WHAT DRIVES CUSTOMERS

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“If I had asked people what they wanted, they would have said faster horses.”

Henry Ford
SO WHAT DO CUSTOMERS CARE ABOUT?
COMFORT & SAFETY
WHAT DOES THIS MEAN?

How do customer perceptions influence them when it comes to programs, products and you?

A few examples...
SMART HOME
SATISFACTION
WHAT DO YOU WANT TO KNOW?
CONTACT US
WE LOVE TO HEAR FROM YOU!

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A Peek Into How Customers View Energy Efficiency
Residential Customer Segmentation

➢ Used custom survey data, in-house customer data and 3rd party data to arrive at 5 segments
➢ Online bulletin boards and in-home customer interviews conducted with each segment
➢ Scored entire residential customer database to help target specific EE outreach efforts
The Five Segments

Tomorrow’s Conservationists (26%)

“I want to do what I can to help the environment, but I don’t have the time or knowledge to do so. Introduce me to your programs and prove to me how easy it can be.”

Unrealized Green Potentials (23%)

“I am a tech-savvy energy saver. I am interested in ComEd’s programs and tools that protect the environment and help me save money, but I do not find them compelling enough for me to act.”
Suburban Affluentials (20%)

“I have the means to save energy, but doing so is not a priority with my busy life. I am familiar with ComEd energy-efficiency programs and am the most likely to participate in them though I don’t think as highly of ComEd as my counterparts.”
The Five Segments (cont’d)

Disengaged High Users (17%)

“My household uses a lot of energy. I don’t know much about energy efficiency and finding ways to save is not a top priority. I don’t really trust ComEd and tend to view the service as unreliable.”

Happy & Change Averse (13%)

“I am a long-time customer and am happy with ComEd. I am familiar with the energy-efficiency programs ComEd has to offer, but I prefer to do things the way I have always done them.”
Income-Eligible Residential Customers
Recent Research Has Included:

- **Foundational Exploratory Research**
  - Focus groups with qualified residential customers
  - One-on-one interviews with IE stakeholders
  - Nov-Dec 2017

- **Income-Eligible Customer Councils**
  - Roundtable discussions in August, November 2018 and February 2019
  - Multi-topic discussion each time
Many Opportunities to Clear up Confusion

➢ Efforts to use less energy ≠ lower energy bills
➢ Supply vs. delivery charges on bill
➢ The concept of wattage, cost per kW hour
➢ How new EE bulbs work to save money
  • Refer to “LED bulbs” instead of “LEDs”
➢ What the smart meter is and how it should be helping them
➢ Competitive supply pricing
➢ Income thresholds
➢ Revisit “Income Eligible” terminology
Energy Efficiency = Sacrifice

- EE products require a significant upfront investment
- Personal comfort, family member stress
- Giving up small indulgences
- Health issues
- Outdated wiring, insulation

Often just paying the bill takes priority over energy efficiency, despite their efforts
Tenants and Landlords Can Achieve Results Together

➢ Mutual interest in energy efficiency exists
➢ Provide materials for common areas
➢ Potential *Energy Advocate* program for larger buildings
Business Customers
Recent Research Has Included:

- **Foundational Exploratory Research**
  - Focus groups in August 2017

- **Program-Specific Research**
  - What works well, what doesn’t
  - Barriers to participation
  - Optimization of marketing materials
Leverage ComEd as a Trusted EE Resource

Many customers already view ComEd as a trusted source of energy-efficiency information.

Others need help understanding “Why” ComEd is interested in helping customers become energy efficient:

- Why would ComEd want me to use LESS electricity??
- Is ComEd getting kickbacks??
- It seems too good to be true!
Get the Word Out!

- Customers typically aware of 1-2 programs, if any
- Often surprised by breadth of available programs
- Awareness quickly sparks interest
- Personalization is key

  - Webinars, Energy Expos, trade show presence
  - Case studies, testimonials
  - Key words = “Free” and “Save on your bill”
K.I.S.S.

- The process has to be easy for the time-pressed
- Streamline paperwork, applications, project verifications and reimbursement steps
- Timely, proactive follow-ups
- Connect online, with emails
Keep Communicating

➢ Follow-up with customers after a project concludes – what could they do next?

➢ Word-of-mouth potential is HUGE!

- Considering a customer referral system and/or rewards program
- Leverage the strong Trade Ally network
- Newsletters, etc.
Why “a Peek”? 

60+ Research projects in 2017

388 Qualitative interviews related to EE

Conducted research related to Solar with customers 500

Journey Mapping conducted for EE programs 10

13+ Customer Satisfaction tracking programs
Thank you!

Questions?