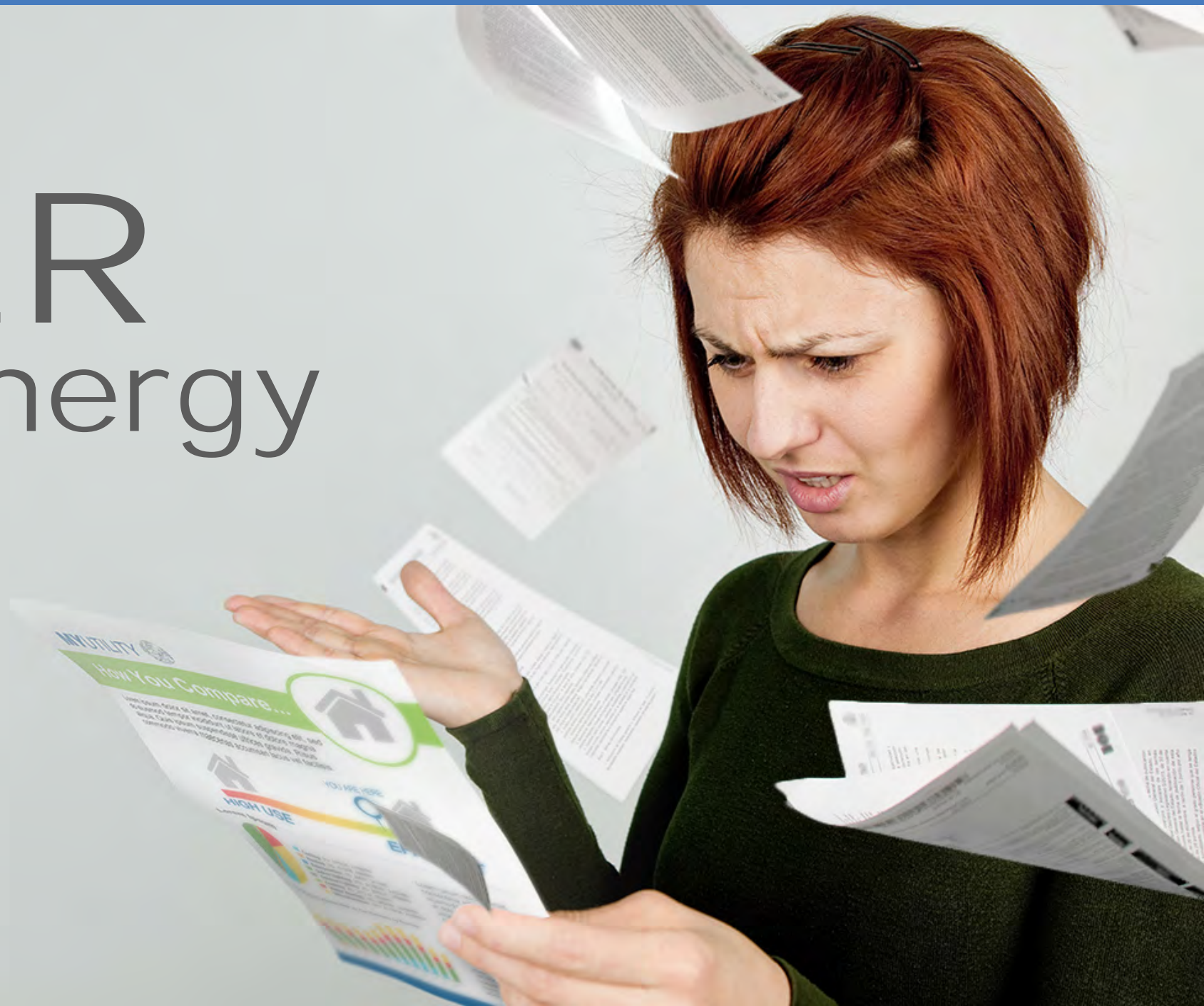


# AFTER

## Home Energy Reports





**Susan M. Gilbert, CEO, Apogee Interactive, Inc.**



Susan Gilbert is Chief Executive Officer and Co-Founder of Apogee Interactive, Inc. Susan's life-long interest and passion is energy stewardship through education about wise energy use and energy efficiency -- through utility and educational channels.

Susan leads the company in delivering best-in-class Internet-based energy analysis and data presentment applications including Energy Advisor Enterprise, Envoy Outbound Communication, EPIC (Energy Platform for Information and Communications), Field Audit Tools, Energy Libraries and a Kid's Korner energy education website. Through her leadership, the firm, its people and its products, have achieved national recognition for analytical superiority, cutting-edge innovation, and excellence in performance and customer service.



**Stephanie Knight, Key Account Manager**

Stephanie serves utilities from the Midwest to the Pacific Coast. With a diverse set of skills in management, communication, and leadership, she provides the highest level of customer service, while building lasting relationships with her clients. Stephanie has a passion for developing and deploying strategic plans 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 BBA in Business Management.



**Neil Strother, Principal Research Analyst**



Neil Strother is an associate director in the Energy practice. Neil's current work focuses on smart metering technologies, home energy management, and the related business practices. In addition, he helps guide primary research into consumer attitudes surrounding smart grid products and services and has conducted research on the impact of social media tools in the utility industry.

Neil has more than 12 years of market research experience, including wireless communication trends for carriers, devices, media and marketing. Previously, he was a senior analyst with Pike Research when the firm was acquired by Guidehouse in July 2012.



- ▶ Software as a Service (SaaS) provider focused on three major utility initiatives:



Customer Engagement



Customer Satisfaction



Program Participation

- ▶ Best in class Data Analytics
- ▶ Providing Consistency, Building Customer Trust



**Who We Are**  
Leading the market in customer engagement

In our **27<sup>th</sup>** year

Serving  
**HUNDREDS**  
of utilities, reaching  
**MILLIONS**  
of customers





Premier market intelligence  
and advisory team

Providing emerging  
technology research, data,  
benchmarking

Guiding clients through  
uncertainty and risk toward  
market opportunities

## Neil Strother

Nineteen years in market intelligence

Focus on emerging tech:

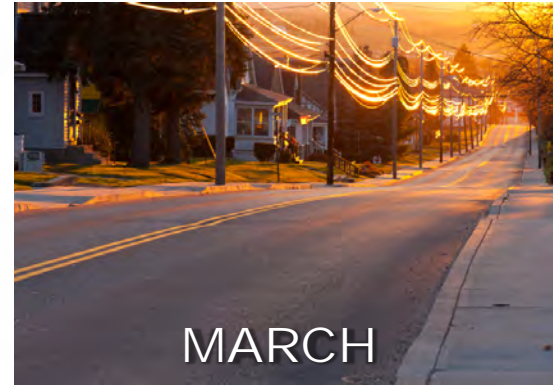
- Home energy management (HEM)
- Internet of Things (IoT)
- Smart home, smart buildings
- Customer engagement
- Wireless communications
- Smart grid



JANUARY



FEBRUARY



MARCH



APRIL



MAY



JUNE



JULY



AUGUST



SEPTEMBER

# Agenda

1.  
Background  
on HERs

2.  
Why  
Change?

3.  
Education  
Eclipses  
Guilt

4.  
Relevance  
is Key  


5. *What do  
Customers  
Want from  
Utilities?*



6.  
Personalization  
Methods

7.  
Multi-Channel  
Approach



8.  
Continuous  
Optimization

# In the Beginning...

- 2007 POSITIVE ENERGY Founded
- POSITIVE ENERGY® Registered Trademark OG&E
- Renamed Opower
- 2009 SMUD Project with Navigant (now Guidehouse) M&V Study



# Behavior Programs are Born

## Measurement & Evaluation Results

- Small but measurable 1-2%
- Lasting 12 – 18 Months

## Founders Convinced PSCs Require IOUs to Mail Reports to Every Home



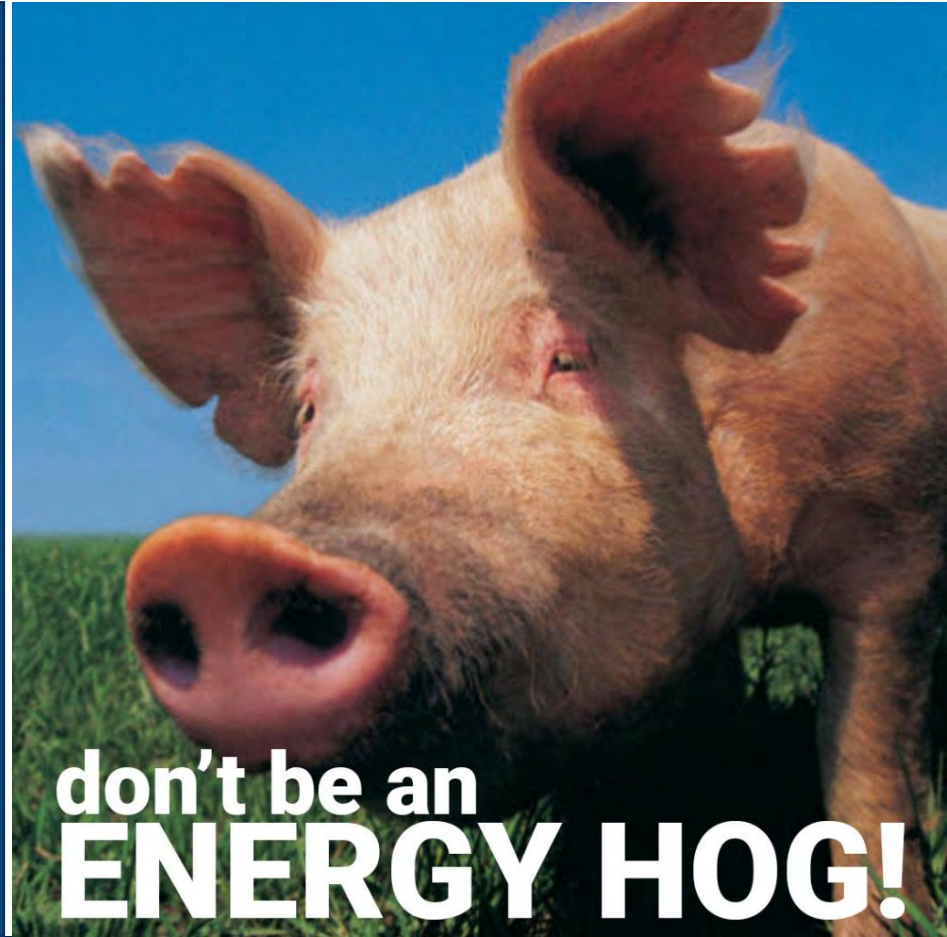
- Costly
- Violates Environmental/Green Initiatives
- Printing and Mailing Paper?
- But it was Mandated...



# Greed & Guilt Do Influence Behavior

**GREED IS GOOD!**

**GUILT FOR ENERGY HOGS!**



GREED

GUILT

# What's NOT to Like...

## **Message Fatigue**

People begin ignoring and don't react

**Scolding** People don't like being shamed

## **Mis-timed**

Information arriving days or weeks late



# Moving On...

- 10 Years of HERs
- Tired Concept
- Expensive for Short Duration of Small Impact
- Environmentally Unfriendly to Print and Mail
- Experiences with Leaders Raise the Bar
- Customers Care How ***Their*** Home is Doing Relative to How it Could Be Doing
- Shown to Have ***Negative*** Correlation with Promoting Program
- Customers Expect Better
- What we hear...

*"Why do you keep sending me letters comparing me to my neighbors? I did not request them and find it offensive."*

*"Who gave you permission to use my private information in this way?"*

*"Why are you wasting money mailing me paper separate from the bill?"*

*"Energy Shaming from the power company! I didn't ask for this."*

# Education Eclipses Guilt

- ✓ Proven results  
3½ to 4%  
reduction  
in energy use
- ✓ Cost-Effective
- ✓ Self-Service
- ✓ Available 24/7




- ✓ Residents learn
- ✓ Lessons pass to  
future generations

# Take-Aways from Leaders




# American Express - Avg 6 Messages/Month

## Statement Dropped



Traditional Gold Card  
ACCOUNT ENDING: 12345

Dear SUSAN M GILBERT,  
**Your July 2020 statement is ready**

 **GO PAPERLESS** for added safety and security.


Statement Balance:	\$788.82
Payment Due:	\$60.00
Payment Due Date:	Sat, Aug 22, 2020

[View Your Statement](#)

[Make a Payment](#)

The information above reflects the amounts included on your most recent billing statement.

## Two-Week Out Reminder



Traditional Gold Card  
ACCOUNT ENDING: 12345


Dear SUSAN M GILBERT,  
**Reminder: Your payment date is approaching**

Statement Balance:	\$788.82
Payment Due:	\$60.00
Payment Due Date:	Sat, Aug 22, 2020

[View Your Statement](#)


This courtesy alert is for convenience only and does not change your payment obligations. Payments received after 8:00 pm MST may not be credited until the next day.

## Payment Received



Traditional Gold Card  
ACCOUNT ENDING: 12345

Dear SUSAN M GILBERT,  
**Thank you for your payment**



**We received your payment.**

You're all set. You can view your updated balances online. Don't see the deduction in your bank account? The withdrawal date will vary depending on your bank. Please check with your bank if you have any questions.


Payment Amount:	\$60.00
Received on:	Aug 20, 2020

[View Account](#)

Thank you for your Card Membership,  
**American Express Customer Care**

# Relevant is Key

## Charge > Threshold



**AMERICAN EXPRESS**

TRADITIONAL GOLD CARD  
ACCOUNT ENDING: 12345

Dear SUSAN M GILBERT,  
**There was a large purchase on your Card**

As you requested, we're letting you know that this purchase was more than \$500.00.

You can [change the dollar amount](#) of these large purchase notifications online.

---

**METLIFE AUTO HOME** **\$547.32\***


Thu, Jul 30, 2020

\*The amount above may not reflect the final amount as some merchants issue a pre-authorization charge.


You can [track this pending charge online](#) and be notified when the final amount is posted to your account.

If you still have questions about this transaction, we suggest contacting the merchant directly.

## Merchant Credit



SUSAN M GILBERT  
Account ending: 12345



**i** Your account has been credited

[Here's more information about any merchant credits you received](#)

MACYS NORTHLAKE (GA) 0000	<b>-\$19.44</b> Jul 28, 2020
---------------------------	---------------------------------

Expecting a credit you don't see here?

Know that returns and credits can take up to 10 business days from the time the merchant accepts them to the time they post to your account—and show up in your balance.

[View your account](#)


You can always view your account online

Check your spending power, make a payment, and more. [Just log in to your account online now.](#)

[Helpful links](#)


## Used Reward Points

Thank you for using Membership Rewards® points




Hello, SUSAN M GILBERT  
Account Ending:12345



[View Account](#) [Make a Payment](#) [Manage Alerts Preferences](#)



**Congrats!**

YOU JUST USED POINTS FOR YOUR ORDER AT



# Amazon

## Make It Easy

Your Account • Your Orders

### Your Orders


Search all orders  Search Orders

Orders Buy Again Open Orders Digital Orders Amazon Pay Cancelled Orders

13 orders placed in past 3 months

ORDER PLACED	TOTAL	SHIP TO	ORDER # 111-XXXX-XXXXXXX
August 18, 2020	\$31.30	Susan Gilbert	<a href="#">Order Details</a> <a href="#">Invoice</a>


**Delivered Thursday**  
Package was left inside the residence's mailbox

 **Ultimate 10ft Lightning Cable, Apple MFi Certified, iPhone Charger Cable 10 Foot, USB Cord Compatible with iPhone 11 Pro Max XS XR X 8 7 6S 6 Plus SE iPad AirPods**  
Sold by: TheUltimateBundle  
Return eligible through Sep 20, 2020  
**\$13.99**

[Buy it again](#) [View your item](#)

[Track package](#)  
[Return or replace items](#)  
[Share gift receipt](#)  
[Leave seller feedback](#)  
[Write a product review](#)

**Delivered Friday**

 **Nekmit Dual Port Ultra Thin Flat USB Wall Charger with Smart IC, White**  
Sold by: Nekmit Compact  
Return eligible through Sep 20, 2020  
**\$14.99**

[Buy it again](#) [View your item](#)

[Track package](#)  
[Return or replace items](#)  
[Share gift receipt](#)  
[Leave seller feedback](#)  
[Write a product review](#)

## Provide Updates

Subject	Received
Still arriving today: Nekmit Dual Port Ultra Thin...	Fri 8/21/2020 5:03 AM
Still arriving today: Nekmit Dual Port Ultra Thin...	Thu 8/20/2020 8:24 AM
Your Amazon.com order #111-4882700-7061807 has shipped	Wed 8/19/2020 3:30 PM
Your Amazon.com order #111-4882700-7061807 has shipped	Wed 8/19/2020 3:20 AM
Your Amazon.com order #111-5872420-0855456 has shipped	Tue 8/18/2020 11:59 AM
Your Amazon.com order #111-9451161-0473841 has shipped	Tue 8/18/2020 8:37 AM
Your Amazon.com order #111-6216049-6435408 has shipped	Thu 8/6/2020 5:22 AM
Your Amazon.com order #111-9692499-8523462 has shipped	Sun 8/2/2020 9:07 PM
Your Amazon.com order #111-9601522-9841027 has shipped	Mon 7/27/2020 12:28 PM
Your Amazon.com order #111-4513542-7858642 has shipped	Mon 7/27/2020 12:02 PM
Your Amazon.com order #111-5992725-6361851 has shipped	Wed 7/22/2020 3:29 PM
Now arriving today: Sonos Move ...	Mon 7/13/2020 1:07 AM

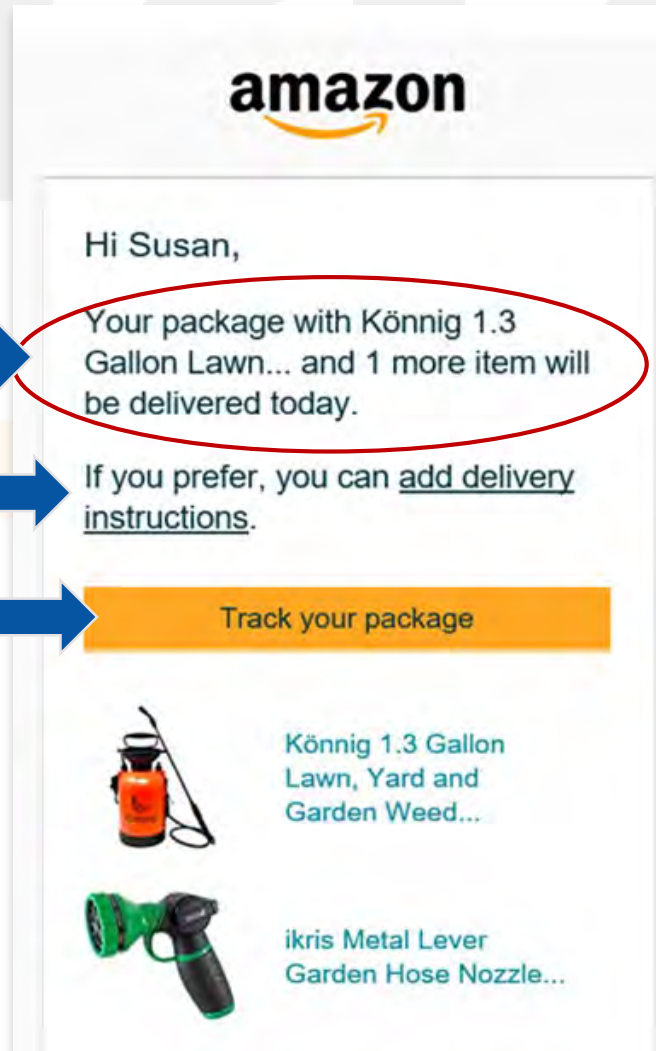


# Timely & Personal

Provide **Timely Updates**

Make them **Useful**

Further **Engage w/ Links**




amazon


Hi Susan,

Your package with König 1.3 Gallon Lawn... and 1 more item will be delivered today.

If you prefer, you can [add delivery instructions](#).

[Track your package](#)

 König 1.3 Gallon Lawn, Yard and Garden Weed...

 ikris Metal Lever Garden Hose Nozzle...

Amazon Delivery



Joel Gilbert  
To: Susan Gilbert



**Delivered**

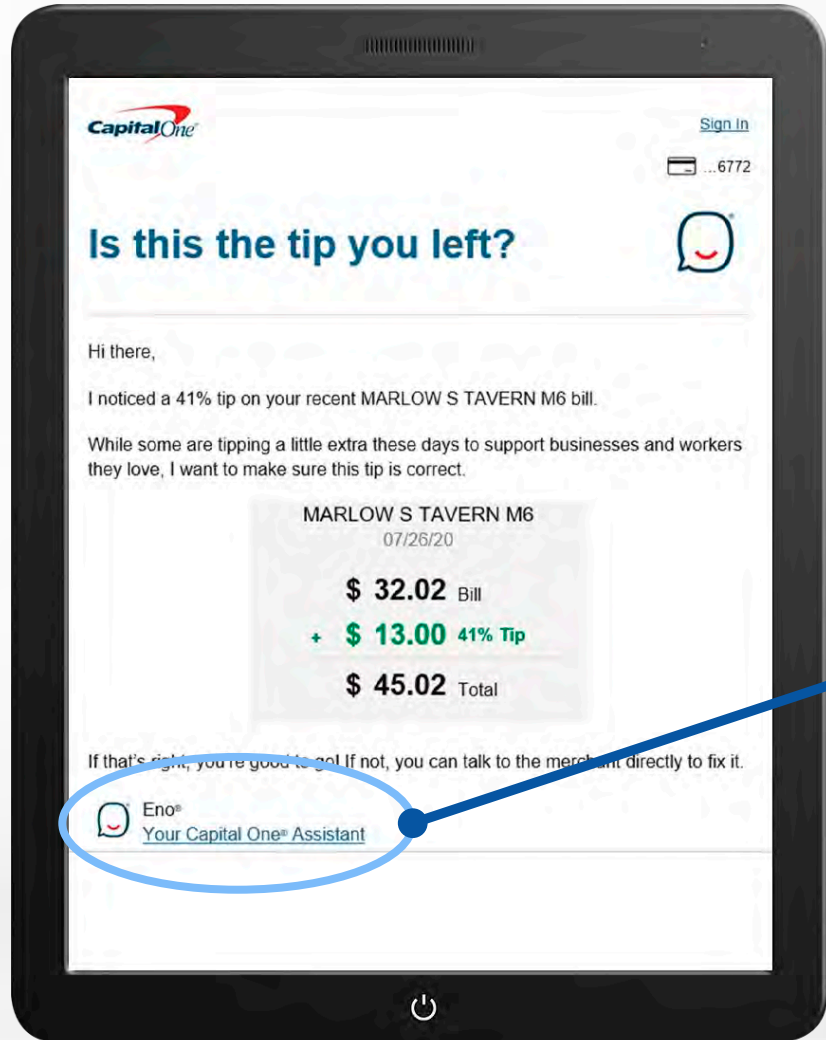
Joel Gilbert  
5178 MOUNTAIN SHADOW LN  
STONE MOUNTAIN, GA 30087-2134  
[See all updates](#)



Delivery by Amazon

Tracking ID: TBA100251527901

# Helpful Information



Eno is everywhere you are



Your Phone



Your Browser



Your Messages



Your Inbox



Your Watch

# Ongoing Engagement

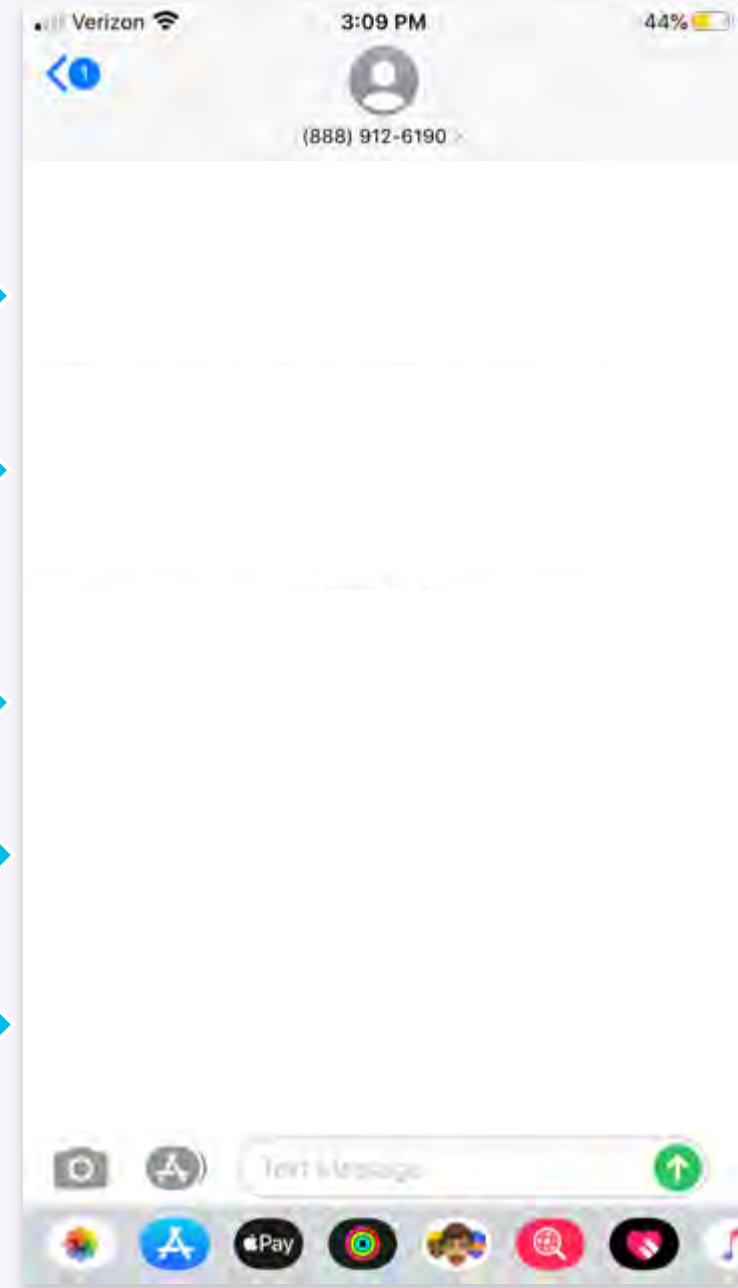
Initial outreach on my preferred communication method →

After consultation, personalized follow-up text →

Additional appointment was needed →

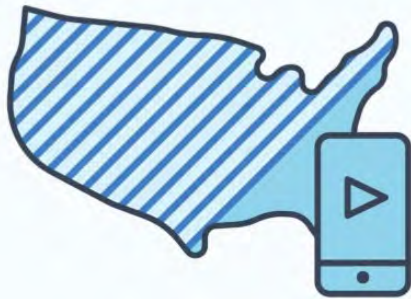
Timely notification that someone was about to call →

After consultation, a follow up text was sent that a new email message was added to the account →



# Use Video ... Key Video Statistics

## Internet Users Everywhere Enjoy Video Content



**85%**

of all internet users in the United States watched online video content monthly on any of their devices.

(Statista, 2018)

## Video as a Powerful Marketing Tool



**87%**

of marketing professionals use video as a marketing tool.

(Wyzowl, 2019)

## Demand for Video Content is Increasing

**54%**

of consumers want to see more video content from a brand or business they support.

(HubSpot, 2018)



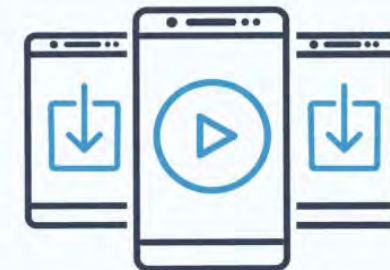
## Video's Role in Internet Traffic

In 2022,

**82%**

of the global internet traffic will come from video streaming and downloads.

(Citco, 2019)

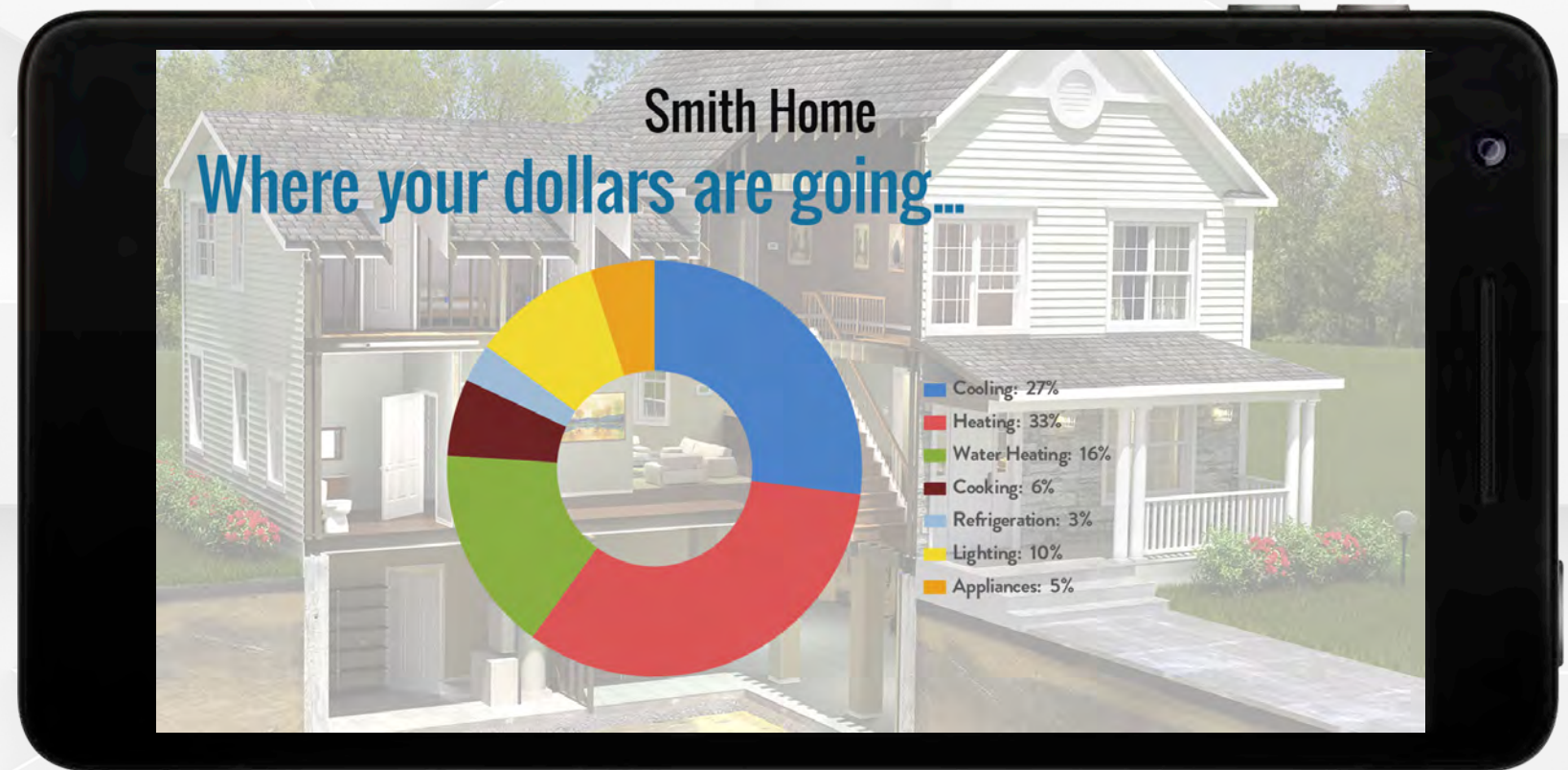


# Achieving Relevance

**W**hat's  
**I**n  
**I**t  
**F**or  
**M**e?

# Personalize It!

- Annual Use Disaggregated by End Use
- For YOUR Home!
- Shown as % of Total
- Computes Dollarized Savings for Recommendations



# Annual Energy Summary Video



# YOUR Bill Explained

- Four Possible Scenes May Play
- Showing Impacts of:
  1. Weather
  2. Days of Service
  3. Rate Change
  4. Behavior
- Arrives About Time of Bill
- Reduces Calls by 15%
- Promotes Payment Options



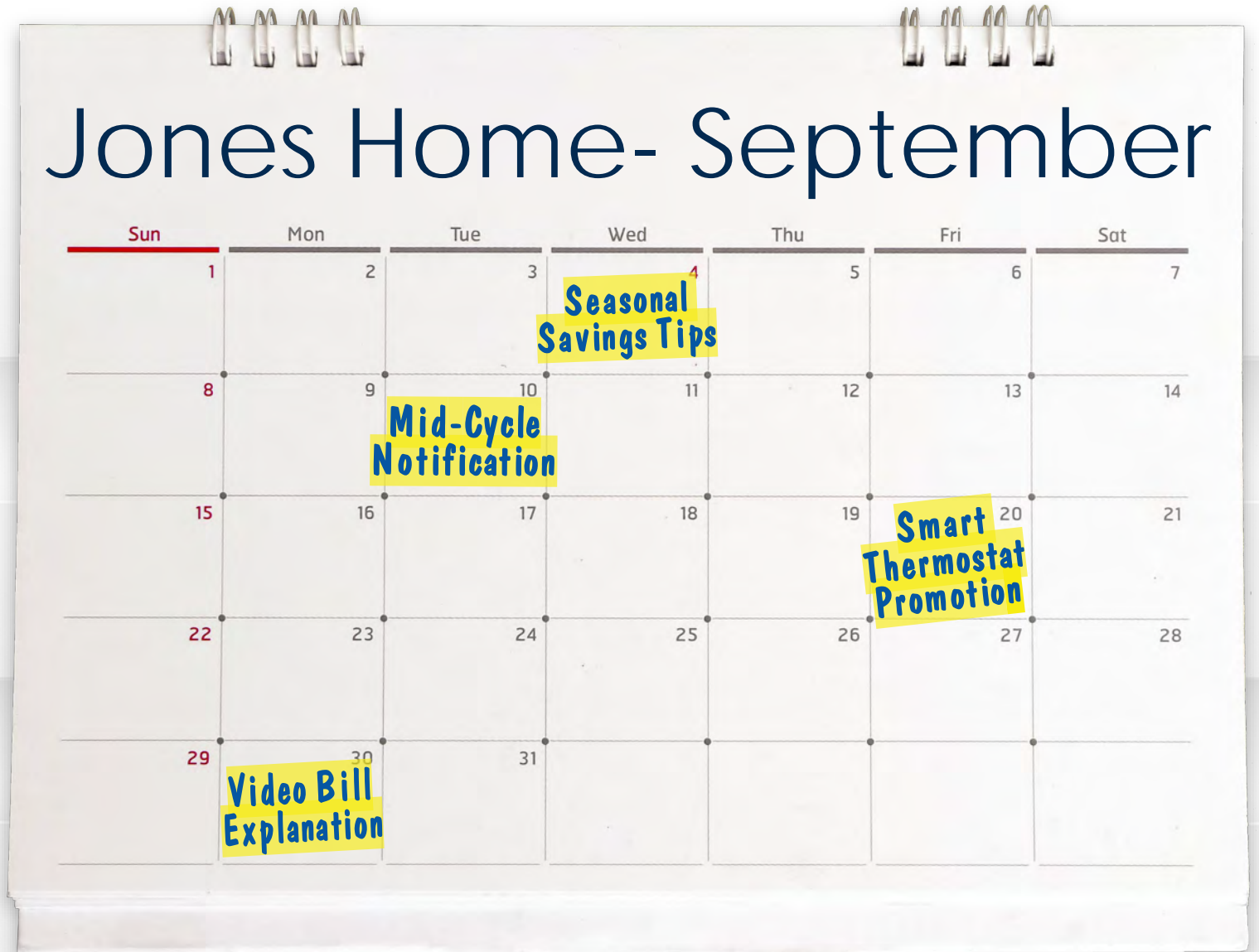


# Targeted Messaging Campaigns

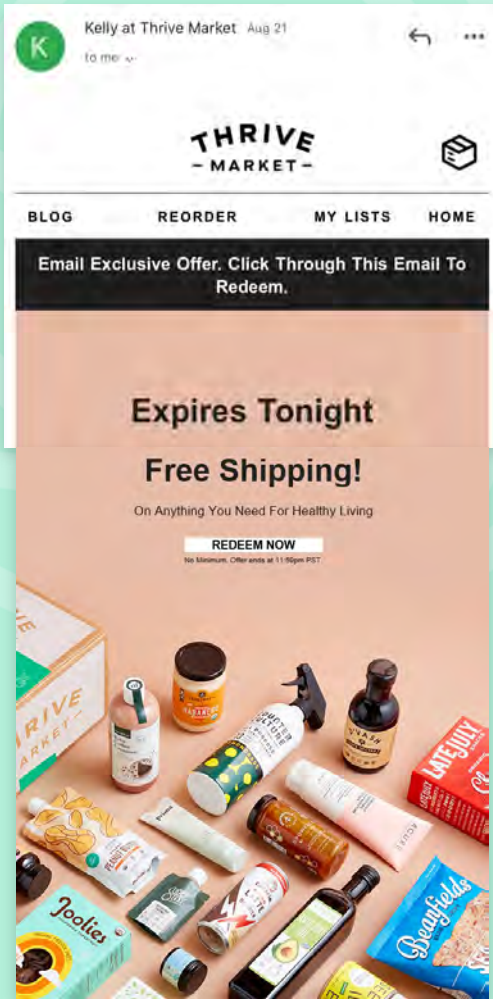
## Smith Home- September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3 EV Promotion	4	5	6	7
8	9	10	11	12	13 Mid-Cycle Notification	14
15	16	17	18 TOU Rate Outreach	19	20	21
22	23	24	25	26	27	28
29	30	31 Video Bill Explanation				





# Targeted Messaging Campaigns







# Automated Marketing- Thrive Market



**RECOMMENDED FOR YOU**

 <p><b>PRIMAL KITCHEN</b> Organic Unsweetened Ketchup</p>	 <p><b>THRIVE MARKET</b> Organic Original Coconut Wraps</p>
 <p><b>LAKANTO</b> Monkfruit Sweetener, Classic</p>	 <p><b>THRIVE MARKET</b> Organic Coconut Cream</p>

**READY TO RESTOCK?**

 <p><b>LILY'S SWEETS</b> Stevia Sweetened Dark Chocolate Chips</p>	 <p><b>CALIFIA FARMS</b> Cold Brew Coffee Concentrate, Unsweetened</p>
 <p><b>PRIMAL KITCHEN</b> Ranch Dressing with Avocado Oil</p>	 <p><b>DOCTOR IN THE KITCHEN</b> Flackers - Sea Salt Flax Seed Crackers</p>

[Shop past purchases](#)

# What Do Customers Want?



IMMEDIATE  
INFORMATION



DETAILED  
INFORMATION



ACTIONABLE  
INFORMATION

# Relevance is Key

- ✓ Outage & Payment
- ✓ Why Bill Changed Over Last Month
- ✓ Help Lowering Bills
- ✓ Alert of Higher Than Usual Bill
- ✓ How Their Home is Performing
- ✓ Alert to Possible Problem Trending
- ✓ Special Offers
- ✓ Storms
- ✓ Beat-the-Peak



# Tell Them Something Interesting

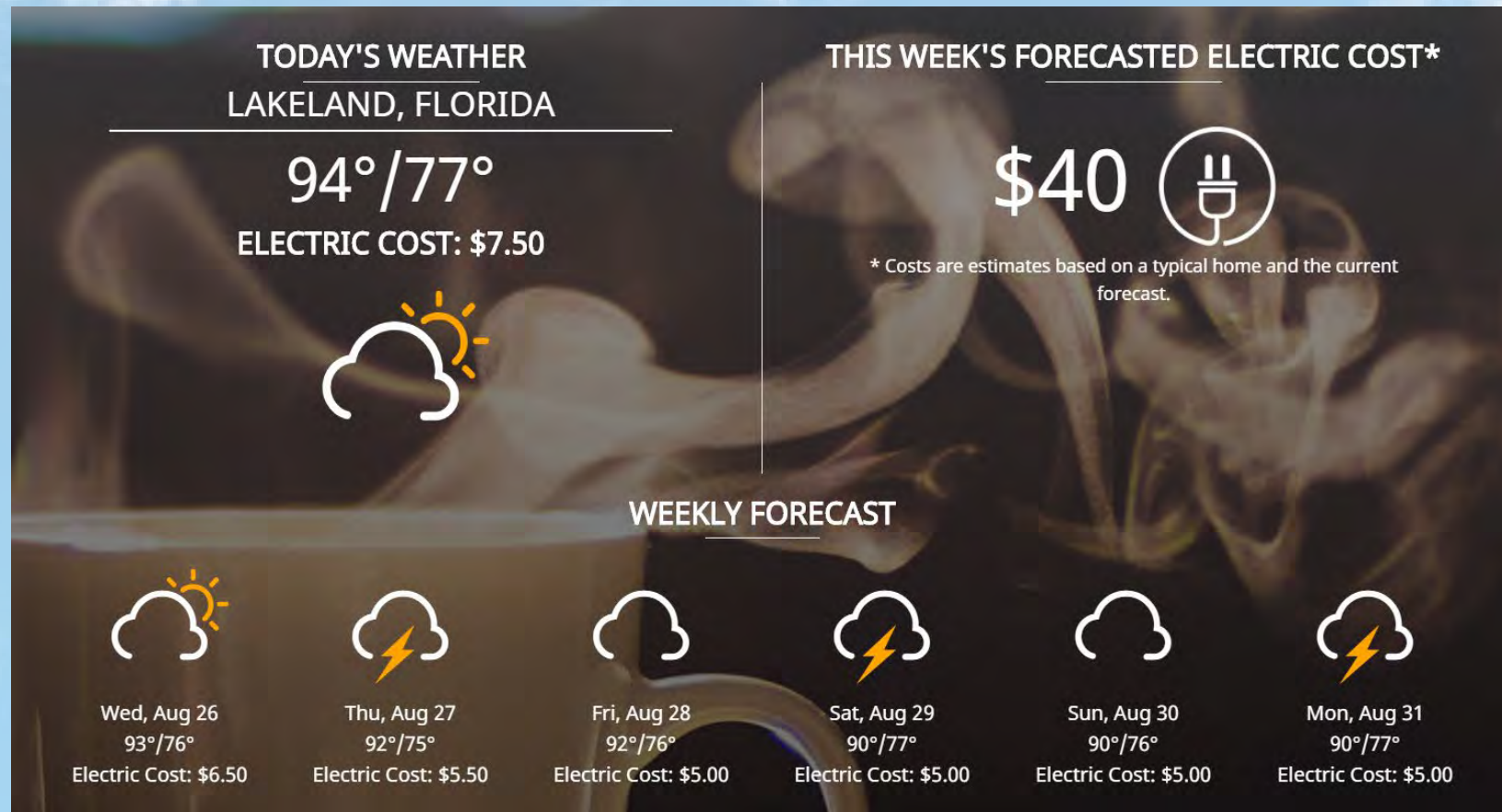
Forecast energy cost  
in the context of  
the weather



Monthly energy use  
vs.  
Daily  
Weekly

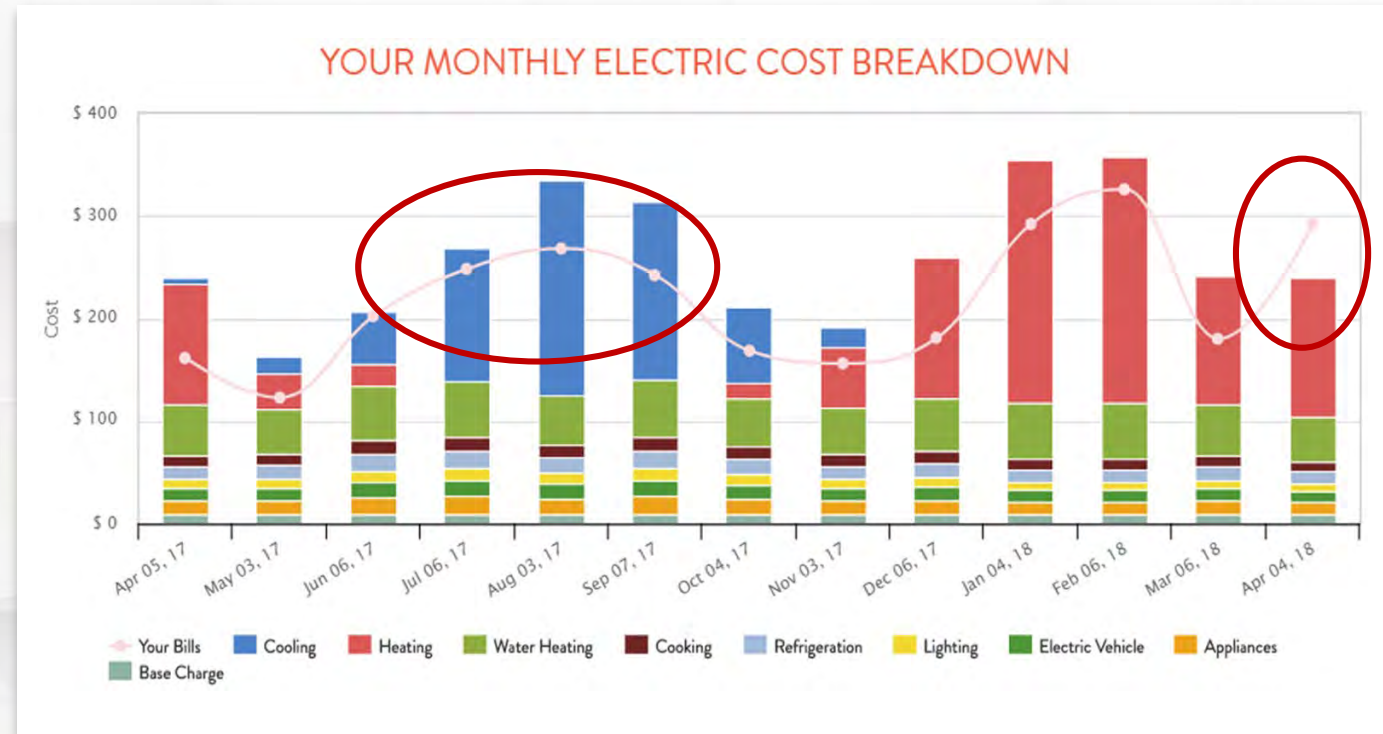


Avoid high bill calls  
by educating customers



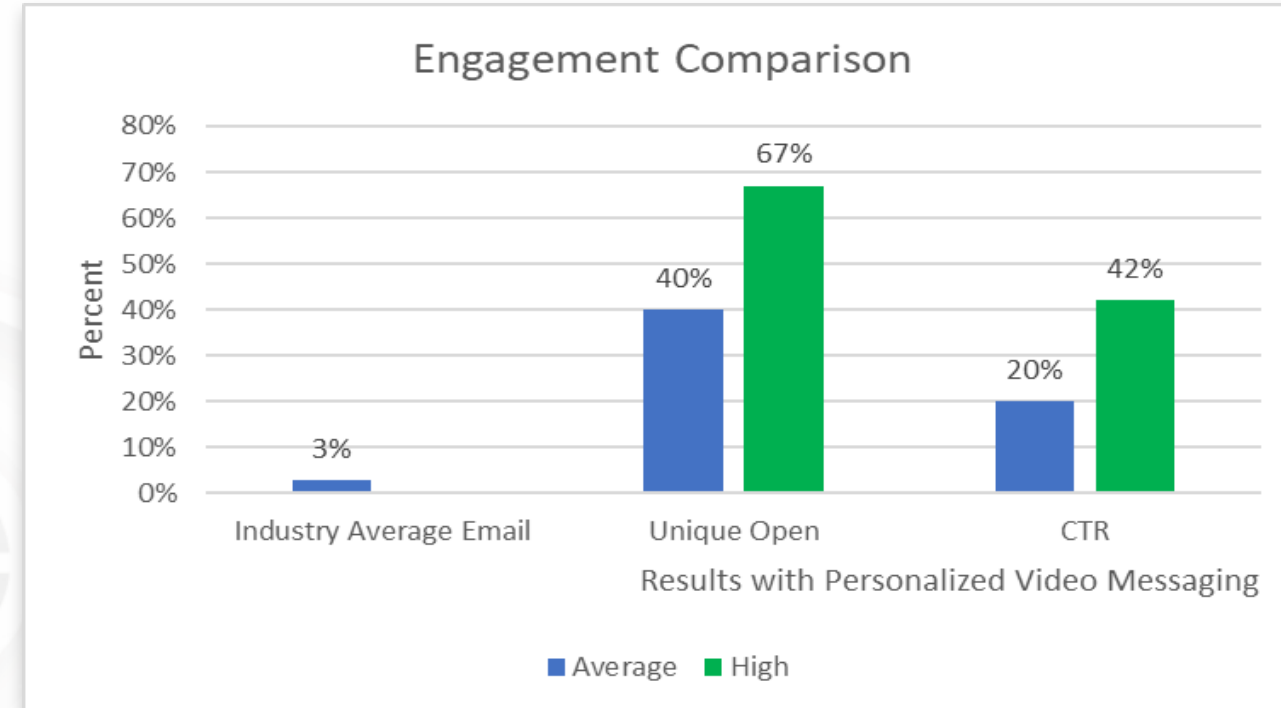
# Personalization Techniques

- Disaggregation by End Use
- AI Detects Problems
- Targeting for Specific Criteria
  - Conservative AC Use
  - High HVAC Use
  - Higher Than Usual Bills
  - Other Information (e.g. Tax Records)
- All Possible w/ Billing Data
- AMI Good for Refinement



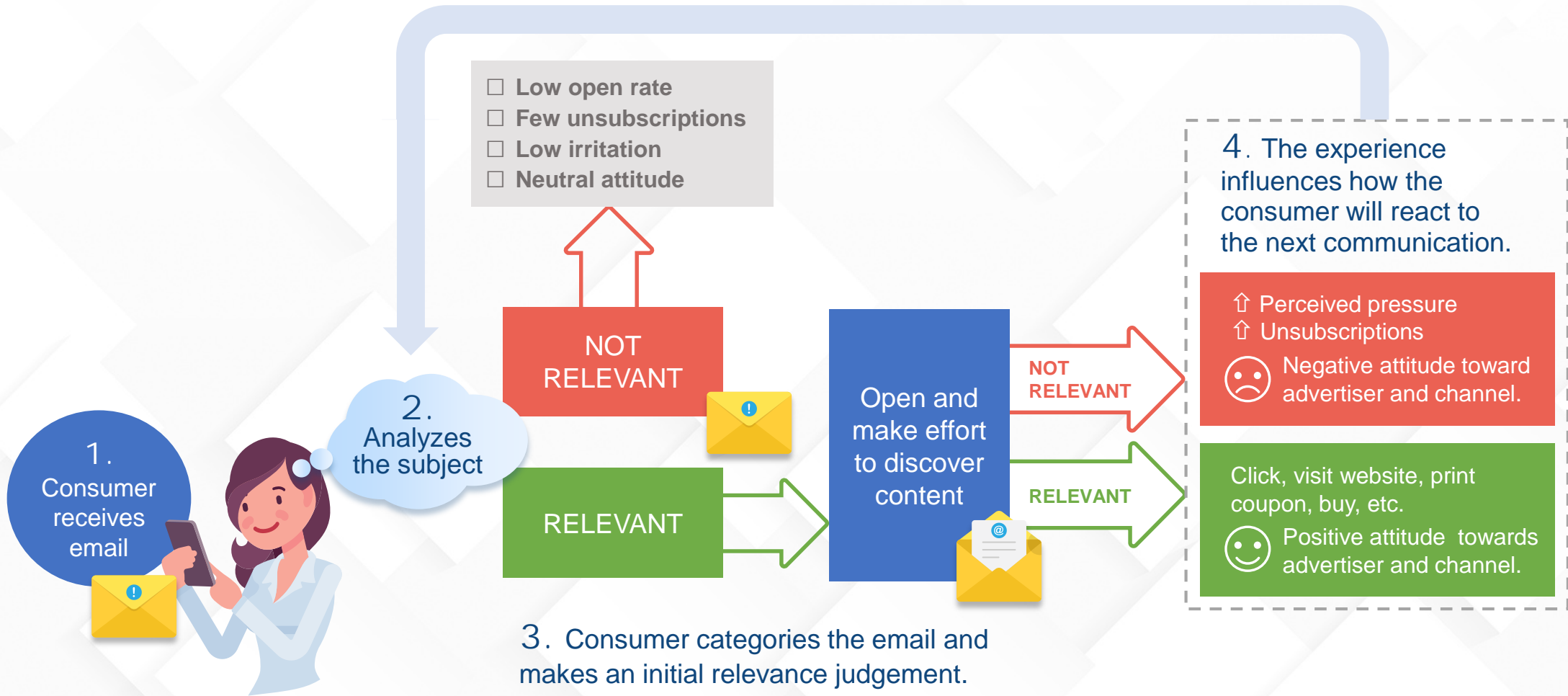
# Continuous Improvement

- Use A/B Testing to Learn
  - Strong Subject Lines Matter
  - Time of Day
  - Day of Week
- Advantage: Digital Engagement permits Measuring Effectiveness
- Plan Metrics of Success and Goals
- Unique Open 22x more impact
- CTRs for Video Bill 14x more impact





# Avoiding Message Fatigue



# Wrap-Up

- ✓ Background on HERs
- ✓ Why Change?
- ✓ Education Eclipses Guilt
- ✓ Lessons from Leaders
- ✓ Relevance is Key
- ✓ What do Customers Want?
- ✓ Personalization Methods
- ✓ Multi-Channel Approach
- ✓ Continuous Optimization



# Questions



CHILD OR ANIMAL ON SCREEN	UNMUTE YOURSELF!	CAN YOU SEE MY SCREEN?	RANDOM PERSON WALKING IN BACKGROUND.	NO, IT'S STILL LOADING
YES, MY CAMERA WORKS, I AM HAVING A BAD HAIR DAY	SOMEONE DRINKING COFFEE ON SCREEN	UH _____ YOUR MIC IS STILL ON	YOU ARE ON MUTE	CAN YOU TURN OFF THE SPOT-LIGHT BEHIND YOUR HEAD THAT IS BLINDING US?
HOW DO I SHARE MY SCREEN?	SORRY I'M LATE (INSERT LAME EXCUSE)	HI, WHO JUST JOINED?	IS _____ ON HERE?	ROAD NOISE, PLEASE MUTE
CAN YOU SEE ME?	WAVES AT NEW PERSON ARRIVING	CAN YOU EMAIL THAT TO EVERYONE	ARE YOU AT THE BEACH OR IS THAT A VIRTUAL BACKGROUND?	CAN EVERYONE GO ON MUTE?
TALKING WHILE ON MUTE	BARKING DOG IN BACKGROUND	SOMEONE EATING ON SCREEN	VIDEO ON AND NO ONE IS THERE!	SORRY, I LOST MY INTERNET

# APOGEE VIDEO CONFERENCE BINGO

# Contact Us



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678.684.6800 x840



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[neil.strother@Guidehouse.com](mailto:neil.strother@Guidehouse.com)

206.302.4033

Thank You!