

Saving Energy: As Fun as Skiing?

Leveraging Big Data and Social Networks for Customer Experience and Viral Marketing

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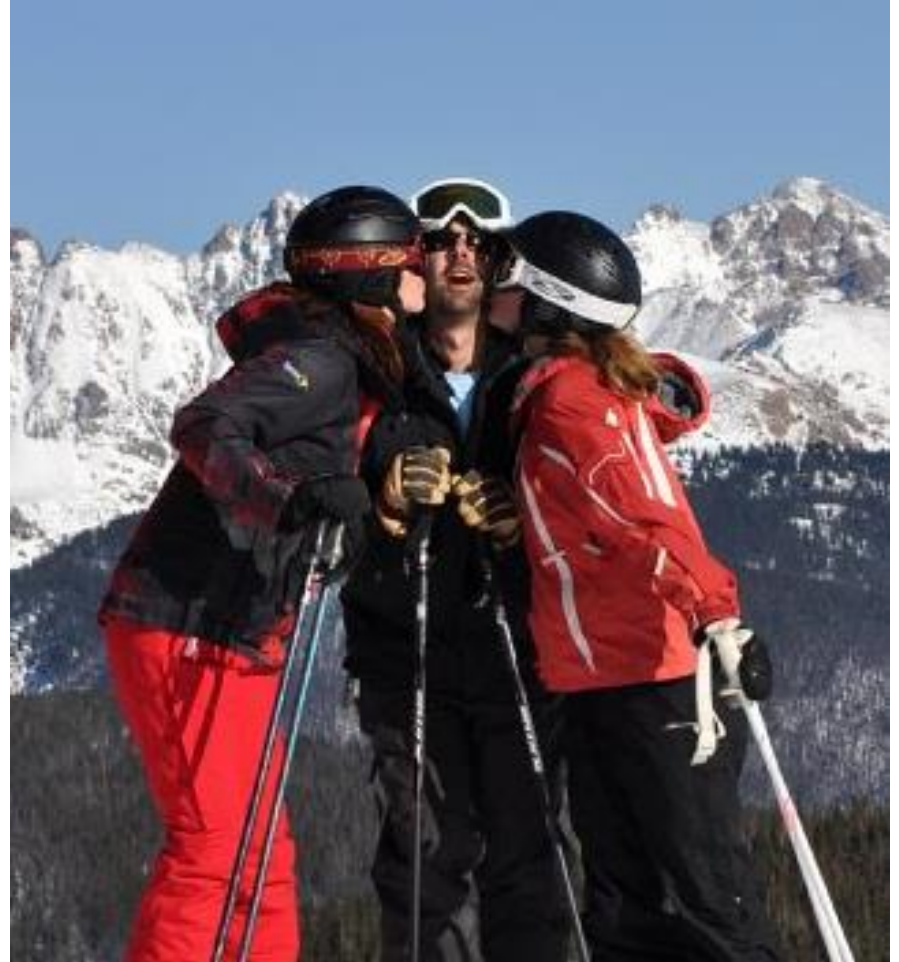
2013 BECC Conference



E Source

Really? Skiing Is Already So Fun!


- Here is my husband enjoying a day at Vail ...
- ... with me and my friend
- It's OK if you snowboard



Courtesy: Beth Hartman





But Could It Be Even More Fun?



epic MIX™
Capture. Connect. Share.

[WATCH THE EPICMIX VIDEO](#)

 <p>View & Download Your Photos Get Your Mix. Unlimited Photos for \$30. All Images. All Season. All Resorts.</p> <p>View Now</p>	 <p>Activate Your FREE EpicMix Account Today Go Play! Track Vertical Feet. Earn Pins. Share Photos. NEW! Race Against Lindsey Vonn with EpicMix Racing.</p> <p>Activate Now Returning EpicMix Member? Log In</p>
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Source: Vail Resorts

EpicMix tracks vertical feet covered per day, automatically posts photos to social media accounts, and allows virtual racing against Olympian Lindsey Vonn.



Quick Background on EpicMix

- Vail Resorts originally installed radio frequency ID scanners on lifts to help skiers keep their hands warm
- Once it had all this data, the company started to wonder what else it could do with it ...
- Enter: an innovative platform for customer experience and marketing!



Source: Telegraph, UK



Why Is EpicMix So Effective?

- **Interesting:** visual data
- **Easy:** automatic and instant
- **Social:** leverages a network

This set of features:

- Improves customer satisfaction and loyalty
- Empowers customers to promote the company
- Supports customer experience and marketing!

The screenshot displays the EpicMix Leaderboard interface. At the top, the 'epic MIX' logo is followed by the word 'Leaderboard'. Below this, there are two tabs: 'Leaderboard' and 'Race Leaderboard'. A text block explains that users can see themselves on the leaderboard by activating their account and updating social settings. Below the text, there are filters for 'VIEW: All Time' and 'All Mountains'. The main content is a table with the following data:

RANK	NAME	DAYS ON MTN	MOST VISITED	TOTAL PINS	LATEST PIN	TOTAL PHOTOS	TOTAL POINTS
1	Charles A.	460		498		676	152,565
2	Cesar H.	442		372		427	118,697
3	Jeff B.	456		351		286	116,760
4	Derek S.	350		518		270	100,401
5	Mark E.	379		255		57	97,900
6	Brian C.	190		502		284	95,637

On the right side of the interface, there are two promotional banners. The top one says 'epic MIX SHARE!' and encourages users to update settings to share photos on Facebook and Twitter. The bottom one says 'CLIMB the LEADERBOARD' and features a mountain graphic with a climber.

Source: Vail Resorts



Interesting: Make Data Meaningful

Information in context!

- Is 10,000 feet a lot?
- Which lift did I ride most?
- How does this season compare to last year's?

Using data to tell a story makes numbers matter, improving customer experience.



Source: Vail Resorts



Easy: Automatic, Real-Time Updates

Updates without uploads

- Photos automatically post
- Available the same day
- No need to remember a login for a new system

Remove barriers to entry so it's easy for your customers to participate.



Courtesy: Beth Hartman

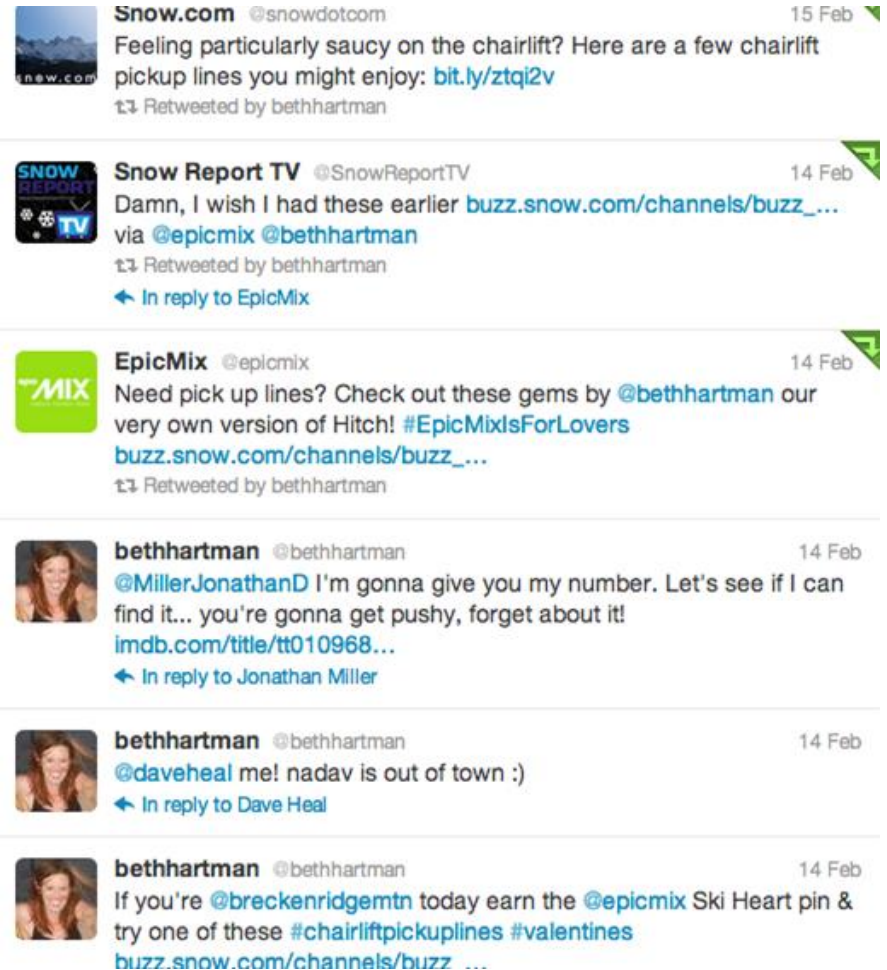


Social: Leverage Network Effects

Create viral marketing

- Many-to-many model
- Exponential exposure
- Encourages new customers to join

Research shows that people are several times more likely to believe a friend's recommendation.



Source: Vail Resorts



A Word on Word-of-Mouth Marketing

- Word-of-mouth marketing
- Ineffective marketing



Source: *The Guardian*



Source: Wikimedia



Social Media Management: Defensive



Source: photomedia



Can Energy Learn From EpicMix?

The energy industry has tons of data. Can it be:

- **Interesting:** Why does energy use matter?
- **Easy:** Where can data appear automatically?
- **Social:** How can sharing and comparing occur?



Source: Green Button



Interesting: Make Data Meaningful

- Comparisons with peers
- Translation to dollars
- Trends over time

*Think about how kilowatt-hours matter to people!
Translate energy use into points, awards, and more.*

EpicMix example: pins and badges for each lift



The screenshot shows the Facebook interface for the OPOWER app. The top navigation bar includes the Facebook logo, a search bar, and a 'Log In' button. Below the navigation bar, the OPOWER logo is displayed in partnership with Facebook and NRDC. The main content area features a blue background with white clouds and a cityscape illustration. A central blue button reads 'See how your home stacks up!'. Below this, three energy usage pins are shown: a house with 675 kWh, a yellow house with 530 kWh, and a blue building with 320 kWh. The text 'Save energy with your friends.' is prominently displayed, along with a sub-headline: 'See how your energy use stacks up against friends and homes across the U.S. Join groups and discover how you can save even more.'

Source: Opower



Easy: Automatic, Real-Time Updates

- Text-messaging systems
- Mobile platforms
- Social updates

Allow your customers to get automatic alerts on the channels they prefer.

EpicMix example: daily social posts, not monthly paper reports



Source: iFactor



Social: Leverage Network Effects

- Invite friends to play
- Encourage shared stories
- Provide unique rewards

Empower your customers to share their energy success stories socially.

EpicMix example: photos and more posted online; also, Epic Racers!



Source: Simple Energy



Utilities Are Starting to Catch On

- Facebook games
- Promoting products on social media
- What else is possible?



Source: Xcel Energy

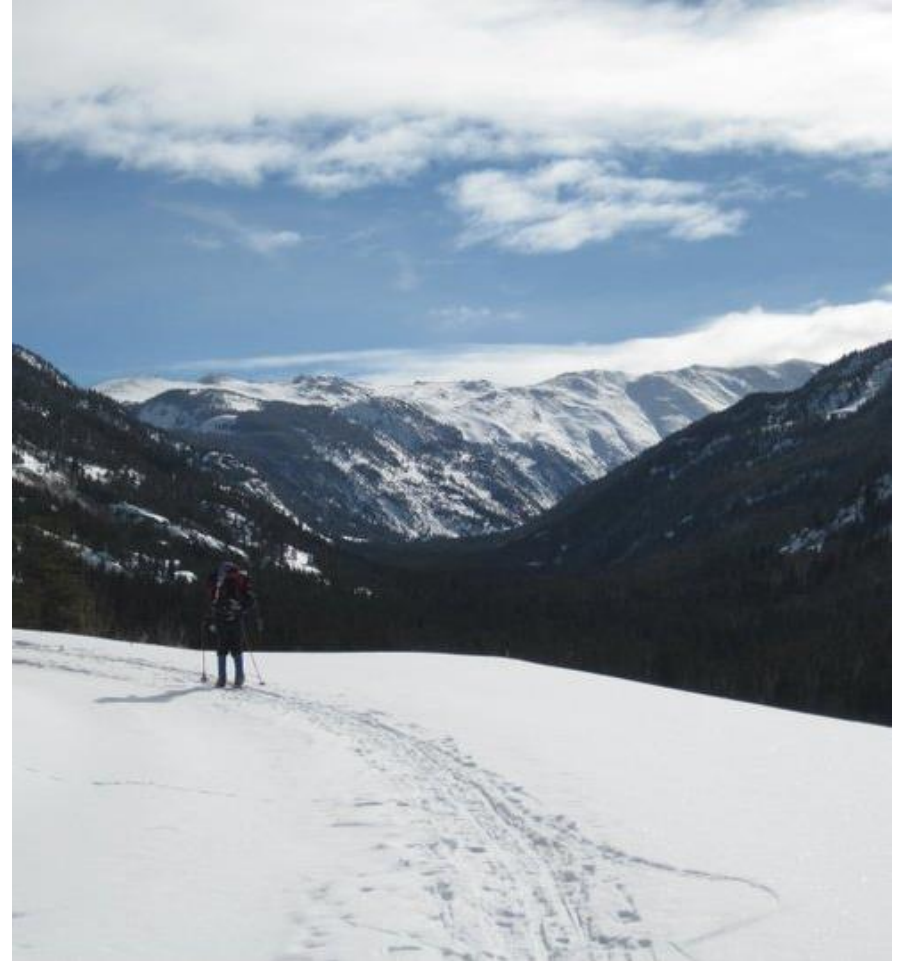


Source: San Diego Gas & Electric



Thanks for Your Time!

- Long journey, fun times!
- Worth the effort
- I look forward to your questions



Courtesy: Beth Hartman



For More Information



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Have a question? Ask our experts: www.esource.com/question

