



Get out the Watt!

Drawing Parallels with a GOTV Campaign and Influencing Behavior for Results in Energy Efficiency

Gomathi Sadhasivan
November 18, 2013



GOTV 2012

- Part of the target audience for GOTV 2012
- Also part of the volunteer team
- Findings are a mix of public domain information and observation
- Observations informed by over 15 years in decision sciences/advanced analytics

Drawing Parallels – Get Out the Vote and Energy Efficiency

Elements	GOTV	EE
Privacy	Secret Ballot	Customer data privacy regulation
Touchpoints	Fund-raising, Volunteering, Petitions etc.	Billing, Rebates, Comparative reports, Customer service etc.
Channels	Phone (mobile – text & voice) Phone (land - voice), Web, Social Media	Phone (land - voice), Web
Data Analytics	Integrated Advanced & Multivariate	Siloed

Analytics Toolkit

- Data mining
- Predictive modeling
- Geocoding, mapping, & analysis
- Clustering
- Scoring
- Channel mix optimization
- Messaging optimization
- Database integration
- Continuous database enrichment

Behavior Soup...



...delivered in customer relevant frameworks

Data Mining

Sections:

Hello, may I speak with Mr. / Ms. _____, please? Hi, Mr. /Ms. _____; my name is _____ and I am a Volunteer Fundraiser on President Obama's re-election campaign. First off I want to thank you for all your past support.

Mr. / Ms. _____, as you know, there's even more at stake in this election than the 2008 election. Republicans are working every day to unwind the progress President Obama has made. We've organized a reception here in Washington with the President on Friday, September 28th and I wanted to invite you to attend and hear about what's at stake in this election.

Can you join us and support the campaign with a contribution of \$2,500 for a seat at the Gala dinner? \$2,500: per person

- YES (Skip to element 5)
- NO

(IF NO) I understand. Thanks for your time, and have a great day/night.

That's great! Thank you. I can take your donation over the phone, or I can email you a link to a donation page.

- Supporter Gives CC on the phone (YOU enter on event page) (Skip to element 7)
- Supporter asks for link via email (YOU confirm email address and send) (Skip to element 7)
- Donor got cold feet

(IF NO) I understand. Thanks for your time, and have a great day/night.

(IF YES) Enter Amount

City/State/Email:

Washington DC
l.m.felton@yahoo.com

Employer/Occupation:

National Student
partnerships/CEO

Last Gift Date:

1/27/2010

Highest Gift 08/Sum 08:

\$2300 / \$2300

Did you make contact?

- I spoke with this target

I did not speak with this target

- Not home
- Refused to talk to me
- Did not speak English
- Phone busy
- Asked me to call back*
- Left a message
- Wrong Number
- Was deceased

* Indicates that the target will remain on your list for future contact attempts

- I'm uncomfortable contacting this target

Please explain

- Leverage existing information in customer databases recording past behavior/transactions.

Predictive Modeling

Sections:

1. Hello, may I speak with Mr. / Ms. _____, please? Hi, Mr. /Ms. _____; my name is _____ and I am a volunteer fundraiser on President Obama's re-election campaign. First, I want to thank you for your support so far. Your past support has helped us build our campaign from the bottom up. This wouldn't have been possible without your generous support.

2. Mr. / Ms. _____, as you know, there's even more at stake in this election than the 2008 election. Republicans are working every day to unwind the progress President Obama has made. Are you willing to contribute another (ASK1) today to help us move forward in the strongest position possible?

Yes (Skip to element 5)

No

3. I understand, Mr. / Ms. _____ -- but we only ask for so much because the stakes are so high. We need your help today/tonight to support the President, and everything we're fighting for together. And right now, we're at a critical point in this campaign. Would you be willing to make a smaller contribution of (ASK2)?

Yes (Skip to element 5)

No

4. (IF NO) I understand. Thanks for your time, and have a great day/night.

5. That's great, thank you. I'm going to send you a contribution link right now where you can fulfill your pledge securely. Will you please confirm your email

Employer/Occupation:

Self Employed/Marketing and Social Media Consultant

Ask 1/Ask 2:

\$1116.5/\$558.25

City/State/Email:

San Francisco CA

thompsonj@yaho.com

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I did not speak with this target

Not home

Refused to talk to me

Did not speak English

Phone busy

Asked me to call back*

Left a message

Wrong Number

- Formulate the probability of adoption/participation and determine the ask

Geocoding, mapping & analysis

Imported From IE

Drafts (74)

Sent

Spam (999+)

Trash (268)

FOLDERS

movietv

Notes

taxes2006

unread

MESSENGER

Me: Invisible

arun narasimhan

APPLICATIONS

FOR THE ULTIMATE INTERACTIVE CHOPPED EXPERIENCE

GET THE INTO NOW APP AND INTERACT LIVE WITH THE SHOW AND FANS SUNDAYS 9/8C

GET MORE CHOPPED

OBAMA BIDEN

MAKING FINISHED WORK TO ENR

MAKE SOME CALLS THIS WEEK

CALL VOTERS IN BATTLEGROUND STATES

WHEN

FRIDAY, OCTOBER 26TH
SHIFTS START AT 1:00 PM

WHERE

1290 FILLMORE ST.
SAN FRANCISCO, CA 94115

RSVP NOW

Or check out other events near you:

<http://my.barackobama.com/Join-a-Phone-Bank>

Hope you can make it out!

Sincerely,

Obama for America

mail.yahoo.com

4:28 PM
6/21/2013

- Engage customers effectively and create a sense of immediacy that spurs action by using localized information

Clustering & Scoring

Inbox (999+)

Drafts (74)

Sent

Spam (999+)

Trash (16)

FOLDERS

movietv

Notes

taxes2006

unread

MESSENGER

Me: Invisible

steve_aeby

APPLICATIONS

FOR THE ULTIMATE INTERACTIVE CHOPPED EXPERIENCE

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GET MORE CHOPPED

SHARE THIS with Lalitha - Will Ferrell will eat trash for you from Obama for America to you Nov 6, 2012

OBAMA BIDEN

Gomathi --

Will Ferrell will do anything -- anything -- to get you to vote today. We hope you've already cast your ballot!

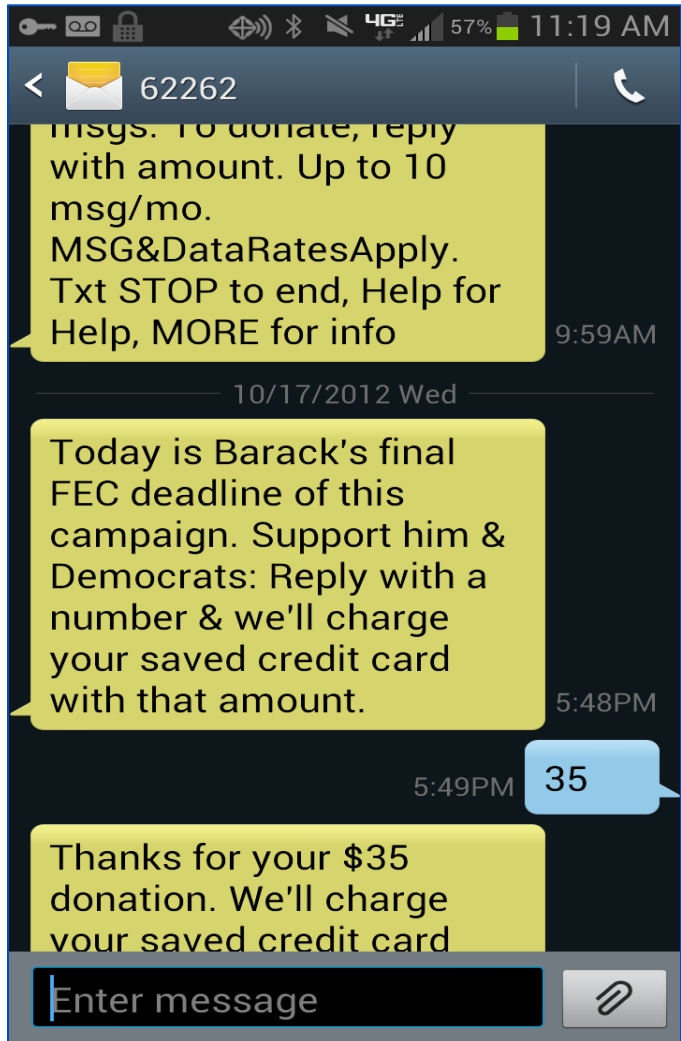
Lalitha -- and anyone who lives in battleground states -- may need a friendly reminder. This election is close, and Barack Obama needs their vote.

[So make sure they know -- Will Ferrell will dance. He'll eat trash. He even made everyone a present, just as long as you vote:](#)

0:00 / 2:17

- Effective leverage of networks for diffusion
- Personalized communication
- Analytics used to pick the stronger links in my network?

Channel & Messaging Mix Optimization



- Use of multiple channels to reach audience – inbound (web), outbound (phone, email, text, social network)
- Seamless integration across platforms
- Messaging designed to create urgency
- Opens up another touch-point to keep customer interaction alive

Norms – Peer Groups/Clustering

Today is Election Day What's this? • close



Find your polling place on the U.S. Politics Page and click the "I Voted" button to tell your friends you voted.

Thanks for voting!

01322339
People on Facebook Voted



 [REDACTED], and 2 other friends have voted.

*Customers were suspicious about the validity of the comparison group, but appreciated feedback that compared recent consumption with previous billing periods.
(Roberts et al 2004)*

“There’s no comparison. It’s totally useless.”

- Tapping normative behavior amplifies performance
- Using existing social networks mitigates skepticism associated with comparisons with unknown peer group

Micro targeting for Big results



- Data driven strategy
- All inbound and outbound interaction with the audience, recorded and integrated into one master database – Continuous Enrichment
- Responses to outreach used to inform campaign/program design & scoring models – Continuous Refinement
- Iterative processes and models - Increased predictive ability

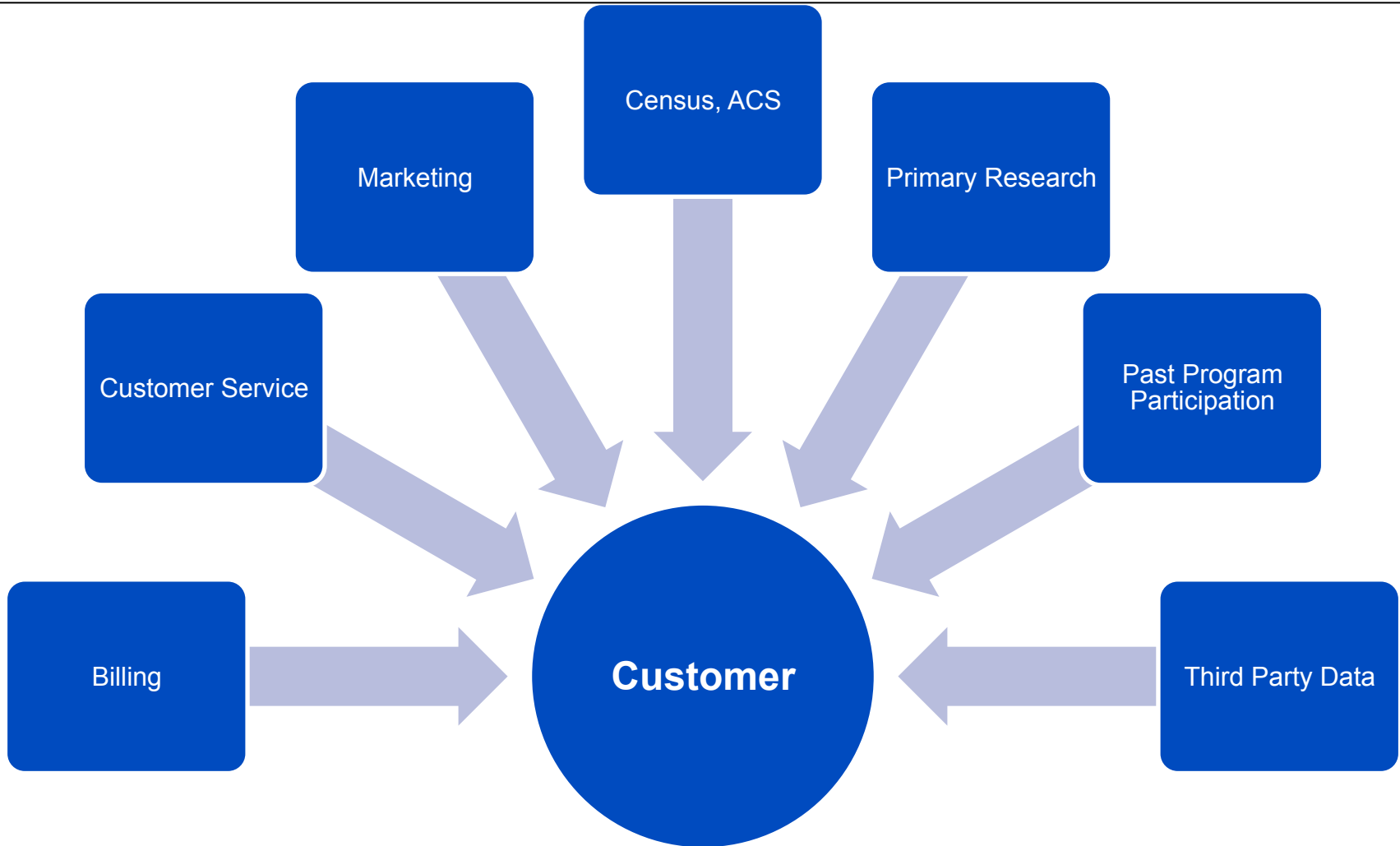
Bringing it back to EE

- Billing – Usage, payment history, payment mode, electronic billing
- Account Services – inbound calls/email to customer service re problems, age of the account, account type, low-income bill assistance
- Marketing – Past program participation (availing of rebates for EE appliances, enrollment in levelized billing)
- Other – indicators for elderly/disabled customers in need of assistance or customers with medical conditions where loss of electricity could be detrimental to customer well-being

By integrating multiple databases, mining, and clustering to develop distinct customer segments and understand the key drivers of behavior in each using predictive models, program performance may be enhanced.

Propensity to adopt/reduce consumption/load shift=f(all the variables above + unique customer attitudes and needs + perceived program benefit etc.)

Broad Data for Customer Engagement



Thank you.

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