



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

DirectOptions
Your customer. Engaged.

October 20, 2015

Our Philosophy

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Utilities' path to long term marketing success:



**Understand
the customer**



**Engage the
customer**



**Satisfy the
customer**

Questions

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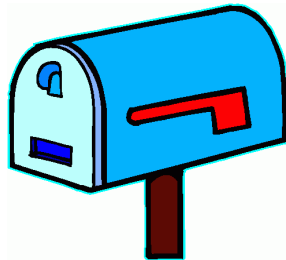
- ❑ Is there a difference in energy savings between customers who choose a digital channel to receive a Home Energy Report versus those who choose mail?
- ❑ Do customers who prefer digital channels differ from customers who prefer mail?

Engagement Process

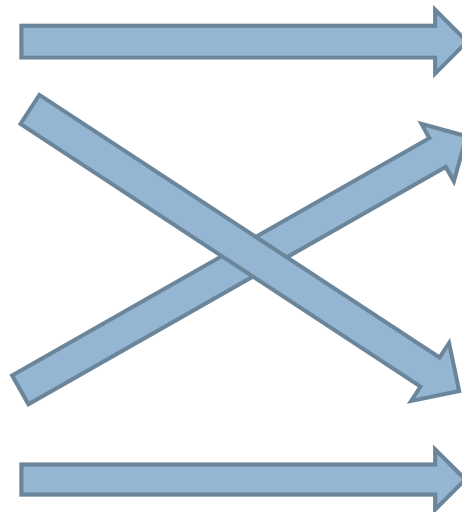
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Opt-In Home Energy Report Program

Solicitation Channel



Report Delivery



The Design

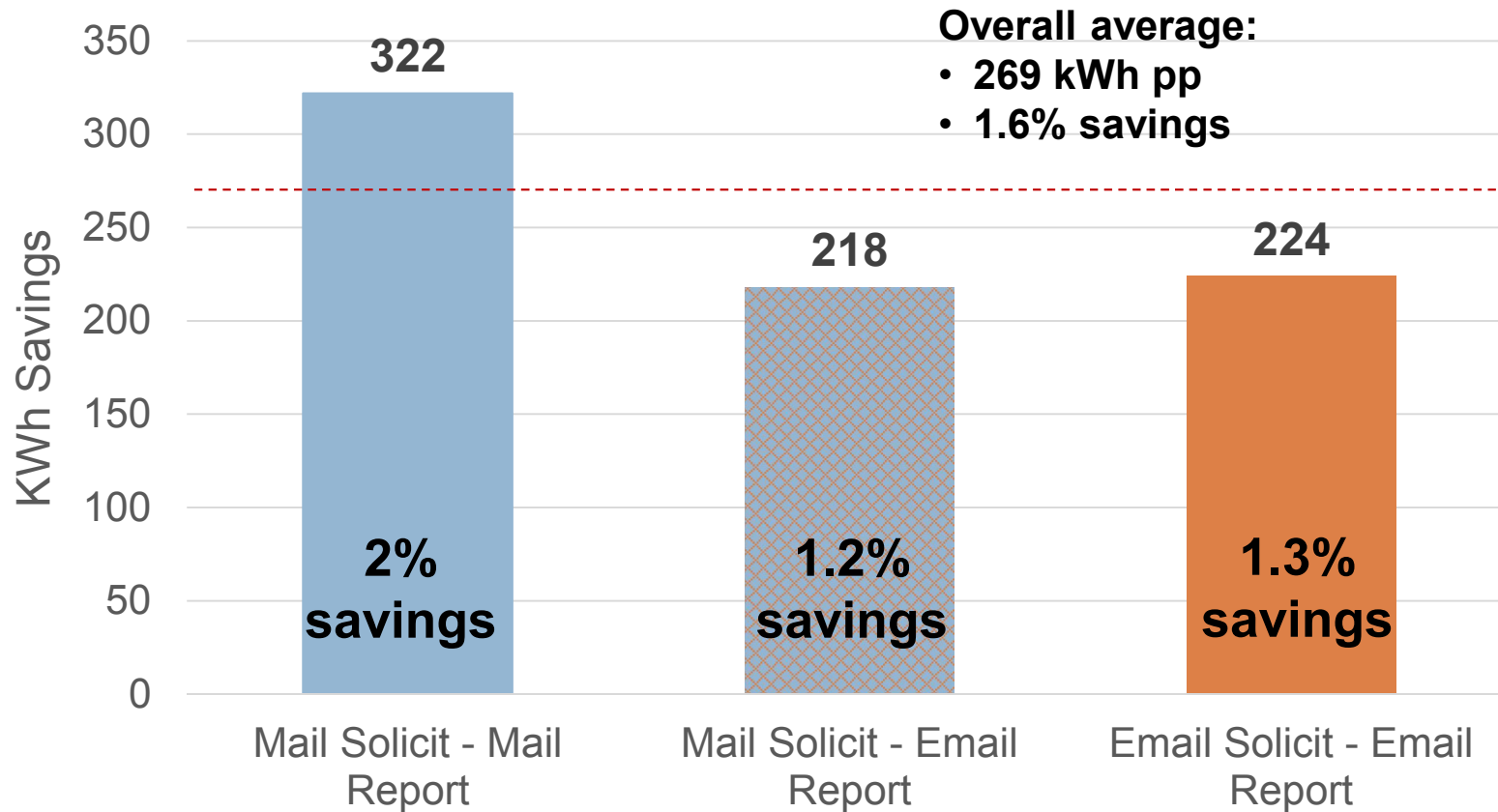
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Average Annual Savings per person (kWh)		Solicitation Channel	
		Direct Mail	Email
Report Delivery Channel	Direct Mail	A	B*
	Email	C	D

* Condition 'B' not used in analysis due to small group size

Savings Results

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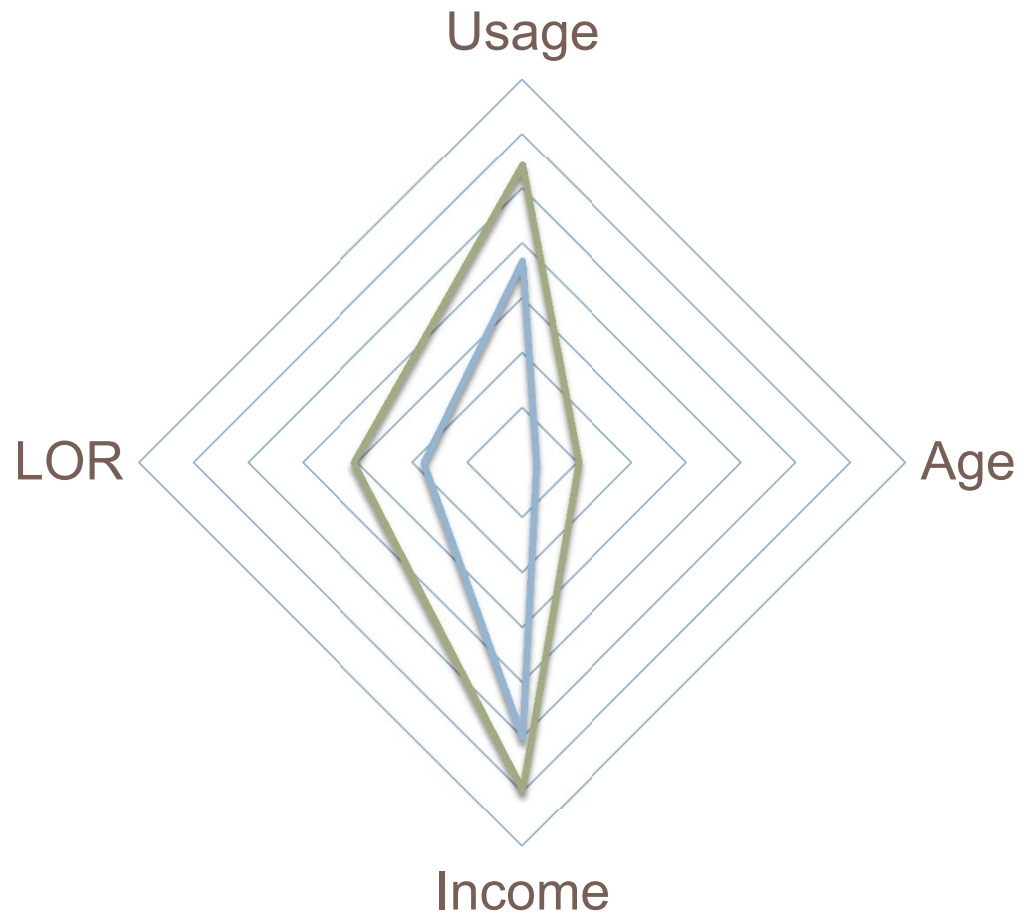
'Paper' Segment

'Digital' Segments



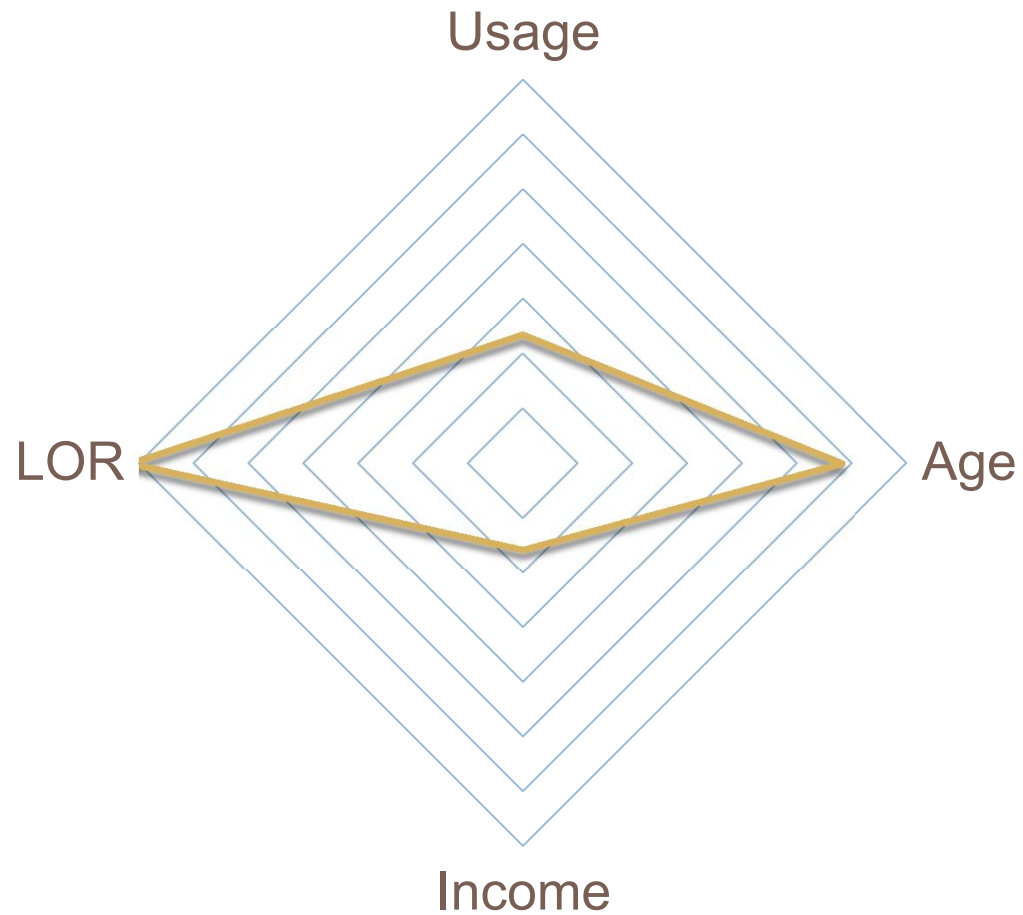
'Digital' Segments

7



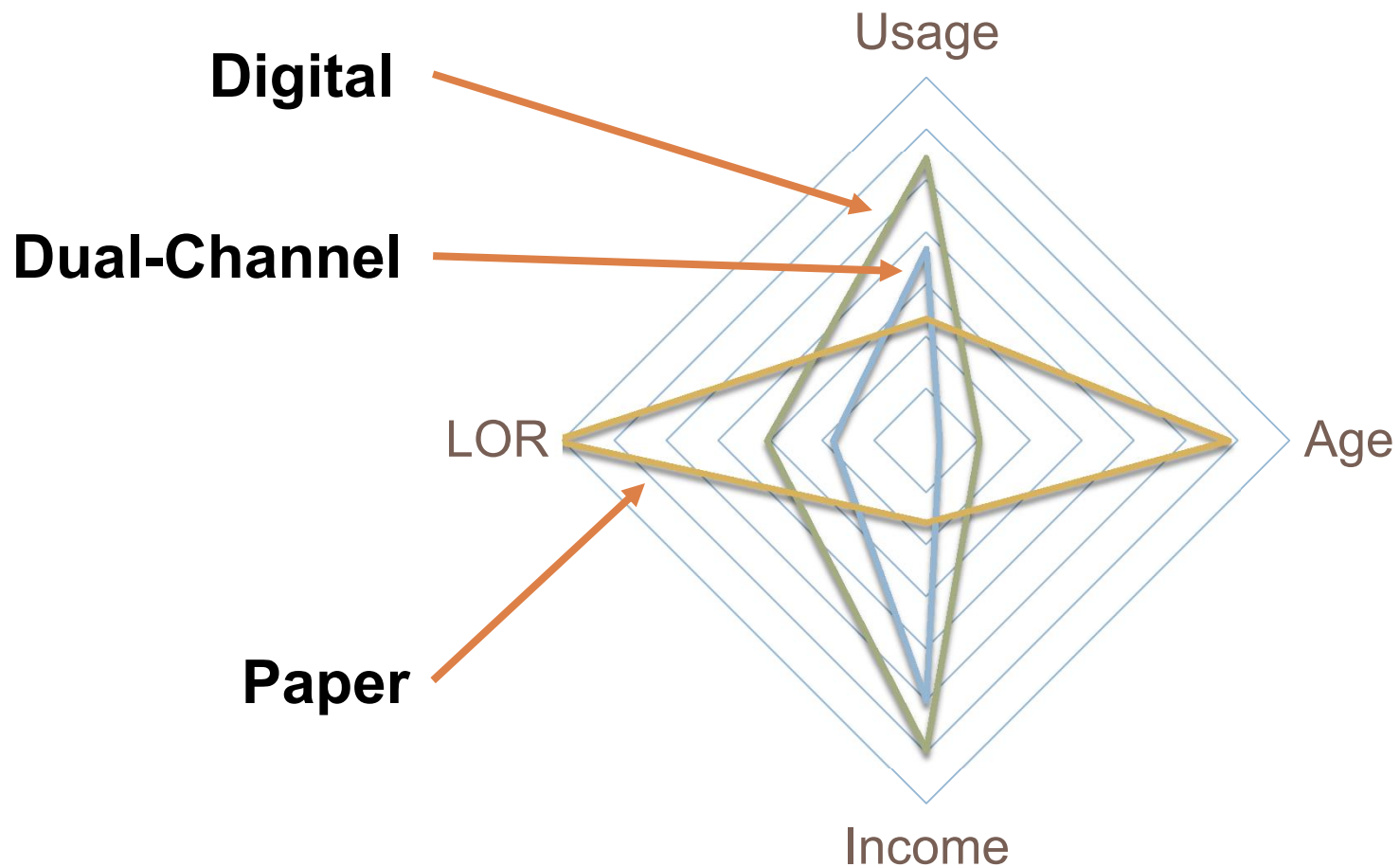
'Paper' Segment

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Segments & Channels

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Conclusions

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

Contact Us

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Participants

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Number of Participants per Group		Solicitation Type	
		Direct Mail	Email
Report Type	Direct Mail	15,330	450*
	Email	7,665	12,775

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