



But I'm Not Like the Jones's!

*Improving Customer Understanding of and
Satisfaction with Home Energy Reports*

Amy Meyer

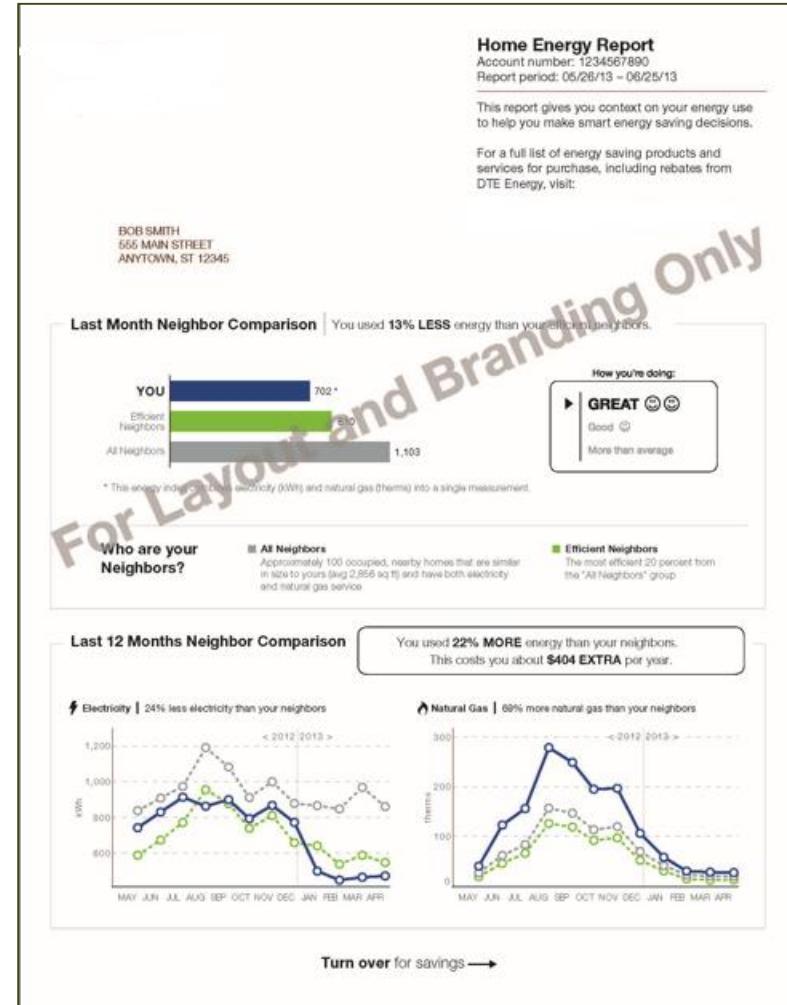
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Home Energy Reports and low satisfaction



- » Despite many positive comments and feedback on Home Energy Reports, satisfaction for these programs is often in the 60-80% range
- » Customer satisfaction is a very important metric, and can affect customers' impressions of their utility overall
- » DTE Energy is taking steps address the problem and raise satisfaction ratings



Why do HERs elicit negative reactions?



"I have a hard time believing that I use more than 90% [more energy] than everybody else. And that's why I'm dissatisfied with it – too many unanswered questions..."



"We live in the country in a real old house, we have no neighbors, and the report compared us to a neighbor. we don't know how they came up with the comparison, how can they compare us to a neighbor if we don't have any?"

"Whatever you base it on is not conclusive, I consume a lot of energy in my home and I don't think its ok to compare me to the old woman next to me that doesn't use much energy at all. You are comparing apples to oranges."

How can we improve participant satisfaction?



DTE sent a letter to all HER participants, describing the following changes:



“Neighbor” comparison becomes
“Similar Home” comparison



Updated FAQs to highlight
comparison processes



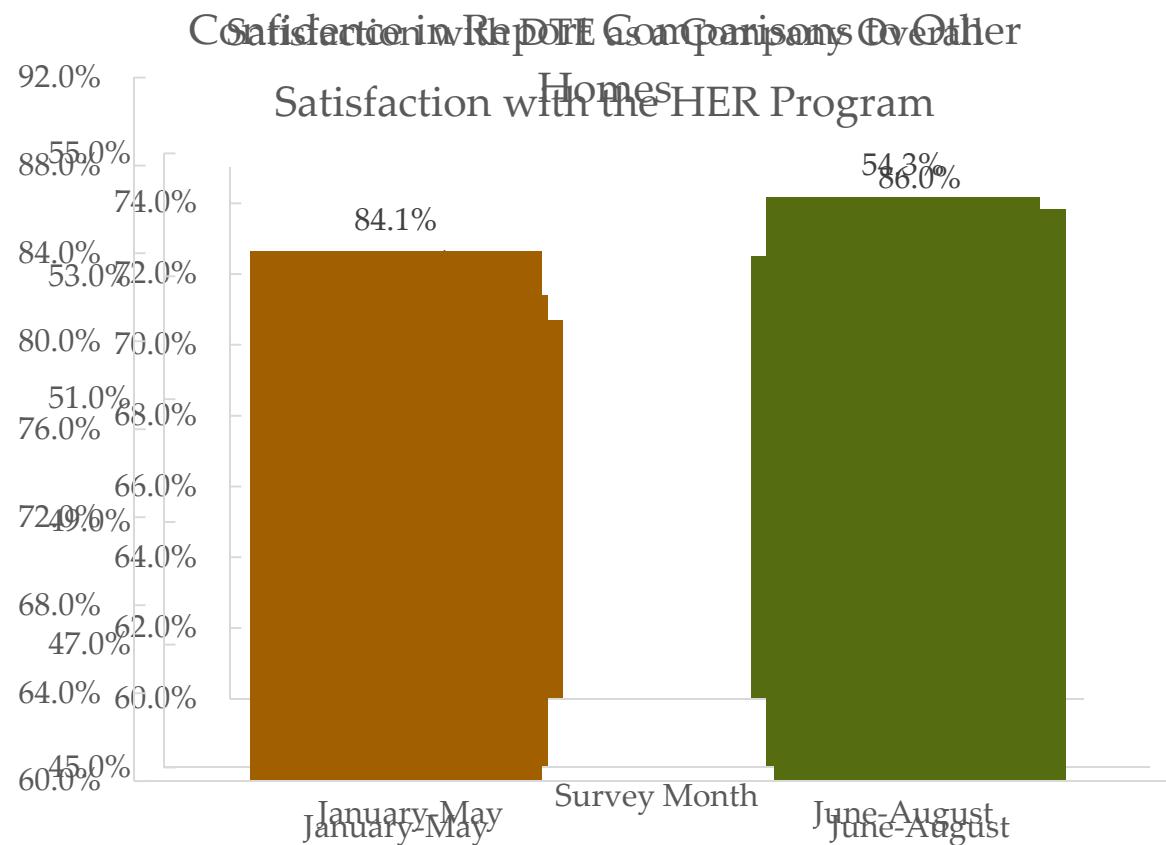
Clear pathway for participants to
update information on their home



What do we know so far?



Results are suggestive of an improvement in customer satisfaction



Source: Monthly Customer Surveys conducted by Navigant for DTE Energy's HER program, PY2015; Satisfaction is measured on a scale from 0-10. A satisfied customer is defined as anyone who gives a rating of 6 or higher.

Where do we go from here?



- » Continue monitoring results from the participant letter on customer satisfaction
- » Continue offering support and high customer service to allow participants to make the most of the HERs
- » Encourage dialogue and collaboration to address this pervasive issue

Thank You



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