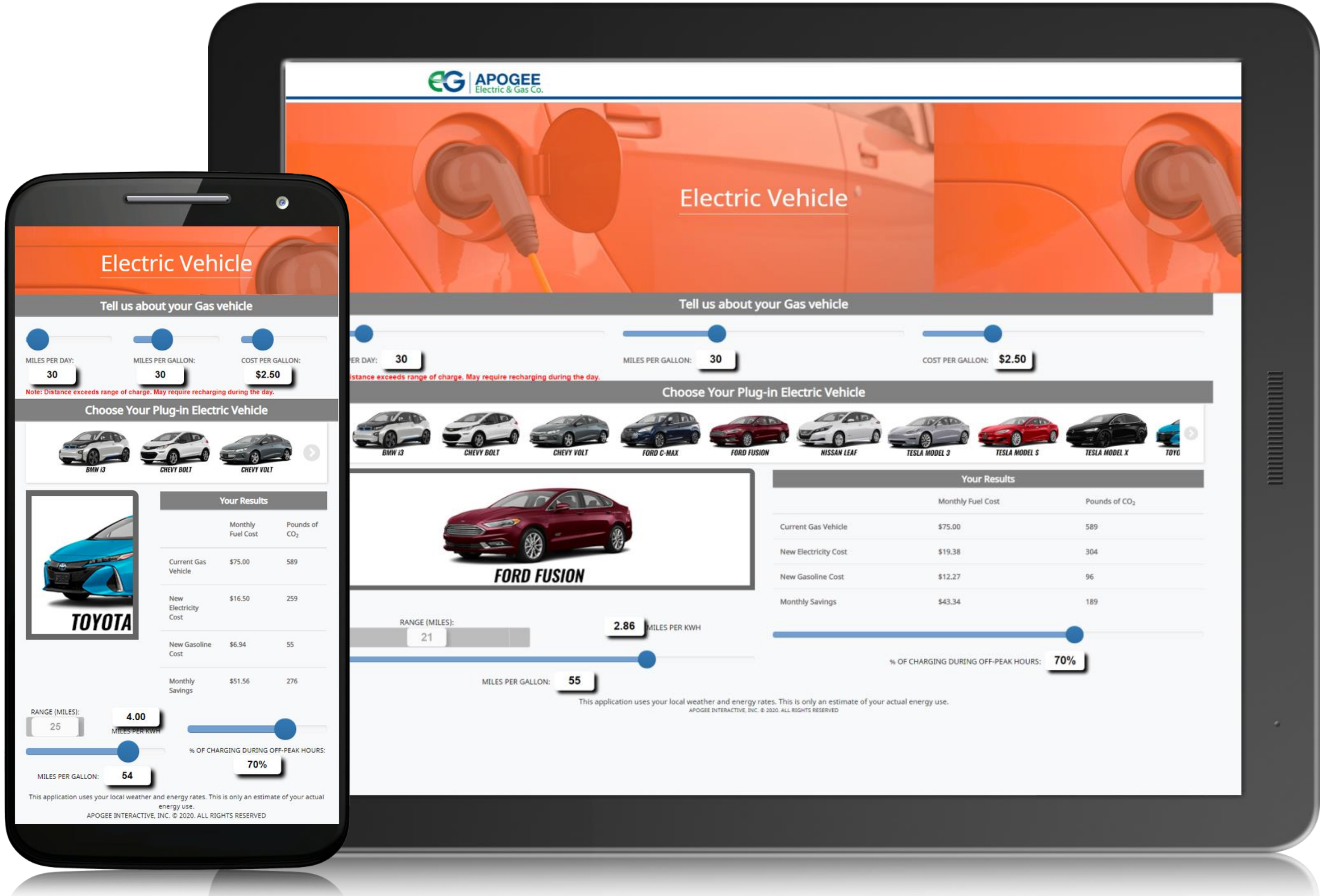
Solutions that are customized to provide a personalized approach of understanding organizational, employee, and customer needs allowing for more informed decisions.



Electric Vehicles:

Program Awareness and Education

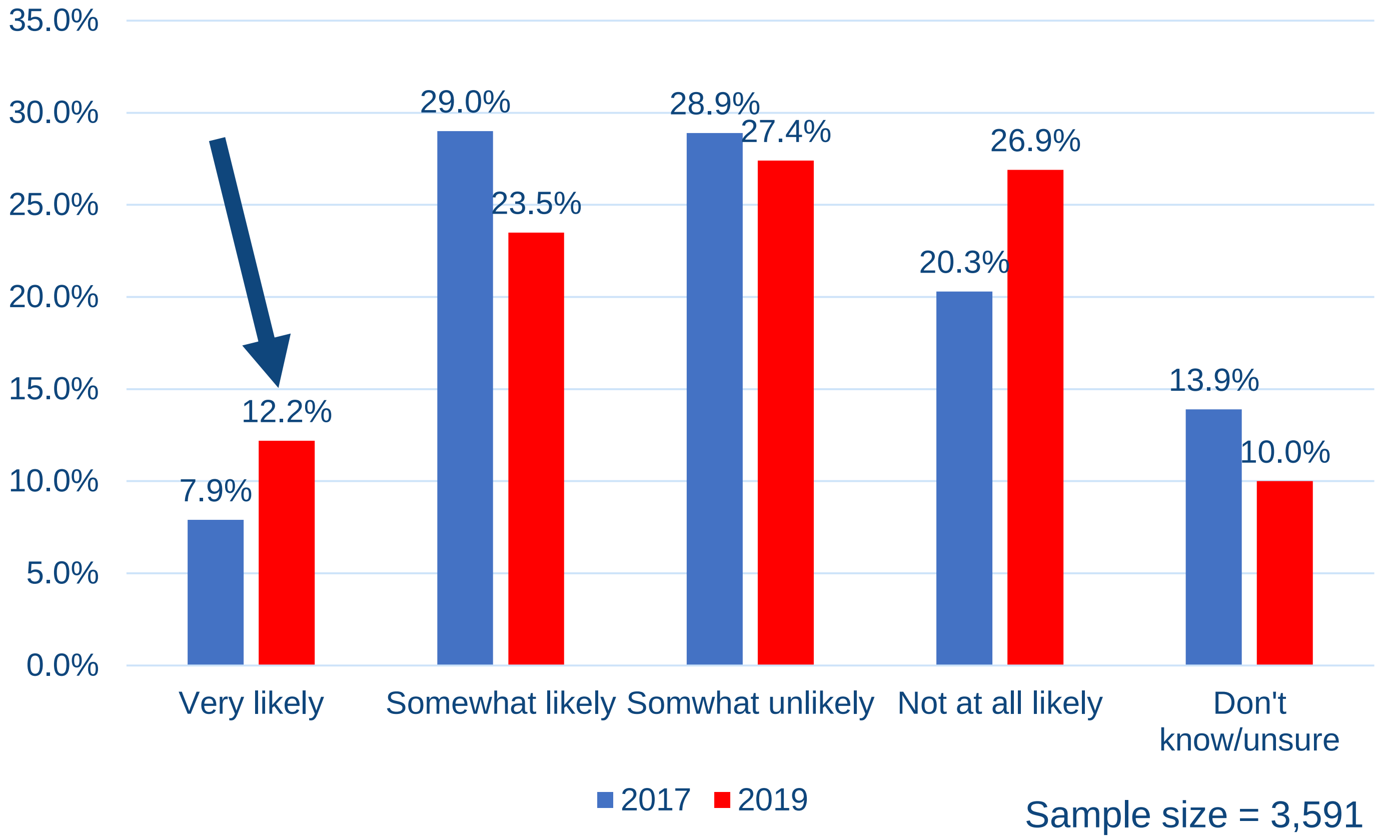




Electric Vehicles:

- More customers living in the West were likely to purchase an electric vehicle as their next vehicle (52.8%) than customers living in the South (36.6%), Northeast (31.4%), or Midwest (25.4%).
- A greater percentage of customers under 35 years of age were likely to purchase an electric vehicle as their next car (43.8%) than customers 35-54 years of age (36.4%) or 55 years and older (22.8%).
- Customers living in urban neighborhoods were the most likely to purchase an electric vehicle as their next car purchase (49.1%), followed by residents of suburban (35.9%) and rural (26.0%) neighborhoods.

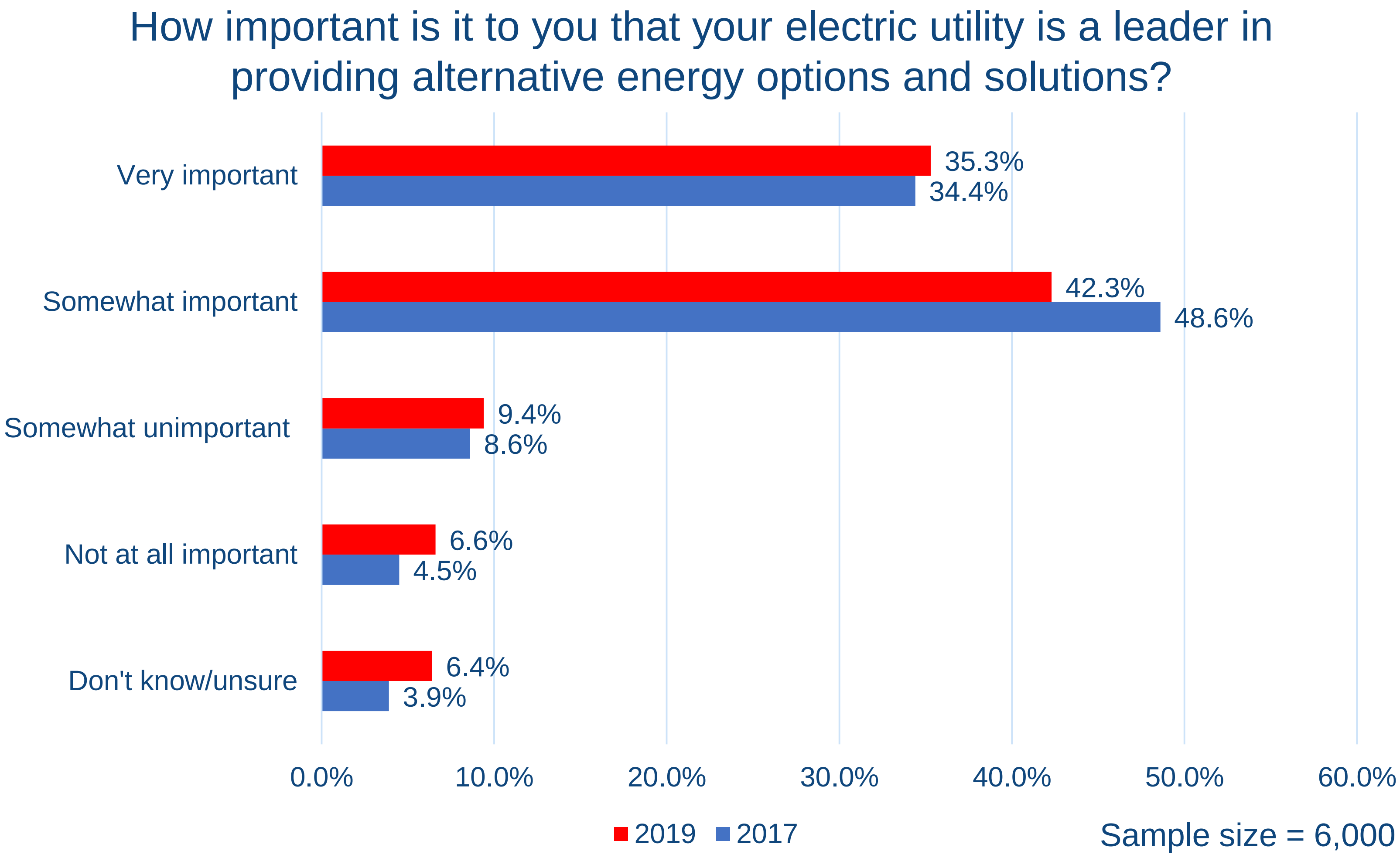
How likely is it that your upcoming car purchase will be an electric vehicle?



Sample size = 3,591

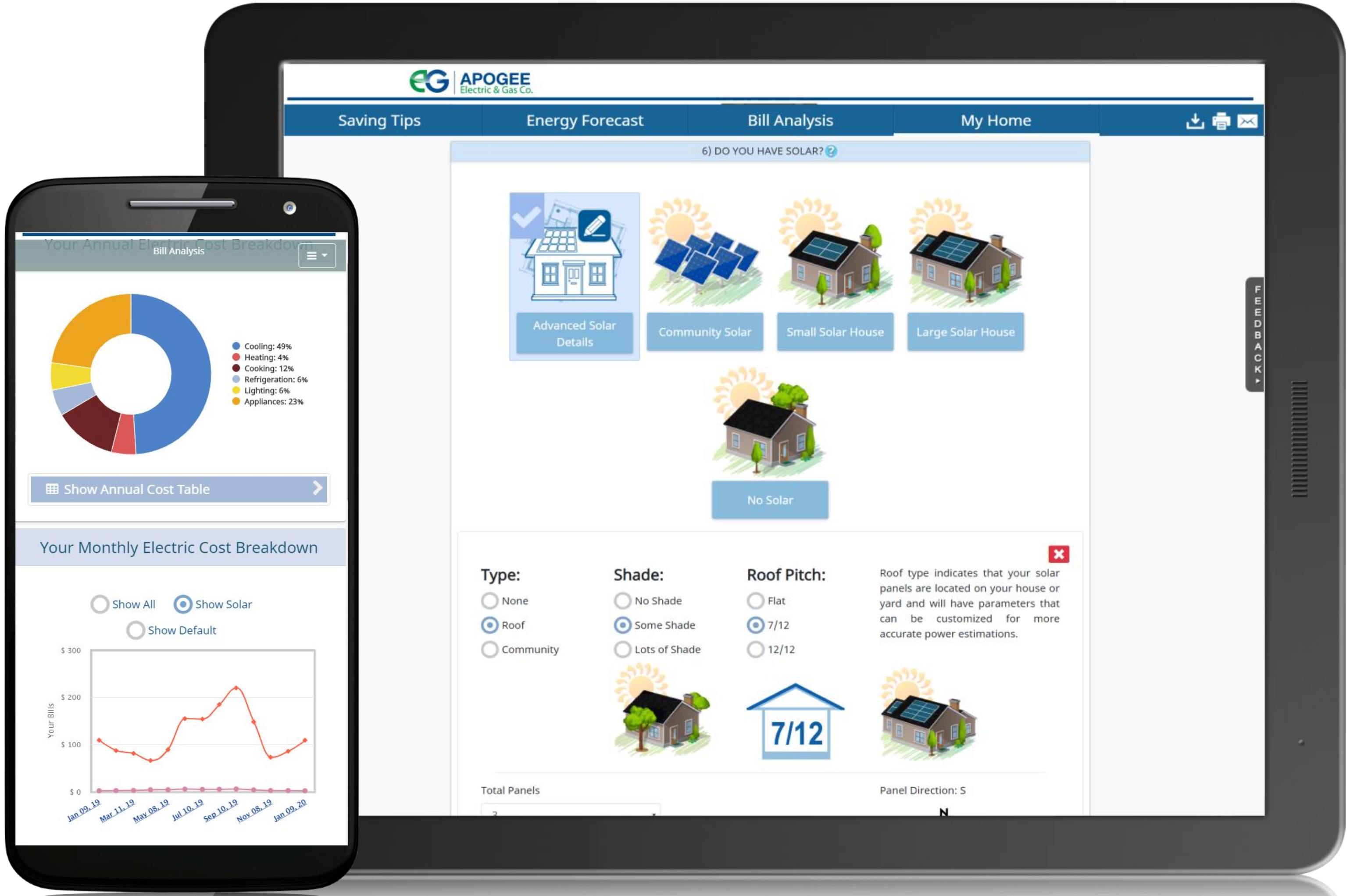
Electric Vehicles:

- A greater percentage of male customers (50.7%) were likely to participate in an electric vehicle incentive program than female customers (37.3%).
- Fewer customers who own their residence felt they would save more money overall by purchasing an electric vehicle (33.9%) than those who rent their residence (40.2%).



Solar:

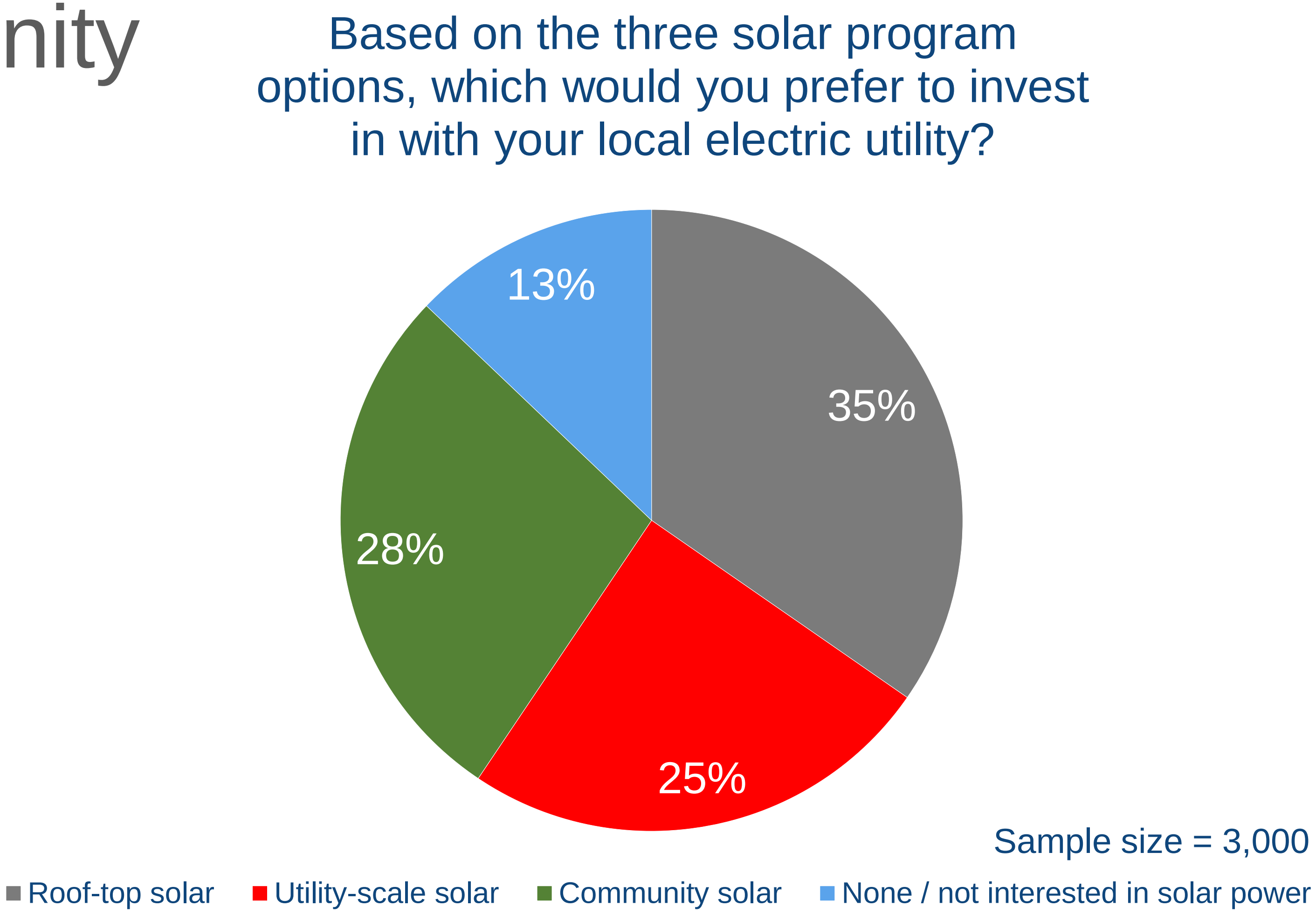
Rooftop vs. Community(?)



Solar:

Rooftop vs. Community

- Four out of five customers (79%) believe that, based on all they know or have heard regarding solar energy, there is in fact a need for their community to investigate this power source further.
- Two out of five customers reported being very likely (9%) or somewhat likely (31%) to install solar panels on their roof.
- ”Lower my rates/cost” was viewed as an advantage of solar energy more more frequently among women (75%) than men (67%).



Time of Use Rates:

Communication is Key(?)

Time of Use Rates:

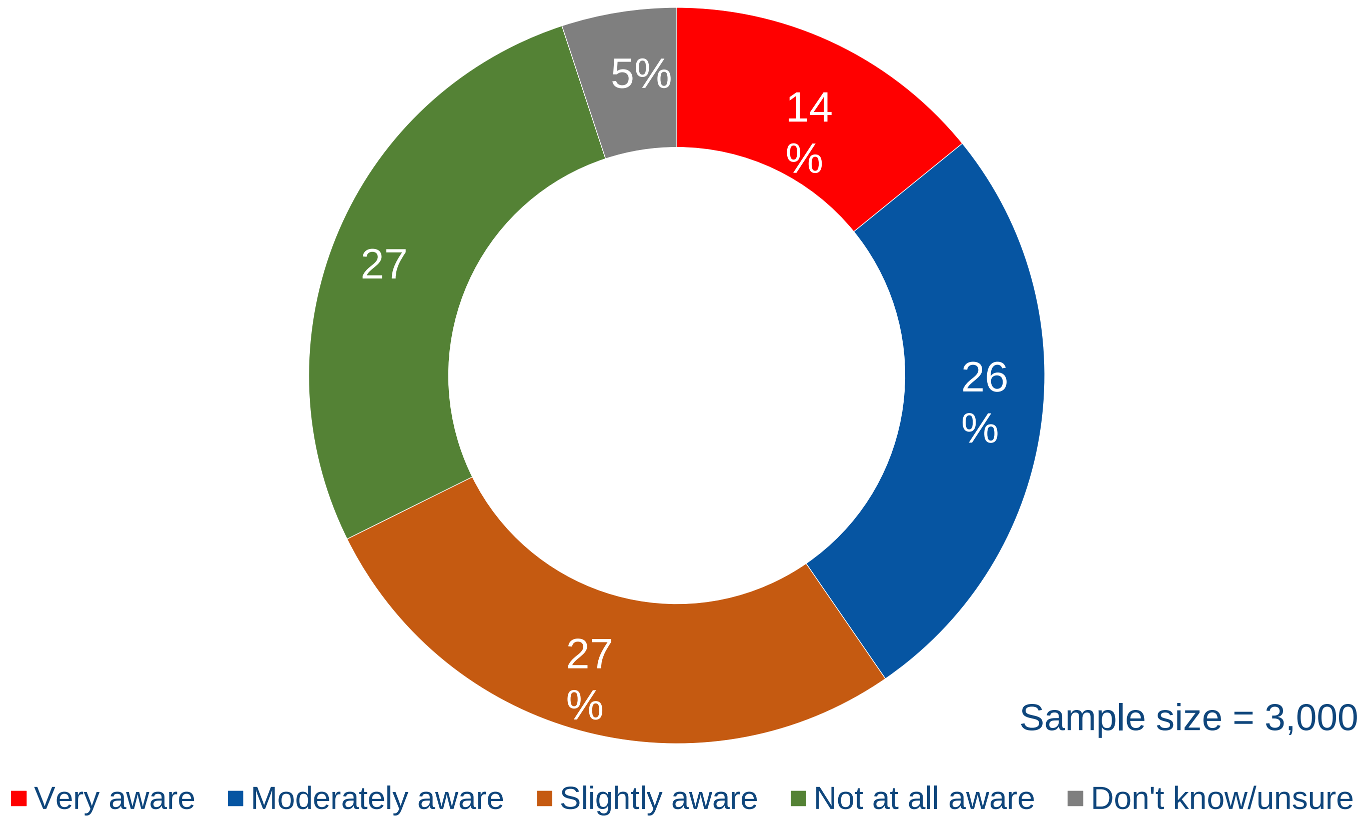
Communication
is Key(?)

Smith House

Time of Use Rates:

- Two out of five (40%) residential customers are aware of "time of use" or "on peak/off peak" rate programs.
- Customers under the age of 35 are more likely to shift rate structures to a "time of use" or "on peak/off peak" program (71%) compared to customers age 55 and older (56%).
- Customers with higher household incomes of $100,000+ are more aware of these rate programs (49%) than customers with lower household incomes of $50,000 or less (40%).

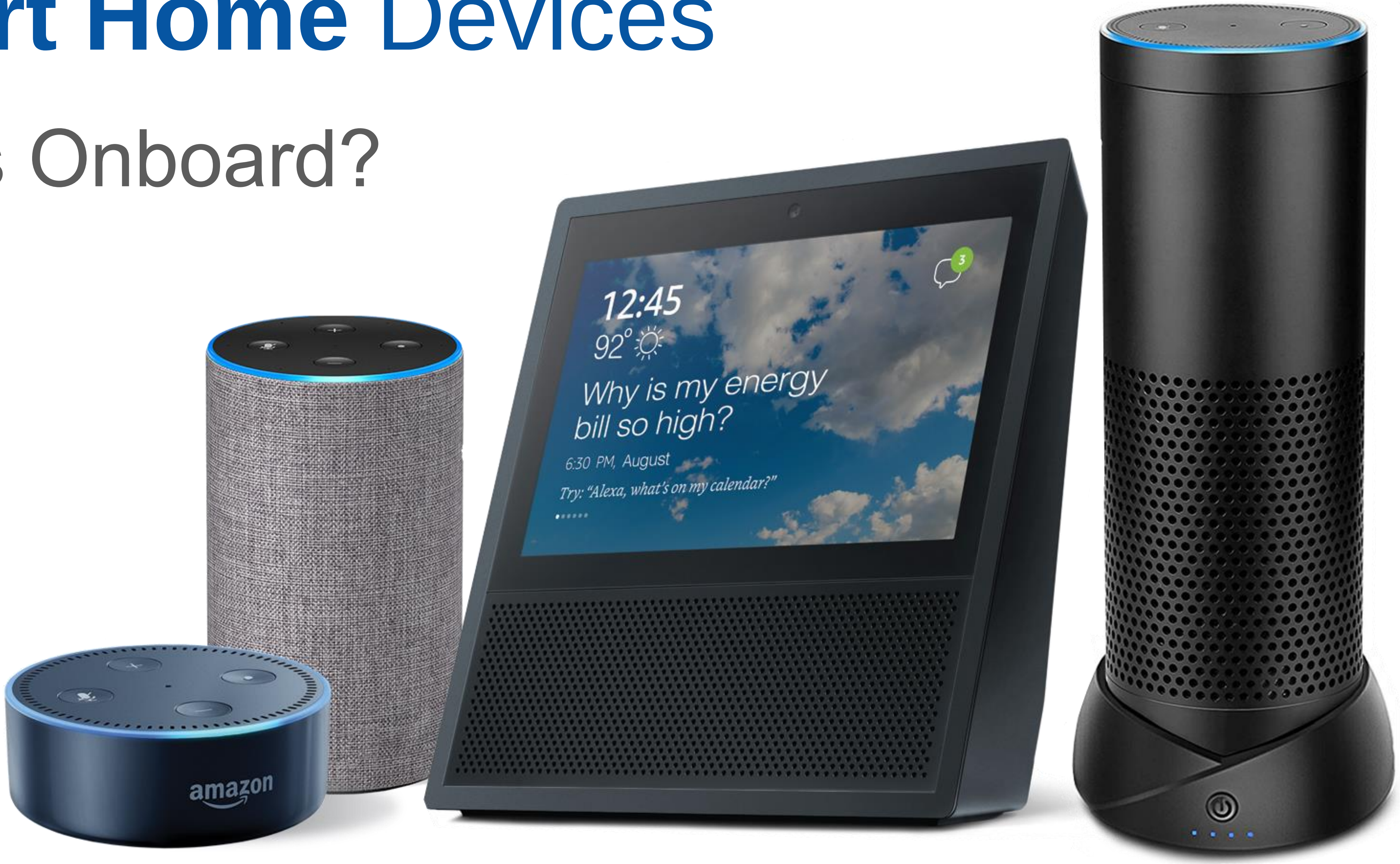
How aware are you of "time of use" or "on peak/off peak" rate programs? Would you say…



Sample size = 3,000

Smart Home Devices

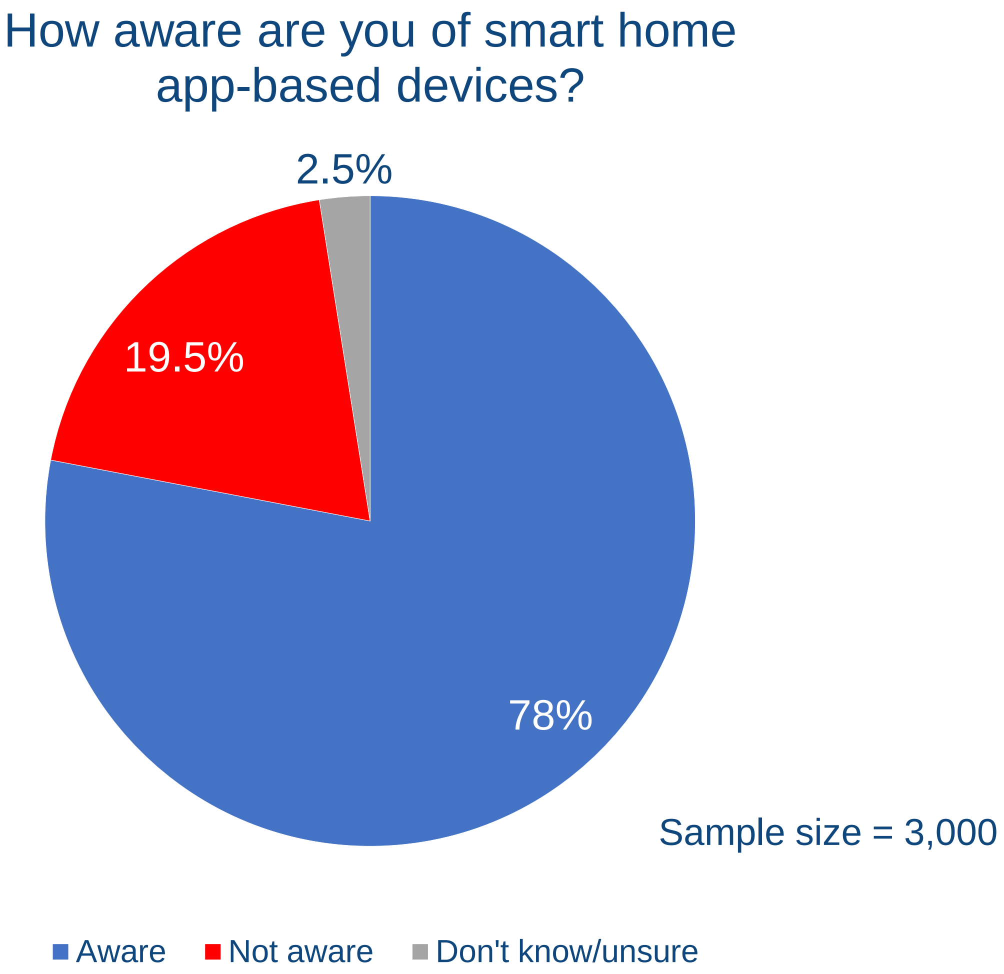
Who's Onboard?



Smart Home Devices:

App-Based Devices:

- Roughly three-out-of-ten customers (29.8%) either currently own or have previously installed a smart home app-based device in their home.
- More customers under 35 years of age have installed smart home app-based devices in their house (43.3%) than customers 45 years and older (19.3%).
- Fewer customers with household incomes less than $100,000 have installed a smart home app-based device (27.4%) than those with household incomes of $100,000 or more (46.3%).
- More customers who reside in urban neighborhoods have installed smart home app-based devices (40.5%) than customers residing in suburban (30.5%) or rural neighborhoods (22.9%).

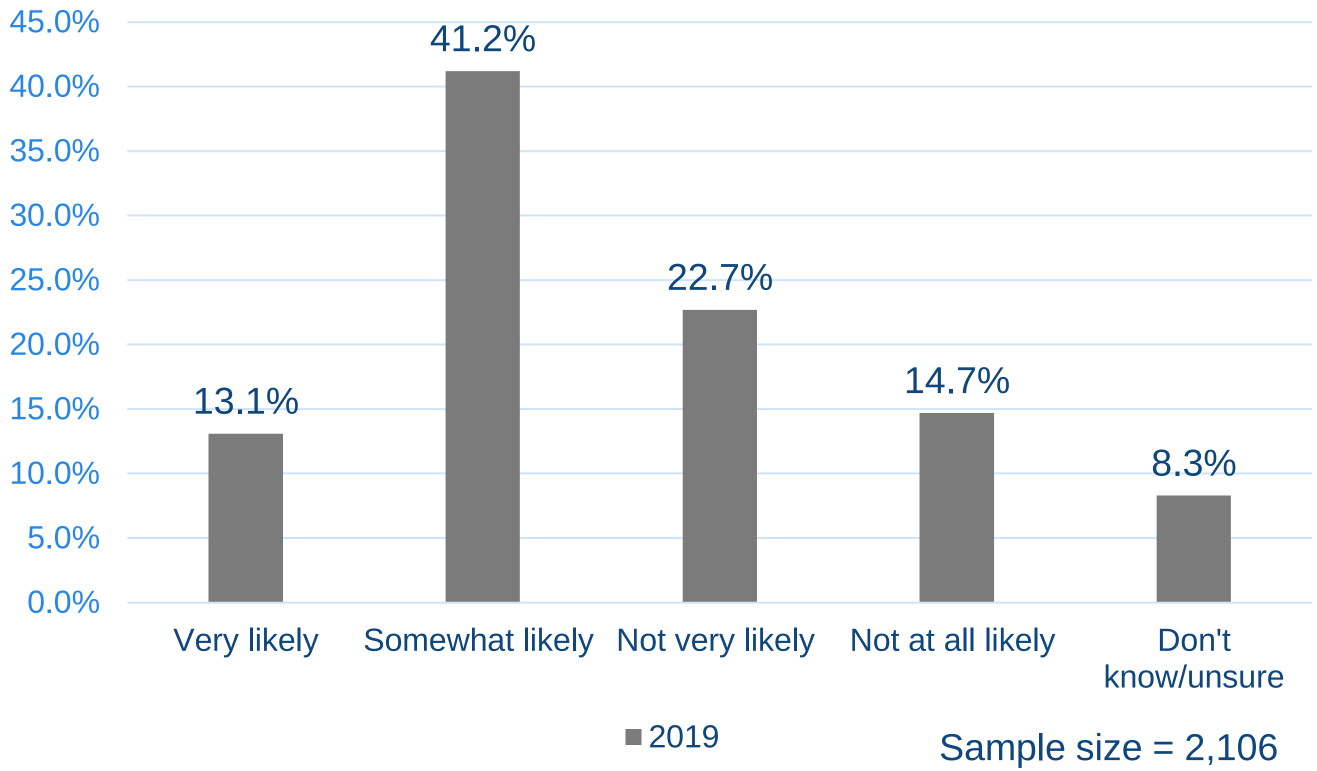


Smart Home Devices:

App-Based Devices:

- More customers who own their residence were concerned with the cyber risks of smart home app-based devices gathering information about their whereabouts (48.5%) than customers who rent their residence (38.0%).
- A greater percentage of female customers expressed concern with the cost of installing smart home app-based devices in their home (63.3%) than male customers (54.0%).

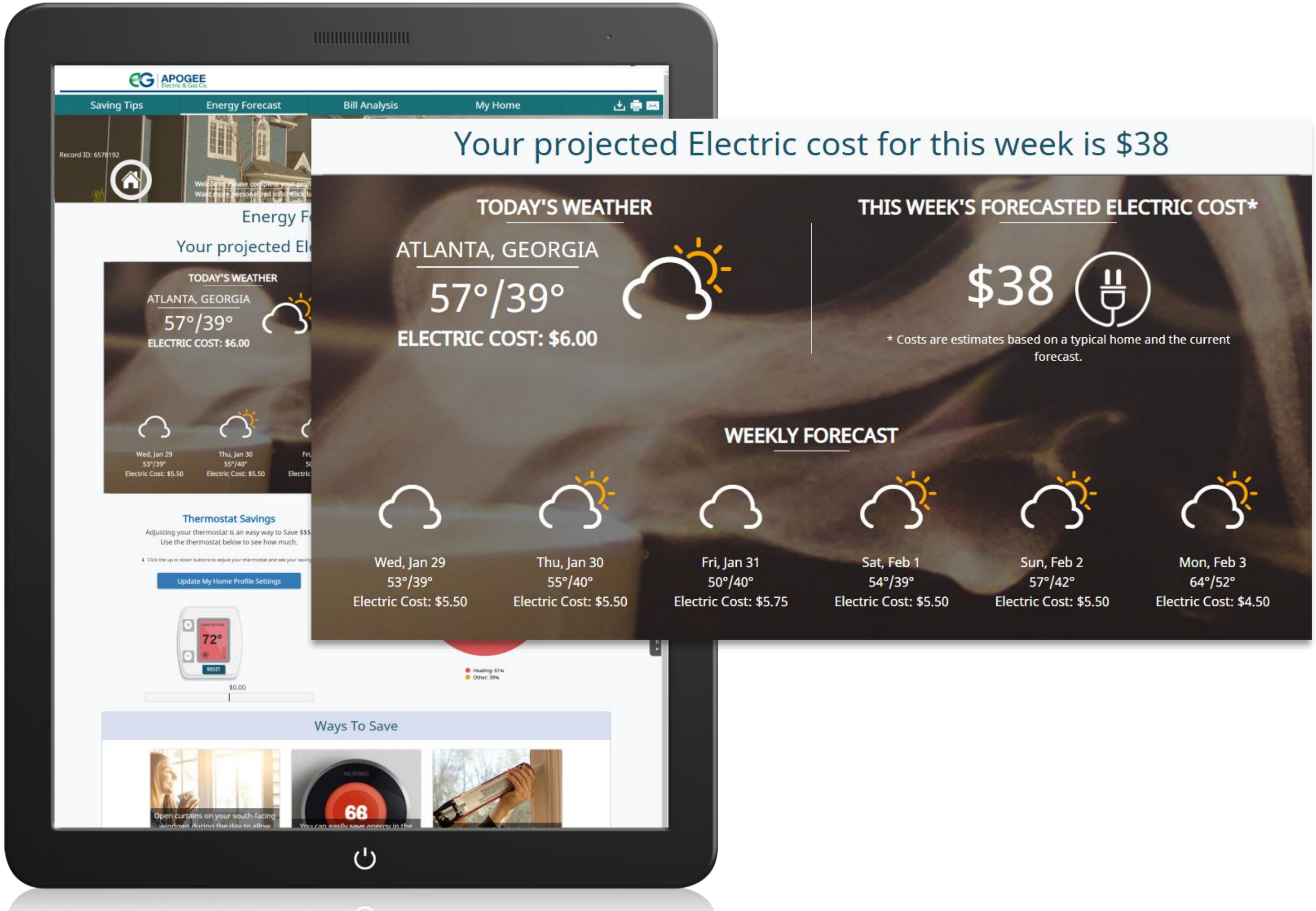
Based on the above description, how likely would you say you are to install a smart home app-based device in your house in the future?



Sample size = 2,106

Advanced Metering Infrastructure:

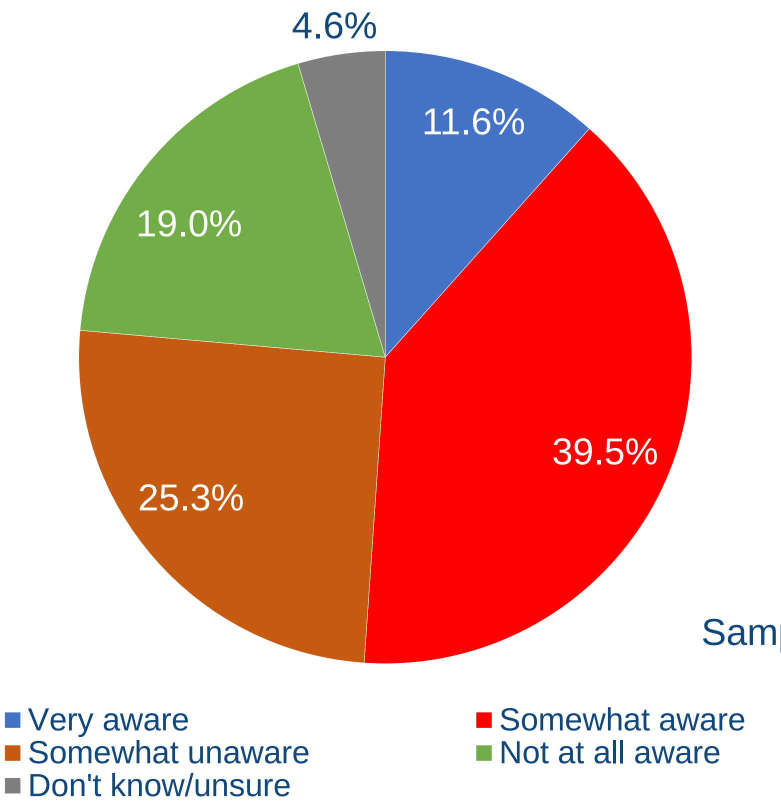
Strategies to Communicate the Benefits(?)



Advanced Metering Infrastructure:

- Just over one-quarter of customers (26.7%) said they are either “very” or “somewhat aware” of Advanced Metering Infrastructure, while 43.8% said they are “not at all aware.”
- More customers under 35 years old were aware of AMI (32.2%) than those 45 years and older (22.7%).
- More customers under the age 35 rated their utility as innovative and offering the latest technology (60.2%) than customers ages 45 years and older (51.7%).

How aware are you of new technology available in the electric utility industry? Would you say…

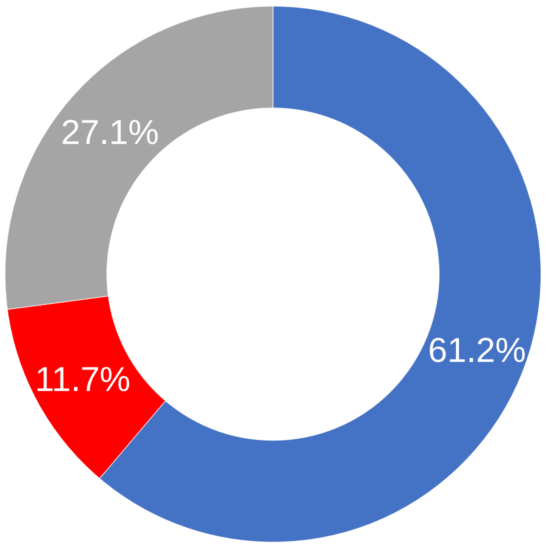


Sample size = 3,000

Advanced Metering Infrastructure:

- Top concerns of AMI preventing future usage included “the cost of equipment and installation” (47.0%) and “privacy issues regarding customer data collection” (36.4%).
- Of the features of AMI aimed at reducing customers’ electric bills, more customers found it important that AMI improves billing accuracy (87.8%) than the time-based rate options it offers for customers (70.3%).
- More customers 45 years and older (86.8%) found AMI’s ability to increase meter reading accuracy to be more important than customers under age 35 (76.9%).

Do you perceive the implementation of AMI in your household would help you manage your energy consumption and reduce your electric bill?



Sample size = 3,000

Insight to Recent Trends:

Know Your Audience

- GreatBlue is your "Go-To" for data
- Trends to be mindful of:
  - Internal customer vs. External customer
  - The need to keep up with constantly changing technologies to remain relevant
  - Increasing satisfaction levels to drive support
- Data is getting cheaper and better
- The value of utility communication

Turning Data into Strategic Customer Engagement APOGEE®

- Providing content for smart speaker apps like Alexa
- Use AMI data to analyze bills and recommend new rate plans
- Communication in general to build relationships and engage with customer with an ongoing dialog.

Questions?


FAQ Choose
what who Service where How Ideas
Problems FAQ Ideas when Exploration
How Who Where Inspiration
Who ? What
Which
Where Question How Which
FAQ Why Heap FAQ Choose
Exploration Lost Confusion
Help
Concepts

Thank You!

APOGEE
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