CUSTOMERS KNOW BEST WHEN IT COMES TO BEHAVIOR CHANGE – ARE YOU LISTENING?

October 20, 2015
Utilities’ path to long term marketing success:

- Understand the customer
- Engage the customer
- Satisfy the customer
Questions

- Is there a difference in energy savings between customers who choose a digital channel to receive a Home Energy Report versus those who choose mail?

- Do customers who prefer digital channels differ from customers who prefer mail?
Engagement Process

*Opt-In* Home Energy Report Program

Solicitation Channel

Report Delivery

Email

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## The Design

<table>
<thead>
<tr>
<th>Average Annual Savings per person (kWh)</th>
<th>Solicitation Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct Mail</td>
</tr>
<tr>
<td>Report Delivery Channel</td>
<td></td>
</tr>
<tr>
<td>Direct Mail</td>
<td>A</td>
</tr>
<tr>
<td>Email</td>
<td>C</td>
</tr>
</tbody>
</table>

* Condition ‘B’ not used in analysis due to small group size
Savings Results

Overall average:
- 269 kWh pp
- 1.6% savings

‘Paper’ Segment
- Mail Solicit - Mail Report: 322, 2% savings

‘Digital’ Segments
- Mail Solicit - Email Report: 218, 1.2% savings
- Email Solicit - Email Report: 224, 1.3% savings
‘Digital’ Segments
Conclusions

- Delivery channel impacts savings
- Customer attributes influence preferred delivery channel
- Higher usage does not always mean greater savings
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## Participants

<table>
<thead>
<tr>
<th>Report Type</th>
<th>Number of Participants per Group</th>
<th>Solicitation Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail</td>
<td>15,330</td>
<td>Email</td>
</tr>
<tr>
<td>Email</td>
<td>7,665</td>
<td>12,775</td>
</tr>
</tbody>
</table>

* Email Solicit / Direct Mail Report - Not enough sample in control