

3 Lessons for Engaging Energy-Ambivalent Consumers

November 29, 2011

Sandeep Menon



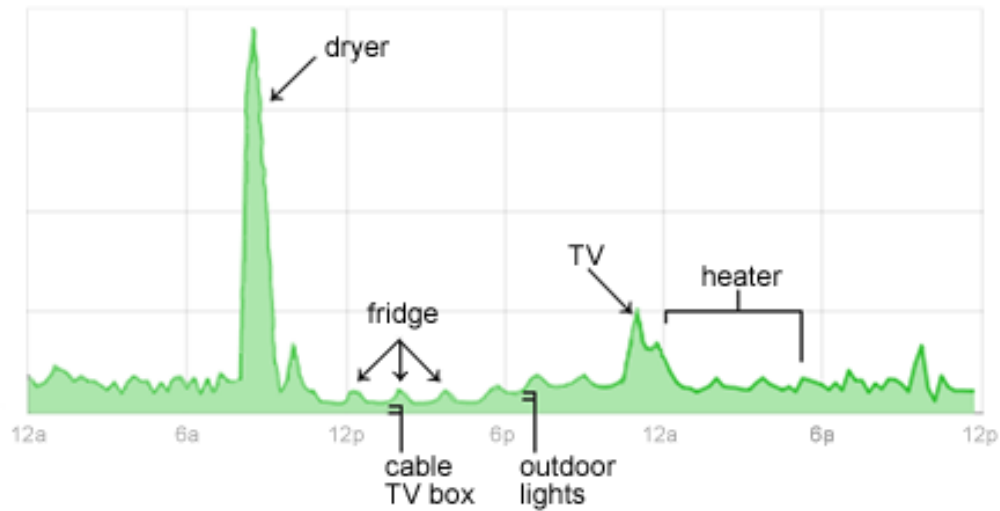
6 minutes

Boring

Inexpensive
(although getting less so)

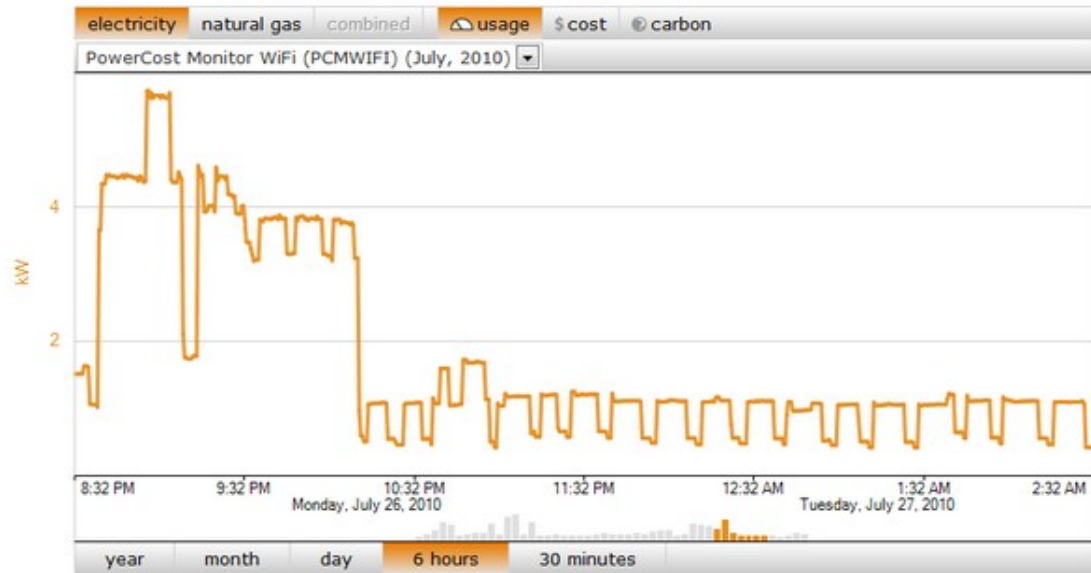
Confusing

Home Electricity Use

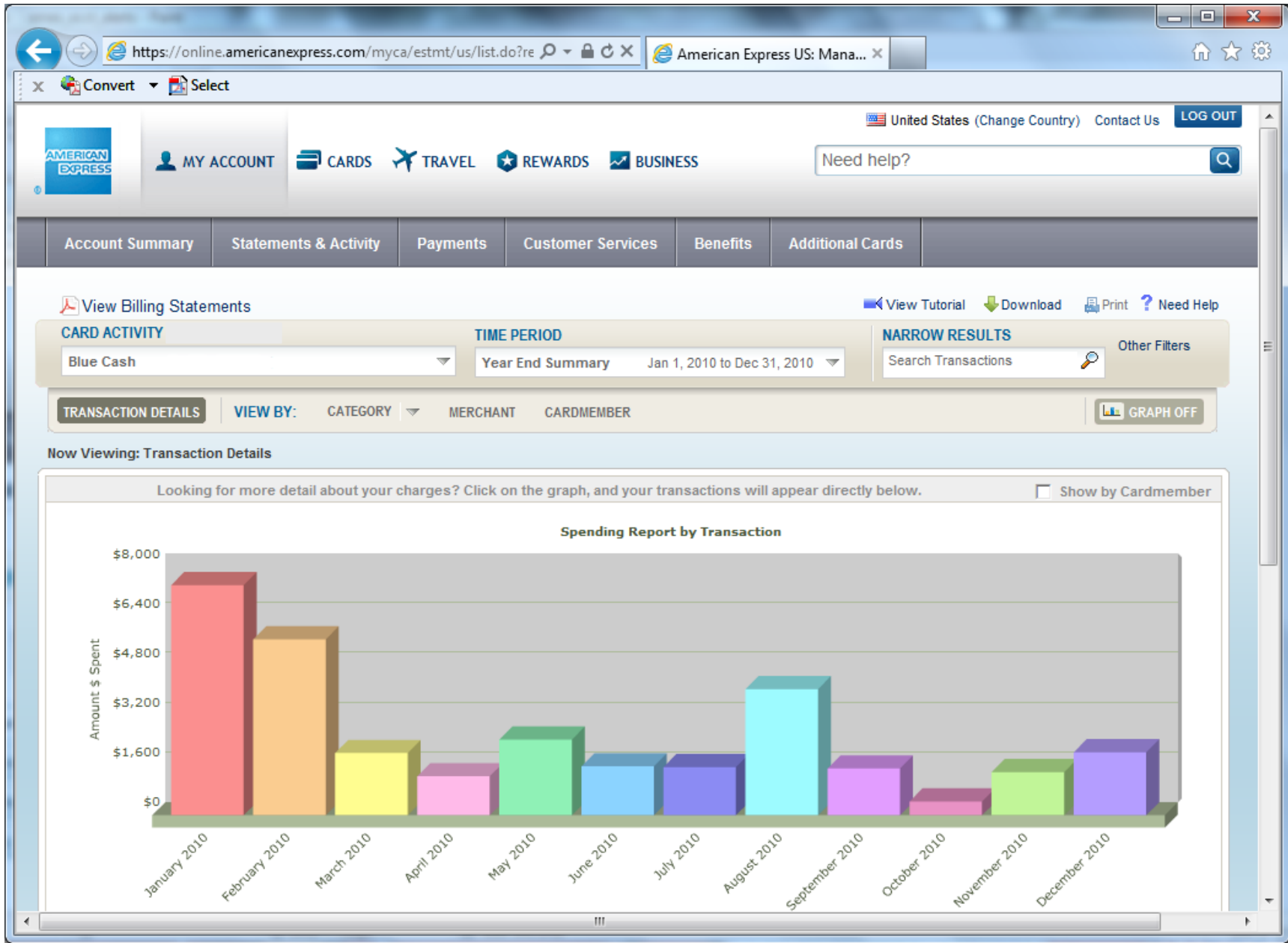


Note: labels in this graph are demonstrative, and are not part of PowerMeter's current design.

Electricity Usage



Lesson 1: Consumers want insight not data.



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CARD ACTIVITY for GREGORY PAL **TIME PERIOD** **NARROW RESULTS**

Blue Cash Year End Summary Jan 1, 2010 to Dec 31, 2010 Search Transactions Other Filters

TRANSACTION DETAILS **VIEW BY:** CATEGORY BY TIME MERCHANT CARDMEMBER GRAPH OFF

Now Viewing: Category

Looking for more detail about your charges? Click on the graph, and your transactions will appear directly below. [VIEW BAR CHART](#)

Spending Report by Category

Category	Percentage
Merchandise & Supplies	45.35%
Business Services	15.19%
Communications	8.10%
Entertainment	6.37%
Travel	5.72%
Other	18.87%

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CARD ACTIVITY TIME PERIOD NARROW RESULTS

Blue Cash Year End Summary Jan 1, 2010 to Dec 31, 2010 Search Transactions Other Filters

TRANSACTION DETAILS VIEW BY: CATEGORY BY TIME MERCHANT CARDMEMBER GRAPH OFF

Now Viewing: Category

FILTER BY CLOSE X

Amount	Clear	Transaction Type	Clear	Category	Clear
From \$	<input type="text"/>	<input type="checkbox"/> Charges		<input type="checkbox"/> Business Services [+]	
To \$	<input type="text"/>	<input type="checkbox"/> Credits		<input type="checkbox"/> Communications [+]	
(In U.S. Dollars)		<input type="checkbox"/> Payments		<input type="checkbox"/> Entertainment [+]	
		Payments are displayed only in the Transaction Details view.		<input type="checkbox"/> Fees & Adjustments	
				<input type="checkbox"/> Merchandise & Supplies [+]	
				<input type="checkbox"/> Other [+]	
				<input type="checkbox"/> Restaurant [+]	
				<input type="checkbox"/> Transportation [+]	
				<input type="checkbox"/> Travel [+]	

VIEW BAR CHART

Transportation, 12.59%

Restaurant, 3.16%

Other, 3.52%

Further filter your results.

Note: Data shown could include late postings of transactions. Payments are not graphed.

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Lesson 2: Consumers expect personalized advice.

Google

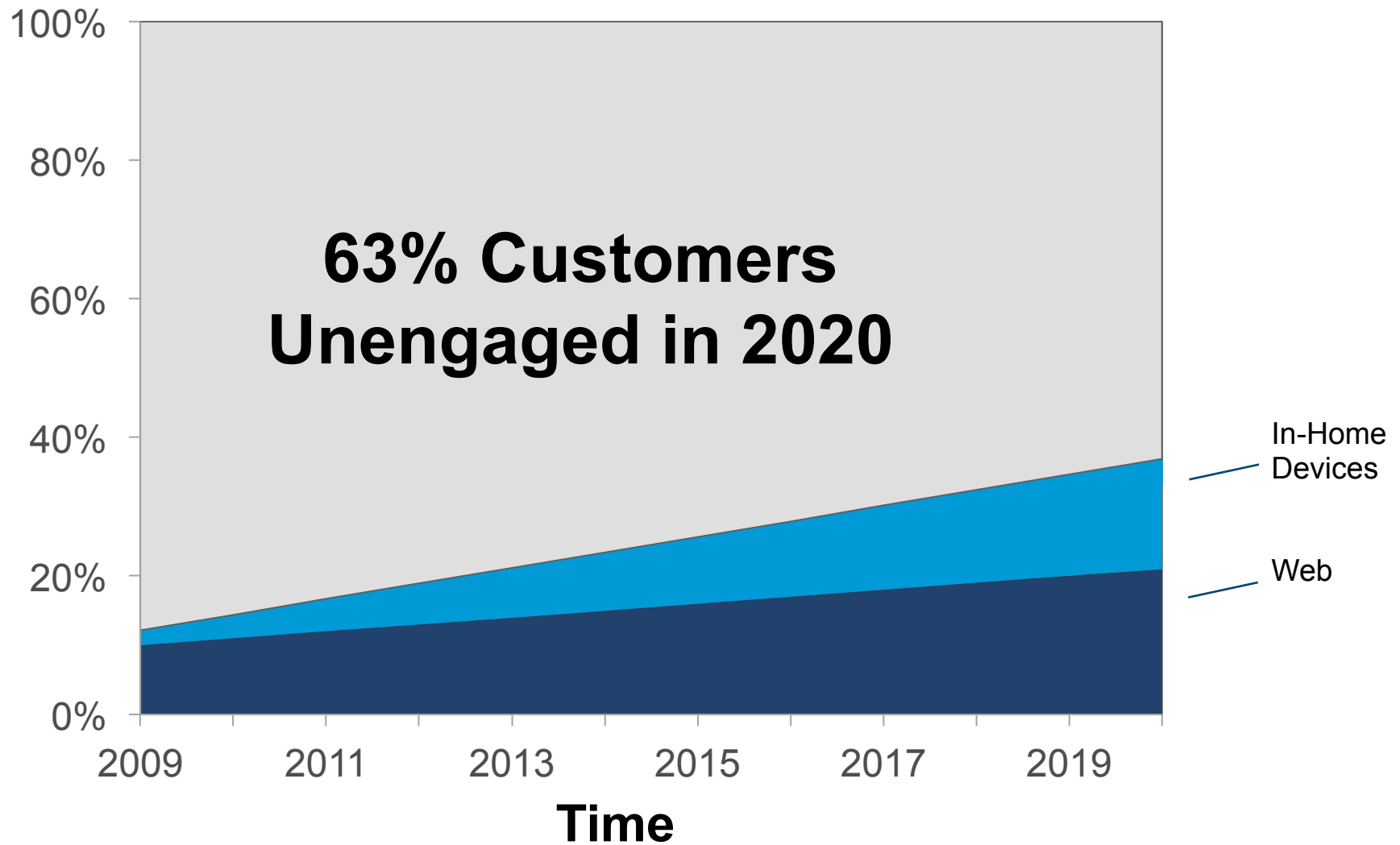
amazon.com

NETFLIX

eBay

Lesson 3: Diverse customers require different communication channels

Adoption Rate

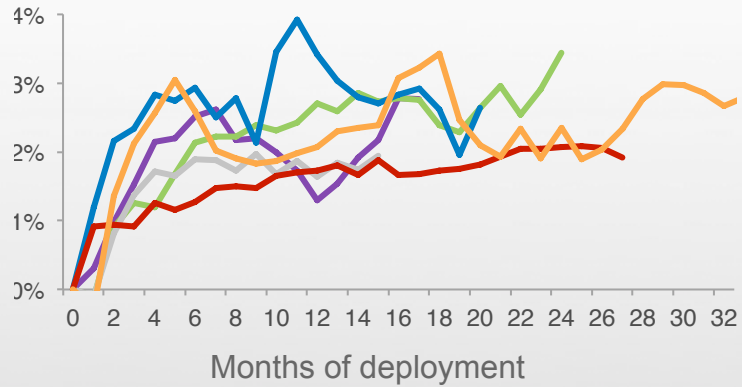


* Source: Southern California Edison CPUC Smart Grid Filing

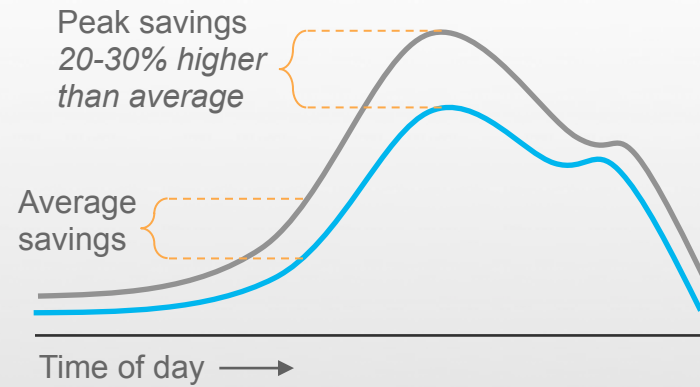
Multi-channel engagement is necessary

And it works

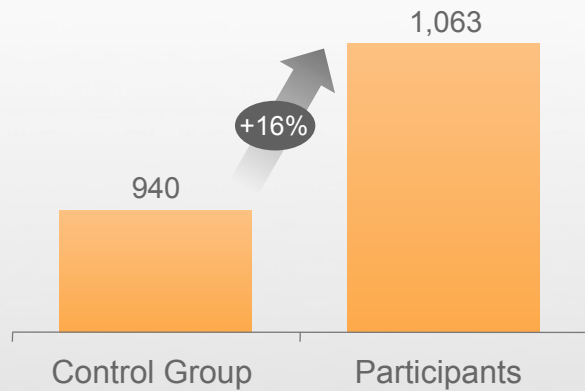
Sustained Energy Efficiency



Peak Reductions

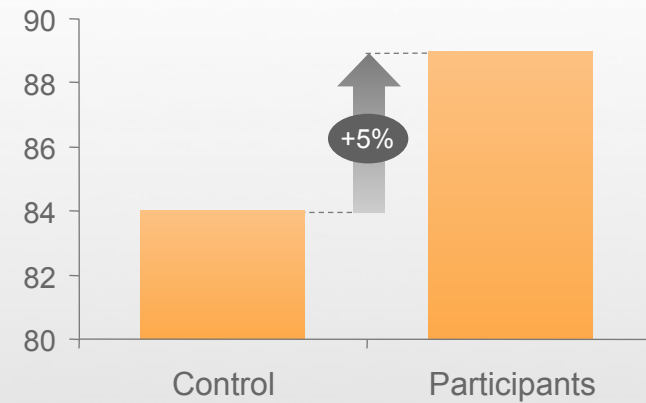


Improved Program Participation



SOURCE: Program participation rates for a Northern California utility

Improved Customer Satisfaction



SOURCE: Third party customer survey conducted at Puget Sound Energy

Opower's Reach

60+ Utilities, 10million Households, 59 billion meter reads



Not Shown

- | | |
|-------------|--------------|
| CA | MN |
| » Anaheim | » MERC |
| » Burbank | » Lake |
| » Glendale | » Country |
| » Pasadena | » Power |
| » Palo Alto | » Owatonna |
| CO | » Austin |
| » Loveland | » Rochester |
| IN | » Shackopee |
| » Hoosier | » Otter Tail |
| » NIPSCO | |

Questions?

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