

Abstract #: 468

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**Abstract Title: If you build it, they will come. Again and again. - Effective tools for engaging customers to leverage smart meter data analytics and energy efficiency**

Abstract Text:

We know that data found on smart meter portals can allow energy users to make informed decisions on how to reduce their electricity consumption, but how do we engage energy users and provide them a blueprint for saving energy persistently? As energy savings goals rise and educating customers becomes increasingly important to energy providers, there is a need for utilities to communicate effectively with customers. This paper and presentation will provide insight to Consumers Energy's Smart Energy™ Challenge, a multifaceted customer journey program and website, which has proven to be an effective means to engaging customers, keeping them engaged, and showing them how to reduce their energy use through behavior change and energy efficiency programs. Registrants could earn points to redeem for loyalty rewards by attending events and participating in online activities including games, trivia, and energy efficiency tips and resources. In fifteen weeks, the website experienced unprecedented login durations, users logged in over 6.5 times, 20 percent of users visited their smart meter portal, and energy efficiency program participation increased two-fold. Additionally, 908 customers ordered energy and water saving do-it-yourself kits and 153 customers had home energy analyses performed, which yielded significant energy savings. Join us as we will share best practices and components from the website and community-based social marketing campaign that led to these results.