

# Fast Facts about Bill Alert Pilot

- One-year pilot from August 2012 through July 2013
- Implemented by Freeman, Sullivan & Co. for a midsized North American utility
- Around 18,500 customers were solicited by email
- Nearly 1,500 enrolled (8% enrollment rate)
- Bill alerts were sent on a weekly basis, by email and/or text
- Estimated 2.5% annual energy savings and up to 6% energy savings in peak months
- Bill payment behavior did not change
- End-of-pilot survey showed very high satisfaction

# Bill Alerts are Low Hanging Fruit

- Generate easy energy savings
- Low marketing cost
- Customer does not have to purchase and install expensive technology
- No paper necessary
- In this pilot, fancy graphics weren't necessary either...



# Simple Messages Can Create Behavior Change



## Example Email Bill Alert

16 days into the billing cycle, you have used \$91.89 of electricity since your last bill.

So far your average daily electricity cost is \$5.74.

This is \$1.40 per day over your goal of \$4.34 per day.

For more information on your usage and to adjust your goals, please visit [www.billalertwebsite.com](http://www.billalertwebsite.com) or call 1-800-XXX-XXX (available on weekdays from 9 AM to 9 PM).

Thank you for participating in the Bill Alert program.

# Simple Messages Can Create Behavior Change



## Example Text Message Bill Alert

Subject: Bill Alert  
from

Days into cycle: 8  
Cost to date: 33.95  
Avg daily cost: 4.24  
Daily cost goal: 4.50

# How Can Utilities Pick this Low Hanging Fruit?

- Many utilities already have a bill alert program, but marketing of this type of program is usually limited because utilities feel that they cannot claim energy savings
- Utilities should test different strategies for bill alerts
  - Default vs. opt-in enrollment
  - Varying marketing messages
  - Bill alert messages with and without user defined goals
  - Bill alert messages with and without neighborhood comparisons
  - Bill alerts that are sent on a weekly basis (as in this pilot) vs. being triggered by a certain usage threshold
- With experimental design, utilities can determine their optimal strategy and prove that the energy savings are real

# For Any Comments or Questions, Contact...

Josh Schellenberg, M.A.  
[Joshschellenberg@fscgroup.com](mailto:Joshschellenberg@fscgroup.com)

Stephen George, Ph.D.  
[Stephengeorge@fscgroup.com](mailto:Stephengeorge@fscgroup.com)

Freeman, Sullivan & Co.  
San Francisco, CA  
415-777-0707