

# Techniques for Achieving Cost-Effectiveness

Presented by  
**Susan Gilbert, CEO**



# Digital Engagement's Key Role in Cost Effectiveness

- New Digital Relationships Forming
- Causing Massive Upheaval
- Remember taxis?
- Whoever gets customer trust wins
- Utilities have leg up – *for now*
- **Opportunity:**

Use EE and DR as *reason* to be digitally connected, trusted energy partner.





# Improving Program Cost Effectiveness

## 3 Steps

1. **Better Targeting** –  
Using the data you have
2. **More Personal** –  
Relevant, Pushed, Timely
3. **Higher Impact** –  
Deeper, more persistent results

## Collateral Benefits

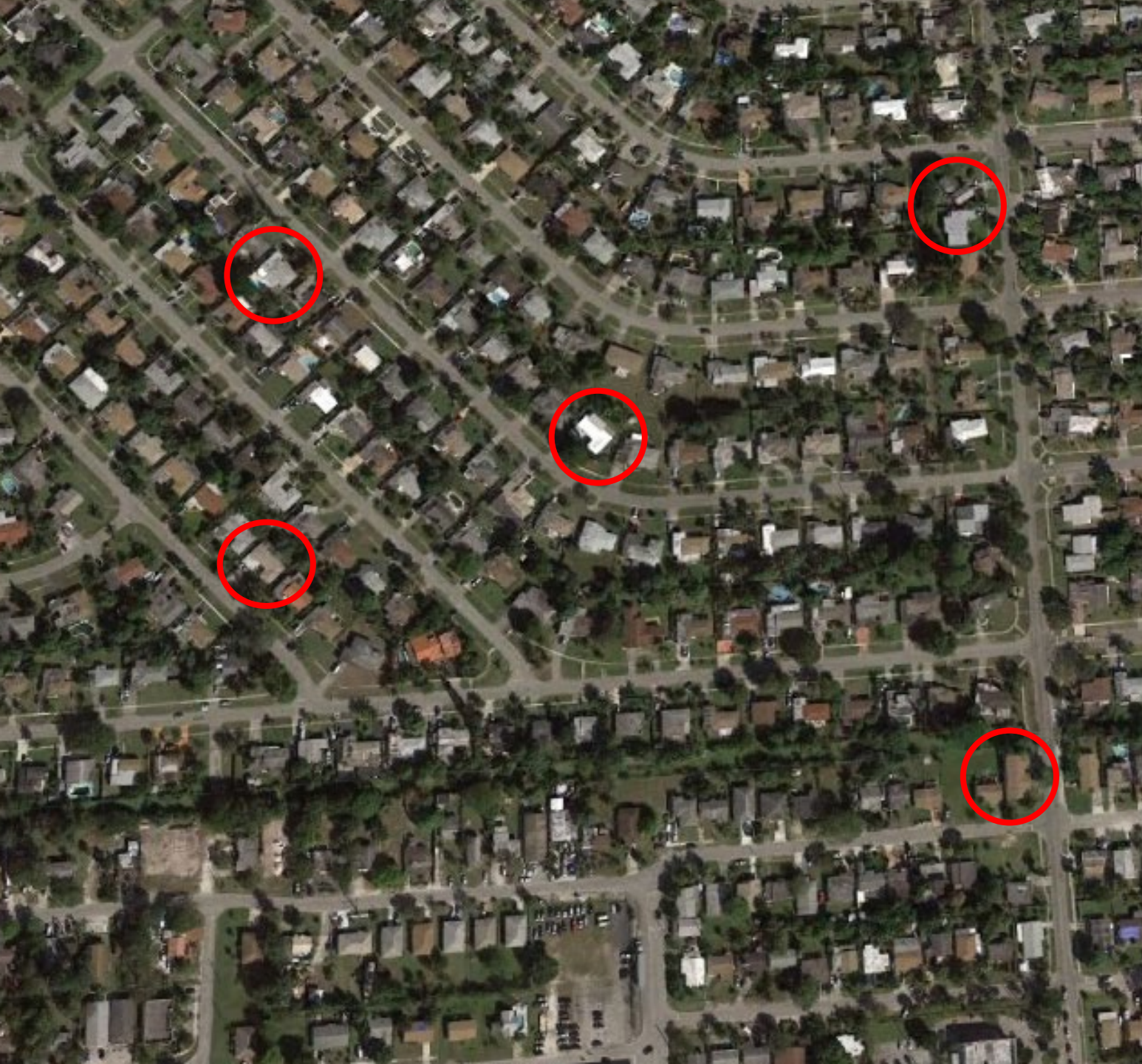
- Lower cost to serve w/ Ongoing Digital Engagement
- Fewer high bill calls
- Higher customer satisfaction
- Increased revenue program uptake





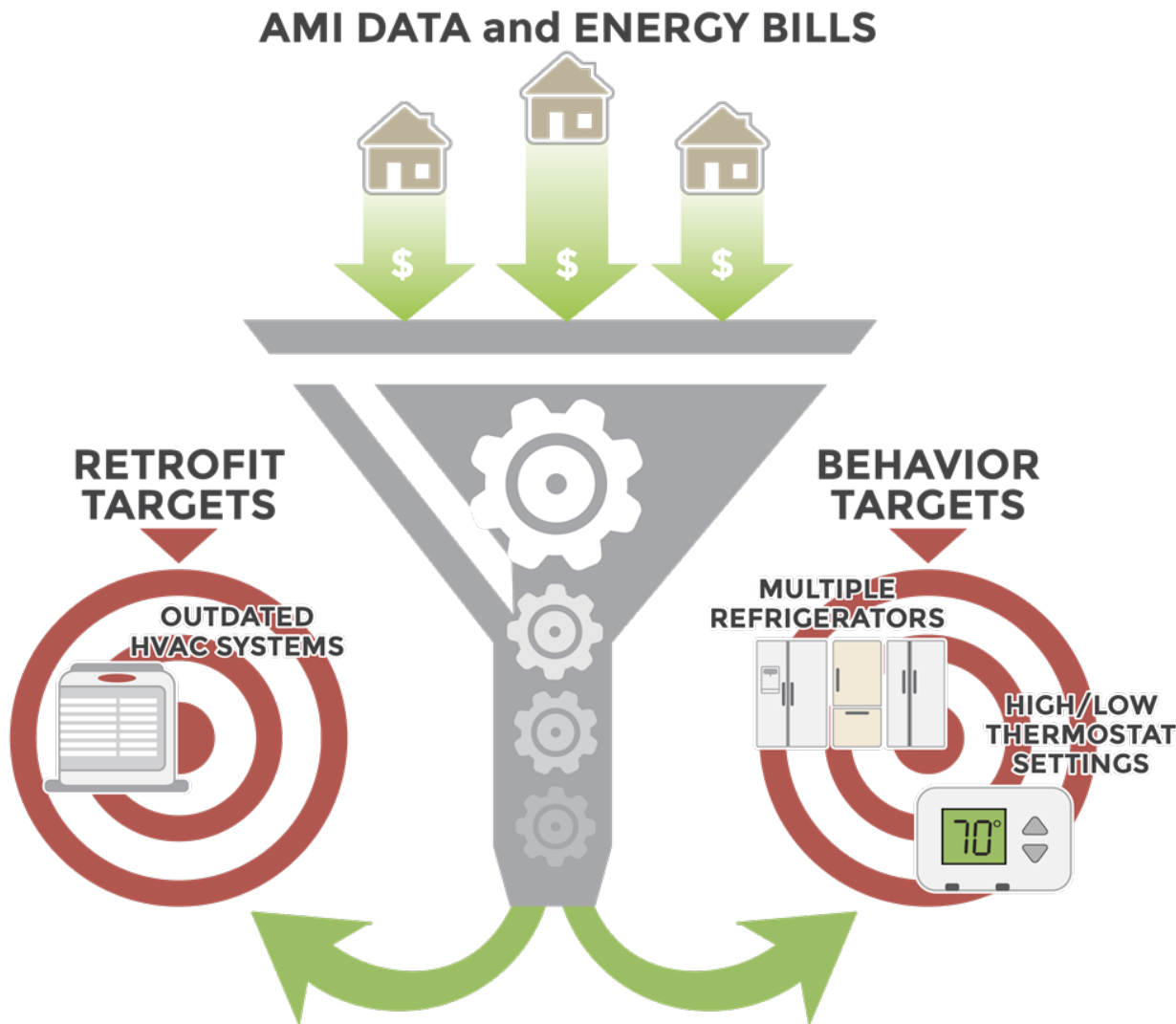
Spray & Pray  
Expensive





# Target & Focus

# #1 Targeting



## Targeting Improves Yield

- Define best candidate characteristics
- Target using data and weather with proven statistical/analytical methods
- Pin-point **retrofit** targets
- Find **behavior** opportunities



# #1 Better Targeting – The How

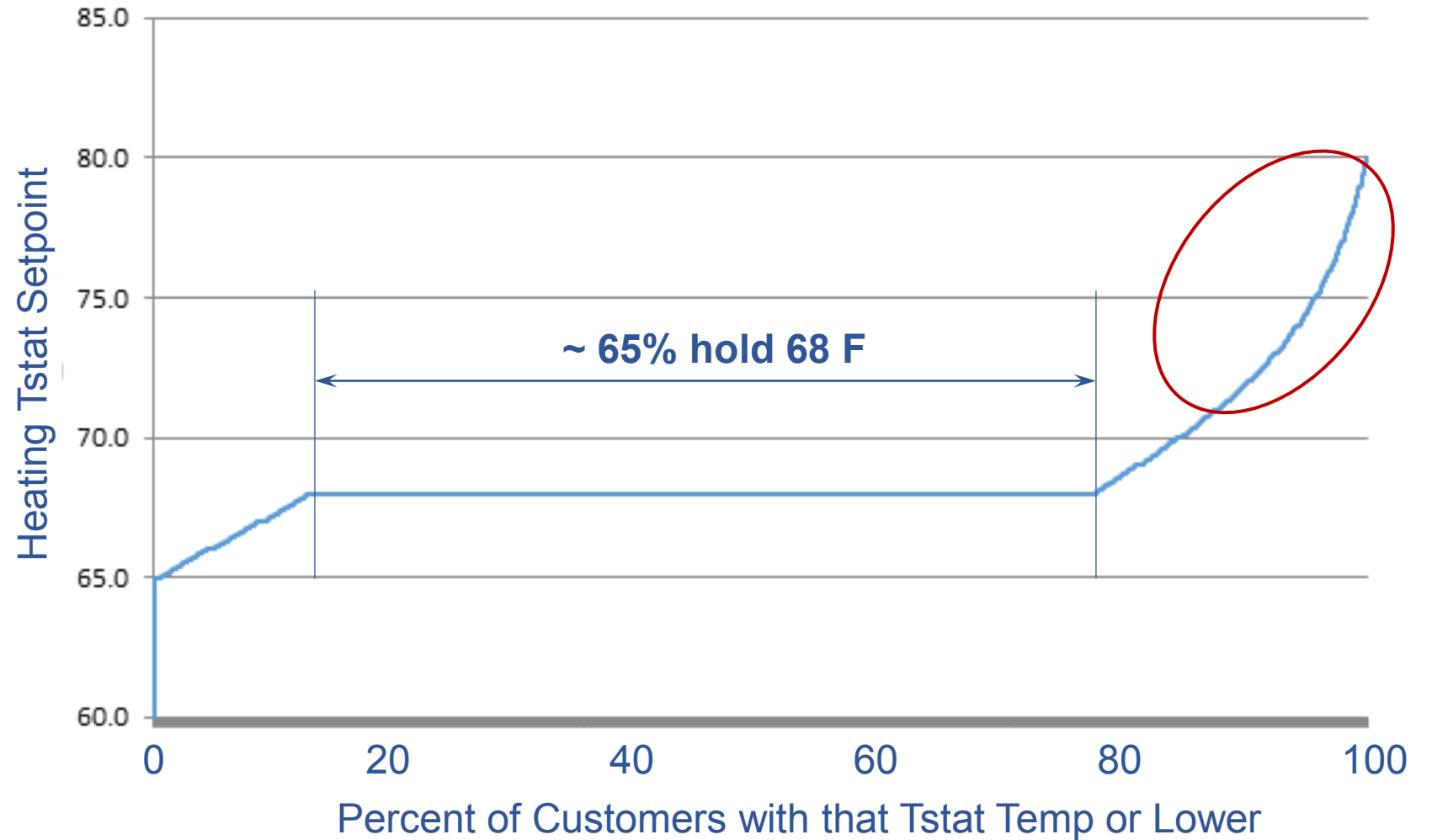
- Gather billing histories with street address, zip codes
- Correlate with local weather
- Extract the heating and cooling energy
- Filter anomalies (transients/rentals)
- Back-infer heat and cool temperature setting
- Sift, sort and present *graphically*
- Sift, sort and present in *geospatial* formats



# #1 Better Targeting – Graphically

## WINTER

Message  
customers  
with **High  
T-Stat Settings**

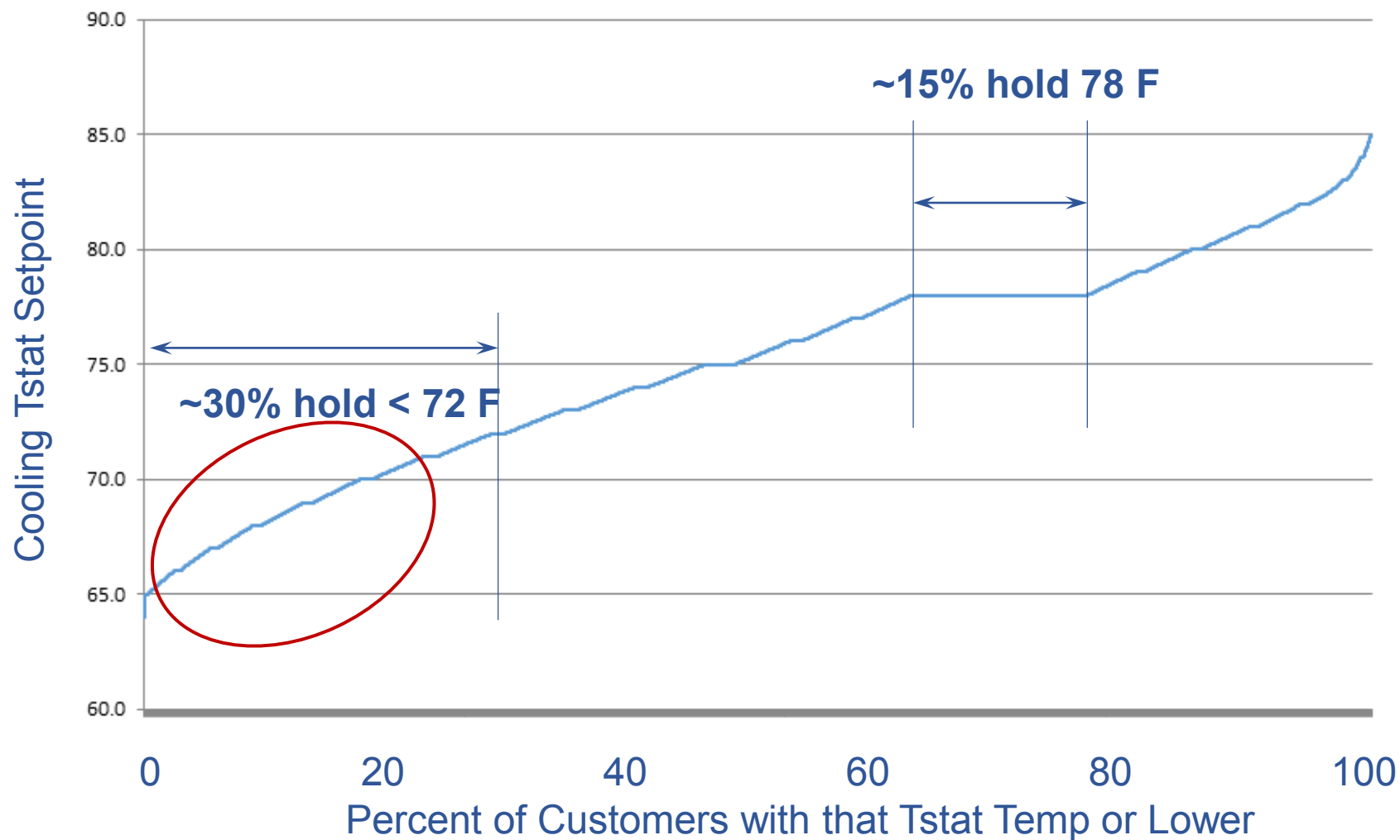




# #1 Better Targeting – Graphically

## SUMMER

Message  
homes with  
**Low Settings**

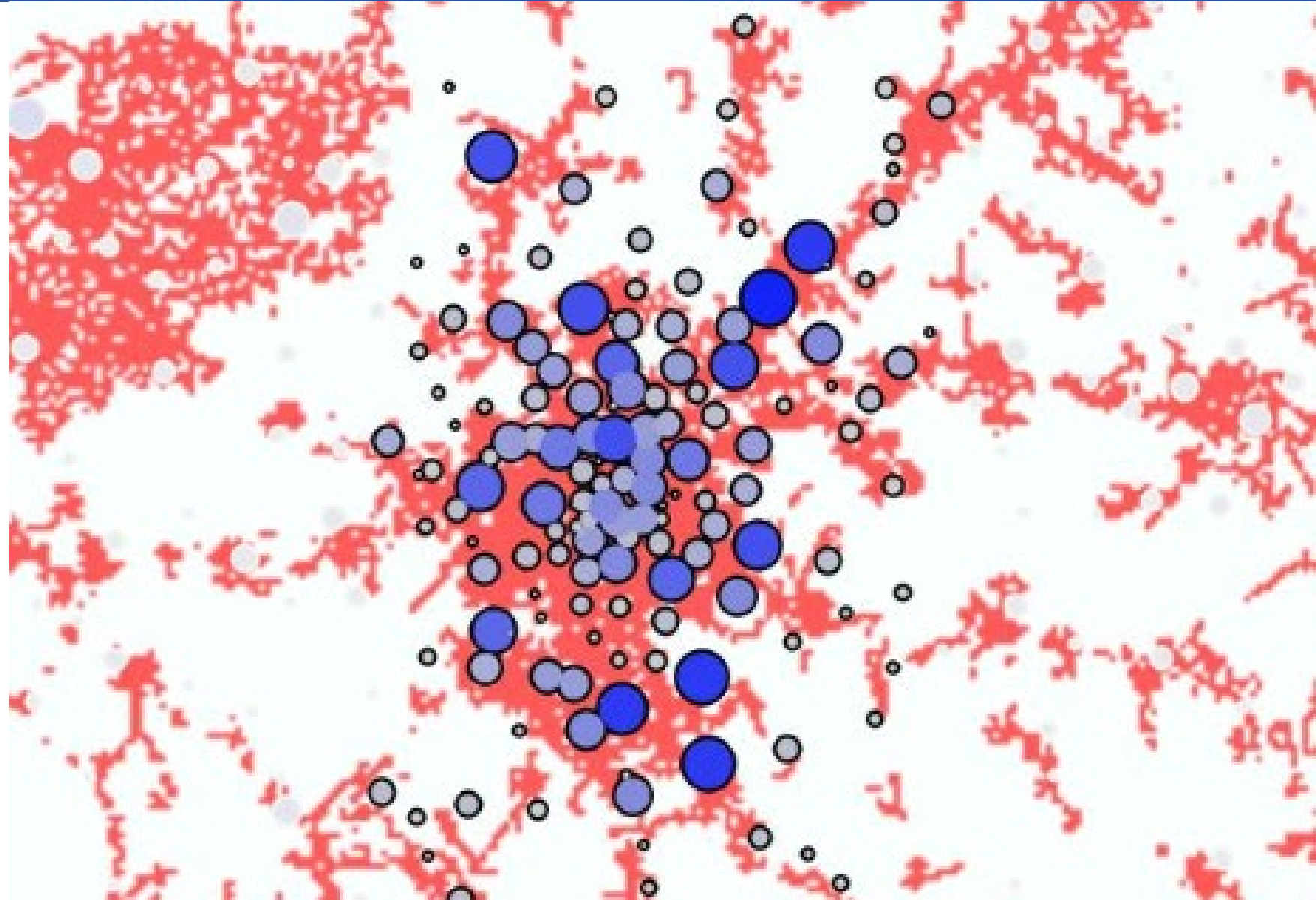


# #1 Better Targeting – Geospatial

Overlay data  
on System  
Distribution  
Map

Target  
Customers on  
Feeders/  
Substations

**That's Atlanta**





# #1 Better Targeting Enhanced

## “Mine” Customer Profiles for Best Candidates from

- Past Program Participants
- Field Audits
- Online Audits
- Rebate Recipient

## Locate

- Old Water Heaters
- Dated Thermostats
- EVs and EV Candidates

The image shows a screenshot of the APOGEE Electric & Gas Co. website, specifically the 'Audit Home Profile' form. The form is titled 'AUDIT HOME PROFILE' and is divided into several sections. The top section is '1) CUSTOMER CONTACT' and '2) HOME CONSTRUCTION'. The 'HOME CONSTRUCTION' section includes options for 'Small House (500-1600 Sqft.)', 'Medium House (1600-3500 Sqft.)', and 'Large House (3500-8000 Sqft.)'. Below these options is a question 'Does the customer own the home?' with a 'Yes' button. The form also includes a 'Notes' section with an 'Add Note' button. The bottom section is '3) OCCUPANTS' and '4) VEHICLES'. The 'OCCUPANTS' section includes a dropdown for 'Home During Day' and a dropdown for 'Away During Day'. The 'VEHICLES' section includes a dropdown for 'Car 2 Type' and an 'Add More Cars' button. The form also includes a 'GENERATE REPORT' button. The background of the form shows a hand holding a smartphone, suggesting a mobile or tablet interface.

EG APOGEE Electric & Gas Co.

Saving Tips Energy Forecast Bill Analysis My Home

Account Number: normal-1p

Welcome! Please complete your profile.

My Notifications My Alerts

Tell Us About Your Home

1) WHAT IS THE LOCATION OF YOUR HOME?

Your Account Number: normal-1p Enter City: Enter City

2) HOW BIG IS YOUR HOME?

Small House (500-1600 Sqft.) Medium House (1600-3500 Sqft.) Large House (3500-8000 Sqft.)

Yes

3) HOW MANY PEOPLE LIVE IN YOUR HOME?

Num. Occupants: 4

4) WHAT TYPE OF CAR DO YOU DRIVE?

Car 2 Type: Add More Cars

5) HOW MUCH INSULATION DO YOU HAVE?

Don't Know Thick Insulation Some Insulation No Insulation

6) DO YOU HAVE SOLAR?

Field Audit Home Audit History Account Number: 1234567 Record ID: 2127

AUDIT HOME PROFILE

1) CUSTOMER CONTACT

2) HOME CONSTRUCTION

Advanced House Details Small House (500-1600 Sqft.) Medium House (1600-3500 Sqft.) Large House (3500-8000 Sqft.)

Does the customer own the home? Yes

Notes Add Note

3) OCCUPANTS Home During Day: 1 Away During Day: 1

4) VEHICLES

5) SOLAR PANELS

6) INSULATION / WINDOW

7) HVAC SYSTEMS

UNDO CHANGES SAVE PROFILE GENERATE REPORT



#2

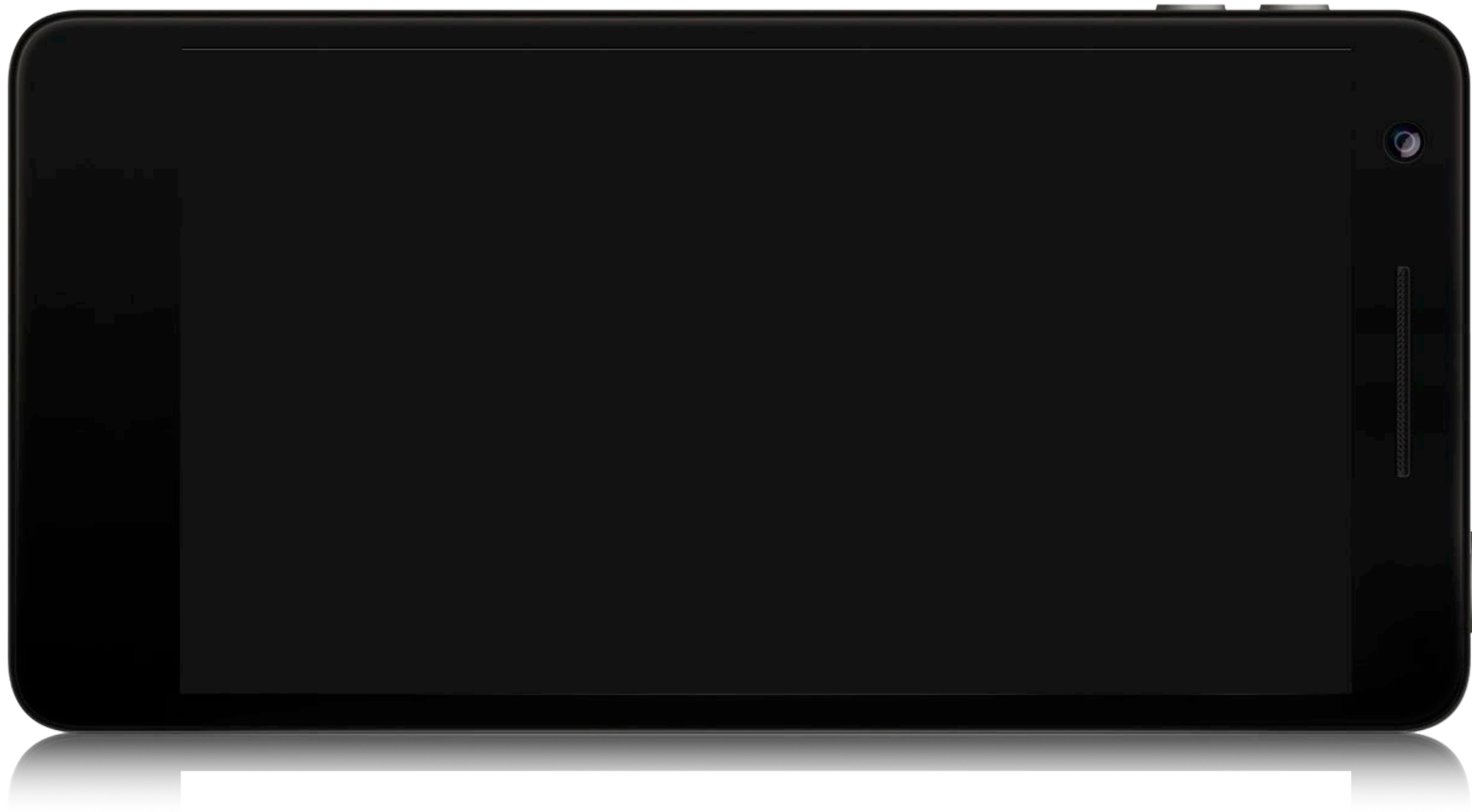
Make it *Personal*

Late  
Breaking  
News!

READ

A woman with short brown hair, wearing a beige cardigan over a striped top, stands outdoors in front of a brick house. She is holding and looking at a newspaper. To her right is a black mailbox with the number 103. A large red prohibition sign (a circle with a diagonal line) is superimposed over the word 'READ' in white capital letters, which is positioned over the mailbox.

## #2 Make it *Personal* – Use VIDEO



## #2 Make it *Personal*

### Promote Programs *Matching* Customer Profile

1. Attract Interest with short Bill Explanation
2. Offer Relevant Program
3. Make it **EASY**

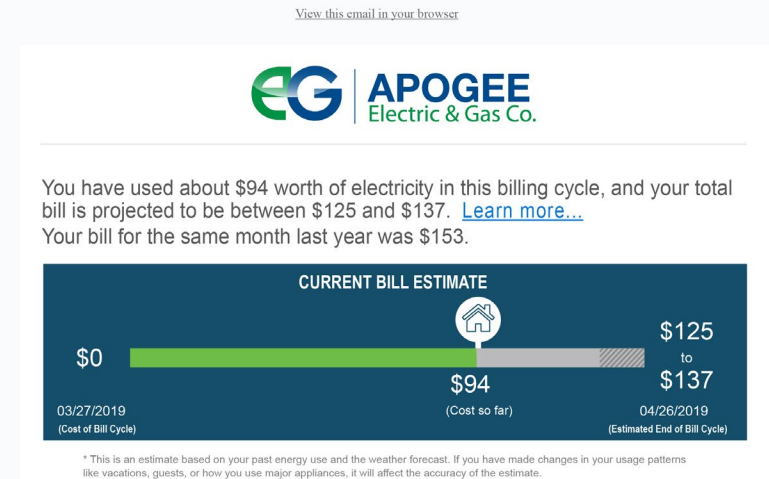
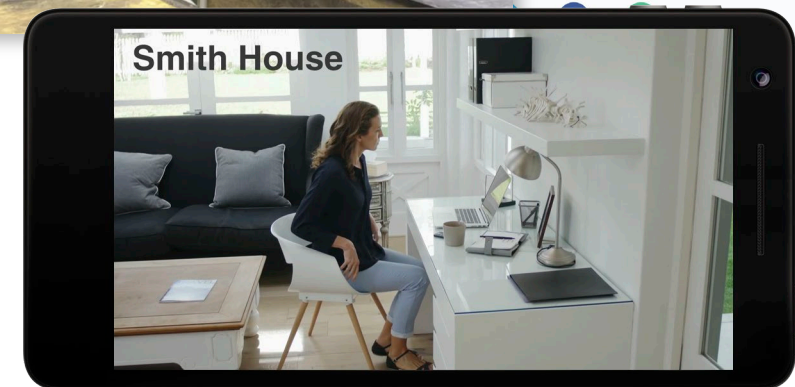




## #2 Make it *Personal*

### Personalized Videos WORK!

- Virtually no Opt-outs
- Bill Explanation Most Effective
- End-of-Year Summary Reports
- Mid-cycle Alerts



How the weather is affecting your bill....

Use your

**Weather**  
We estimate that your neighborhood has 30 days that require heating this bill cycle.  
[Learn More...](#)

## #3 Higher Impact @ Lower Cost

- Personalized messages can achieve...

30x higher Click-Thru Rates

- Customers love them...

99% request continued receipt

- Deeper savings...

2 to 6 TIMES savings other methods deliver

5x greater program participation

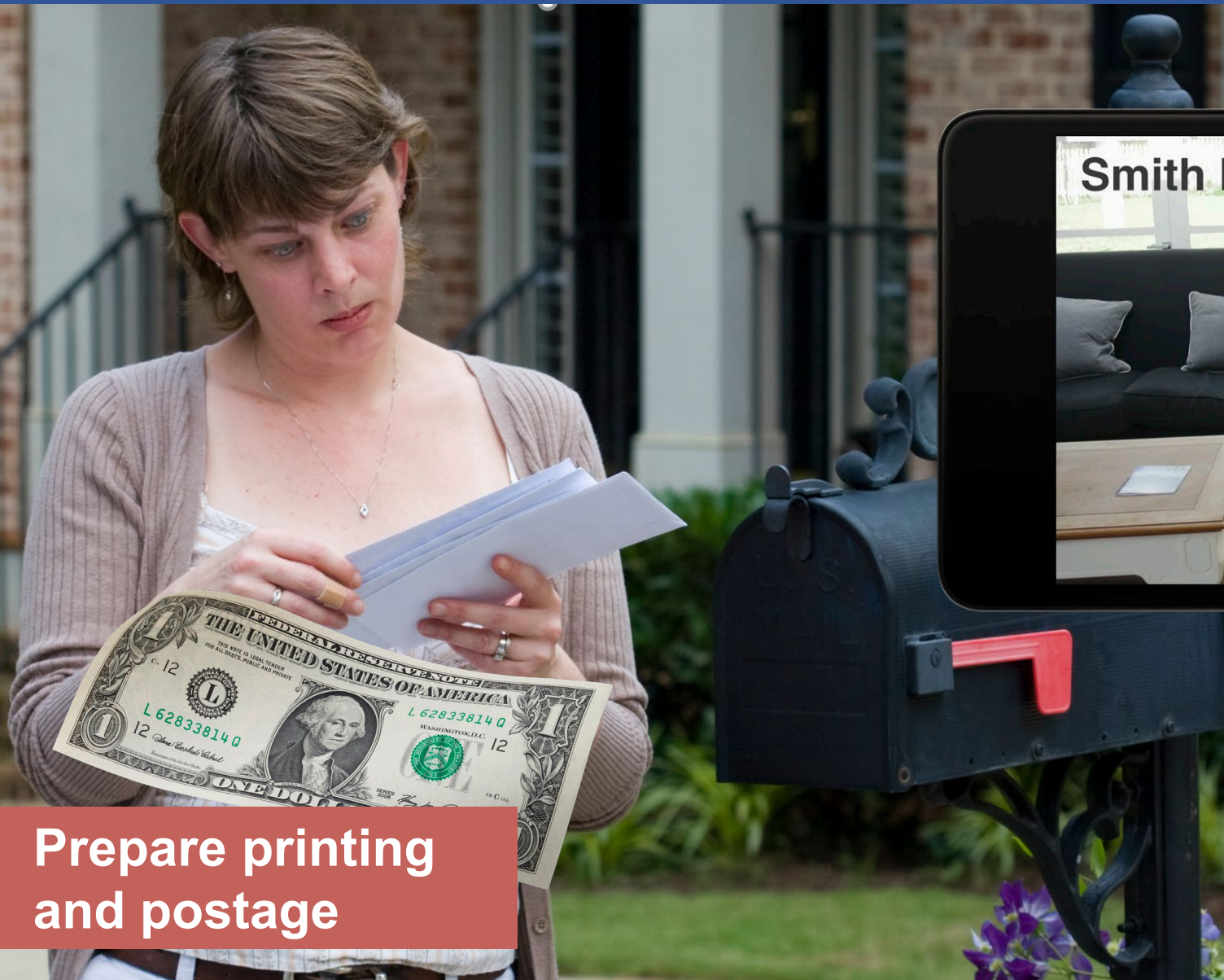
# Collateral Benefits of Digital Engagement

- **Lower cost to serve**
  - ✓ Documented 15% fewer high bill calls
  - ✓ Increased customer self-service
- **Higher loyalty**
  - ✓ Digitally engaged customers less likely to change providers
- **Increased customer satisfaction** from relevant, useful messages
  - ✓ 100 point bumps in customer sat from relevant personalized messages
  - ✓ Doubling of NPS
  - ✓ High Bill “Compliments”

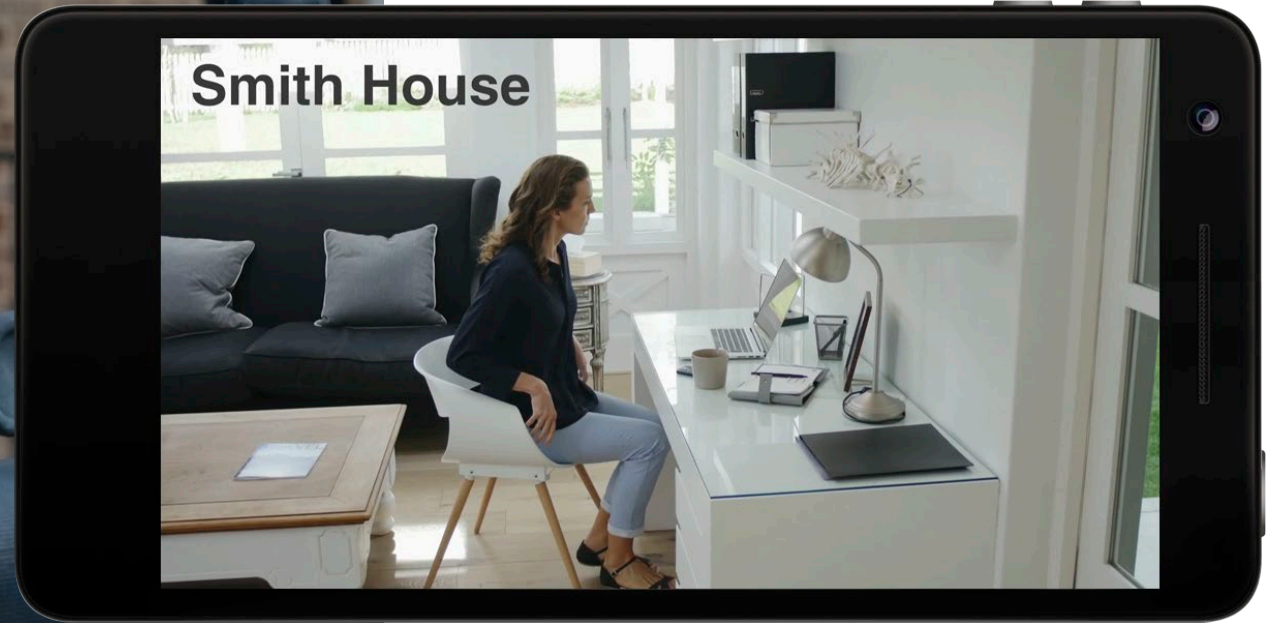
# Collateral Benefits

- **Better program participation**
  - ✓ 5x higher program participation than non-engaged customers
- **Persistence of results**
  - ✓ Education is persistent and passes to future generations
- **Improved Brand image**
  - ✓ Create a WOW experience

# 20 Times Less Costly



Prepare printing  
and postage





# Example: Energy Audits

## *Move from One-time **Event** to Ongoing **Engagement***

- Resolve high bill concerns, educate customers
- Increase customer satisfaction,
- Build loyalty and trust
- Identify EE, DR, program and sales opportunities
- On-site Audit Cost \$100 to \$350+
- **Slashing Cost 98%** w/ Self-Serve Online Audit \$5 to \$10
- High School Program <\$5
- Produce **6 to 8% EE** savings
- Drive program participation
- Begin ongoing engagement using Home Profile for personalization

# Summary: Improving Cost Effectiveness

## 3 Steps

1. Better Targeting
2. More Personal
3. Higher Impact

*Easy as 1, 2, 3*

## Enjoy Collateral Benefits

- Lower Cost to Serve
- Fewer High Bill Calls
- Greater Revenue Program Uptake

Use EE & DR to Digitally  
Engage -- **NOW** 

# Offering Customers EE & DR

*“Doing the Right  
Thing NEVER Goes  
Out of Style™”*





# Questions?



**Dan  
Violette**

Director  
**Lumina Decision Systems**  
[Dan.violette@lumina.com](mailto:Dan.violette@lumina.com)  
303.903.3035



**Michael  
Goldman**

Director  
Energy Efficiency Regulatory,  
Planning & Evaluation  
**Eversource**  
[Michael.goldman@eversource.com](mailto:Michael.goldman@eversource.com)  
781.441.8024



**Susan  
Gilbert**

CEO  
**Apogee Interactive, Inc.**  
[sgilbert@apogee.net](mailto:sgilbert@apogee.net)  
678.684.6802

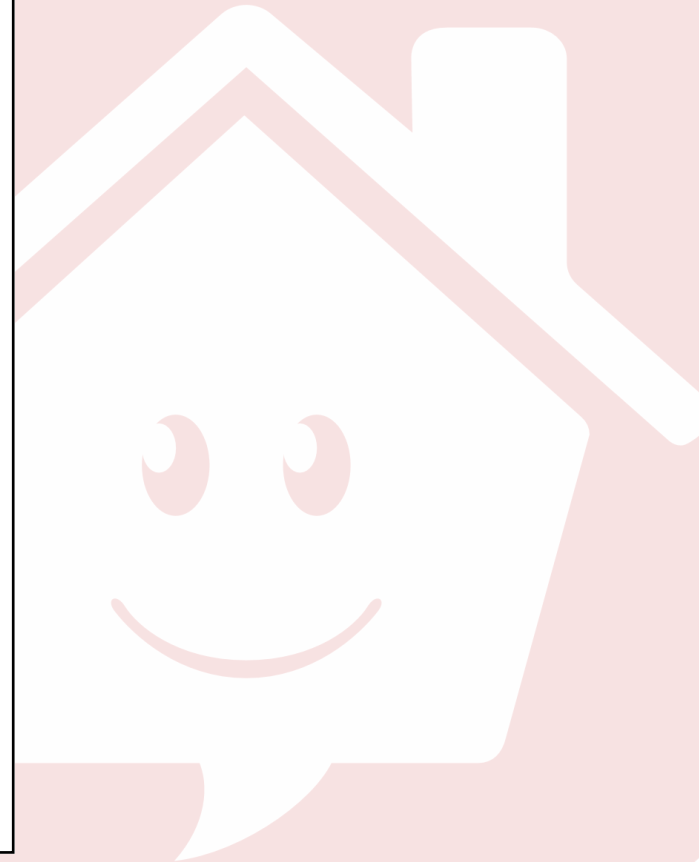
Interested in contributing to a webinar? Contact the Research and Evaluation Topic Committee  
*Alan Elliott, Opinion Dynamics – [aelliott@opiniondynamics.com](mailto:aelliott@opiniondynamics.com); 510-214-0180*  
*Melissa Culbertson, ADM Associates – [melissa.culbertson@admenergy.com](mailto:melissa.culbertson@admenergy.com); 512-633-1490*

# Virtual, Automated Energy Audits

- The following slides illustrate the process of taking energy audits beyond field or online to truly virtual and automated.
- Inexpensive, Precision Temperature Monitors place in the home for a few days communicate subtle changes in indoor relative to outside air temperatures.
- Data transferred to cloud servers, processed, returned to utility and customer in report format.
- Return monitors or remain in home for ongoing home briefings and automated M&V on home performance.
- The following short movie gives an overview.
- For more information, contact [Info@Apogee.net](mailto:Info@Apogee.net).



# Innovate! Precision Temperature Monitoring







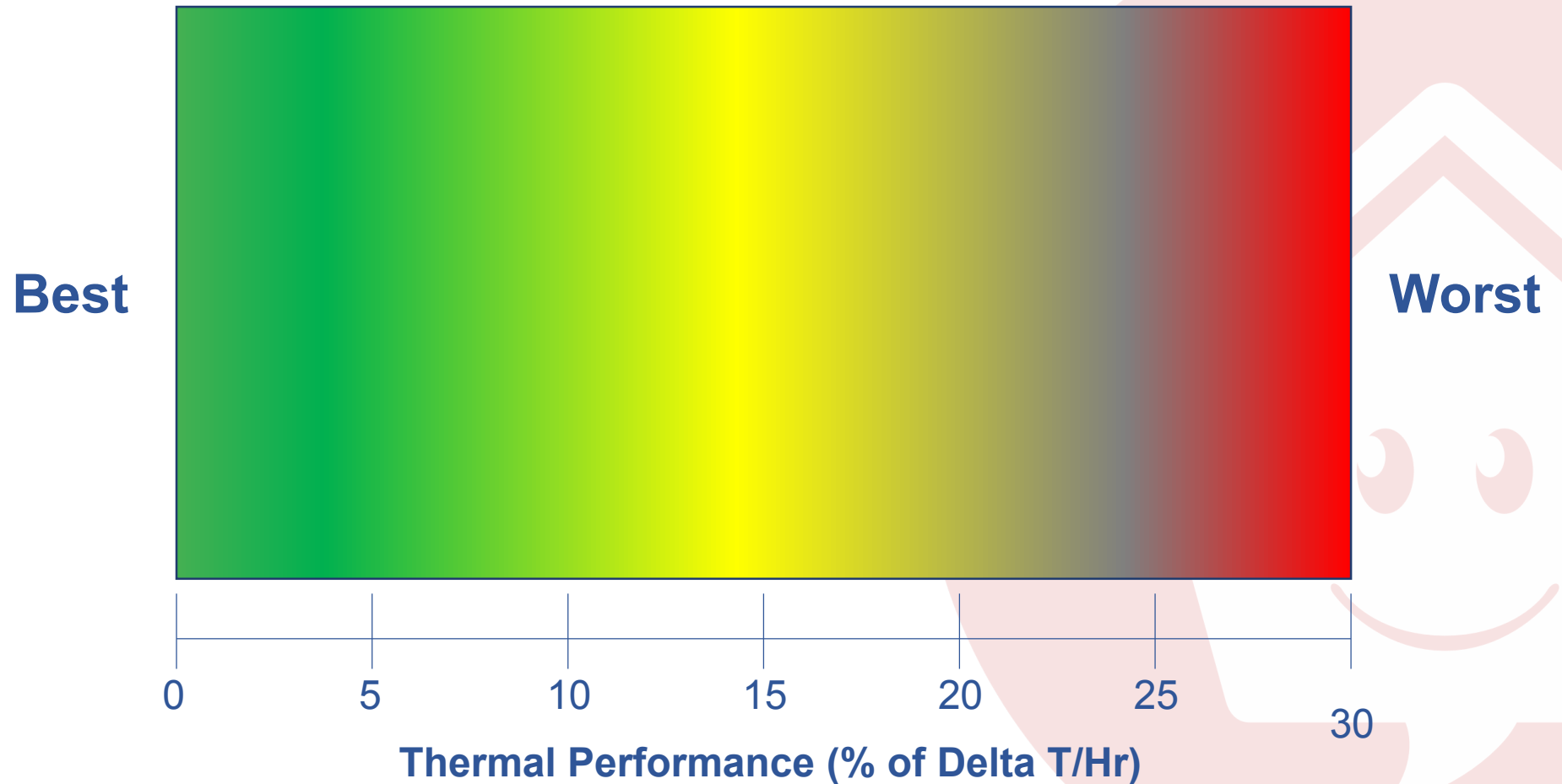
# Nothing to install ... just hang it on the wall!





# Precision Temperature Monitoring

## Compare Thermal Performance





# Precision Temperature Monitoring

## Compare Thermal Performance



House 1: 1948 1,663 sf



House 2: 1959 852 sf

Best

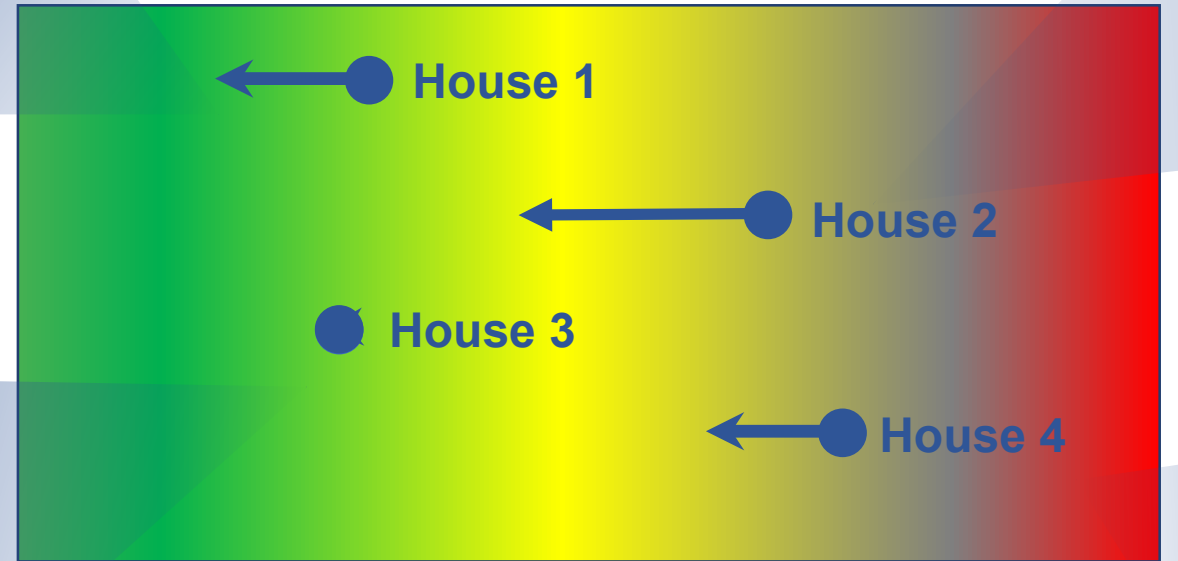
Worst



House 3: 1975 1,236 sf



House 4: 1987 2,200 sf



Thermal Performance (% of Delta T/Hr)



# Typical Energy Audit Report

## Why do this?



When you can do...

# Typical Energy Audit Report

...this!

