



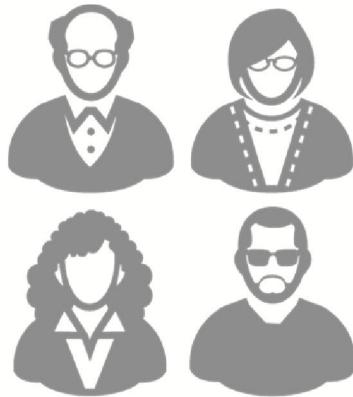
2016 BECC  
Baltimore, MD



## Stacking Behavior in Our Favor: Digital Behavioral Intervention Using Personas and Customer Journeys

Laura Orfanedes      October 21, 2016

## Pilot Goals



Increase participation

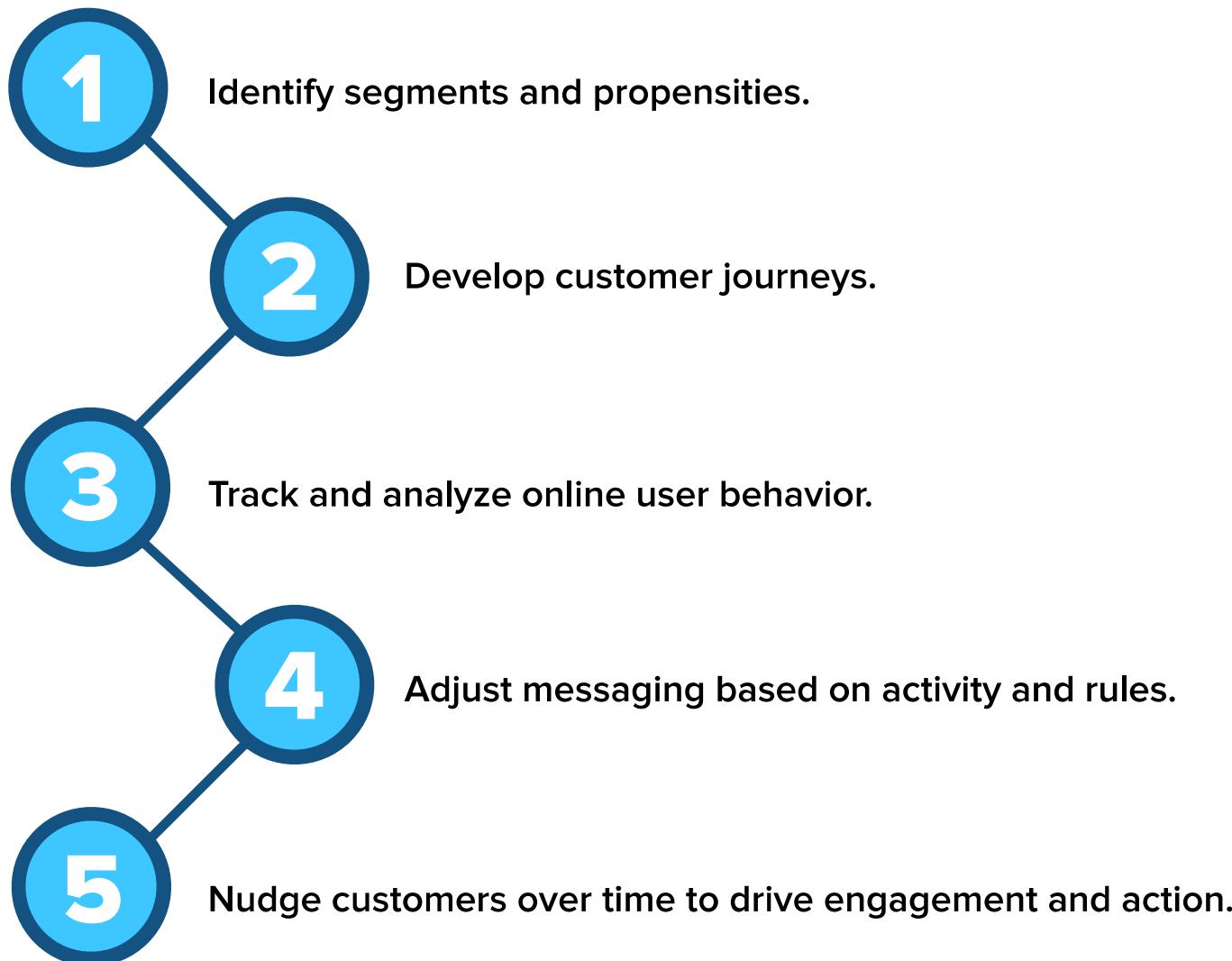


Improve customer satisfaction



Assess ability to capture behavioral savings

# Pilot Approach



# A Stacked Strategy

Commitment  
+  
Feedback  
+  
Follow-through  
+  
Framing  
+  
Rewards & Gifts



= *Behavior change!*

# Commitment

Welcome to the Alliant Energy Advisor

Your plan Low- and no-cost savings tips Your savings

You personalized savings plan:

## Five steps to take control of your bill

- Purchase and install energy efficient windows
- Seal air gaps and add insulation
- Install a smart thermostat
- Install a home energy monitoring device
- Add to your plan

\*Potential savings are estimates based on average usage. Your savings may vary depending on your specific circumstances, such as your location, the age and condition of your home, and the age and efficiency of your equipment.

\*\*Savings for this activity do not include the cost of equipment or installation.

Want to learn more about how you can save money on your electric bill? Visit our website at [alliantenergy.com](#).

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# Framing



## There's still time to decrease your footprint while keeping your home warm.

**True,**

Contact a participating contractor to seal gaps and add insulation in your attic before the coldest days of winter hit. You'll get an instant \$300 reward and you can check off your personalized Alliant Energy Advisor plan.

By keeping the warm air inside your home, it will help minimize your environmental impact. Remember other benefits you'll get:

- Control over energy costs
- Comfort with cold weather hits
- Typically pays for itself in just a few years in energy savings, even in newer homes.

Winter has started - contact a [participating Trade Ally](#) today!

[Get Started](#) [View Details](#)

[I've already done this](#)

**Act now!**

**The more improvements you make to your home, the more you can earn! Complete two items from your plan by December 12/10/14, and you'll qualify for \$75 cash plus incentives. That's \$75 you could use to pay holiday bills.**

**Tip:** For even more savings, don't forget to check in with your personalized Advisor plan.



## Put your heating costs into a deep freeze.

**Cautious,**

Manage winter heating costs by sealing gaps and adding insulation in your attic. You'll save on heating costs, be more comfortable, and get \$300 in cash back from your energy provider.

Work with a participating contractor who will do all the work for you, including getting you your cash back. The project pays for itself in lower energy bills in just a few short years, even in newer homes.

Don't wait - contact a participating Trade Ally today and cross another thing off your Alliant Energy Advisor list!

[Get Started](#) [View Details](#)

[I've already done this](#)

**Act now!**

**The more improvements you make, the more you can earn! Complete five items from your plan by 12/10/12/14, and you'll qualify for \$50 cash plus incentives. That's \$50 you could use to pay holiday bills.**

**Tip:** For even more savings, don't forget to check in with your personalized Advisor plan and take the next steps.

# Feedback

You're a bit of a hero, you know.

# Follow-through

The screenshot shows a mobile application interface for Alliant Energy. At the top, there's a yellow header bar with the Alliant Energy logo. Below it is a blue navigation bar with tabs for "HOME", "PLAN", "ACTIVITIES", and "NOTIFICATIONS". The main content area features a large red progress bar at the top, with the text "What's happening with your energy savings plan?" overlaid. Below the progress bar, there's a section for "Laura," followed by a detailed breakdown of energy savings activities and their completion status. A large red circle highlights the progress bar and the title above it.

What's happening with your energy savings plan?

Laura,

We're at the mid-year mark of 2016. How are you doing in your efforts to save energy and put more money in your pocket?

Alliant Energy Advisor is your personal savings plan. Here's your mid-year scorecard so you can monitor your progress. Don't forget to update your plan if you have completed an activity, especially if you have participated in a Focus on Energy program or one of our promotional offers!

**NOT STARTED**

- Get free energy savings products and installation
- Seal air gaps and add insulation
- Install a smart thermostat
- Install a home energy monitoring device
- Purchase and install ENERGY STAR® LEDs
- Purchase an ENERGY STAR® clothes washer

**Update Your Plan Now**

The image is a collage of six screenshots from the Alliant Energy Advisor website, arranged in two columns of three. The top row shows the homepage with account access and energy tips. The bottom row shows the rewards program section with a table of savings opportunities.

# wards & Gifts

 <b>ALLIANT ENERGY.</b>	<h2>Control winter energy costs and get an extra \$50.</h2> <p><b>Cautious,</b></p> <p>As a participant in Energy Advisor, you now have access to exclusive discounts and promotions to help you save energy. These offers also make it easier for you to reach your goal of completing five things on your personalized energy plan.</p> <p>For a limited time, get \$50 to use at your favorite home improvement retailer. Plus, get a rebate from Focus on Energy ranging from \$100-400, depending on the unit.</p> <p>To take advantage of this offer:</p> <ol style="list-style-type: none"> <li>1. Find an authorized contractor.</li> <li>2. Purchase and install a qualifying heating system*</li> <li>3. File your Focus on Energy rebate form or make sure your contractor does.</li> <li>4. Check the box on your savings plan to let us know you completed the improvement</li> <li>5. We will send you a request for what type of system you're replacing (gas boiler or forced hot air furnace), which retailer you want the gift card for, and confirm your mailing</li> </ol> <p>That's all there is to it! Complete these steps and get a \$50 gift card to the home improvement retailer of your choice.</p>
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# Year One Results



## Preliminary Year Two Results

Figure 4. Familiarity with Focus on Energy Rebates and Programs

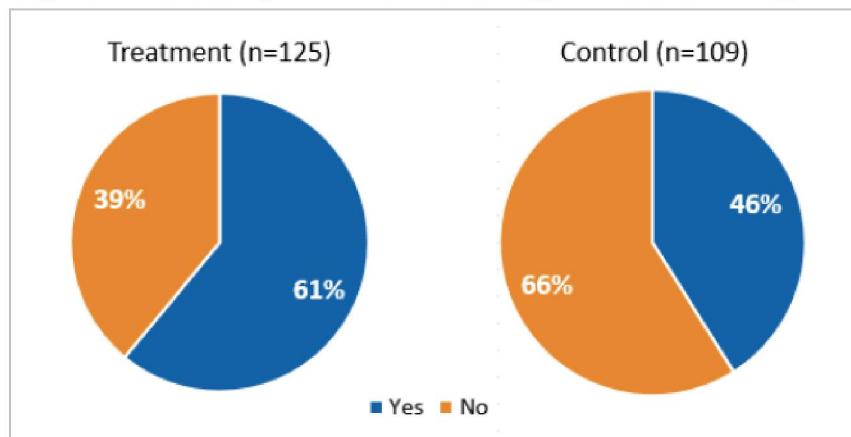
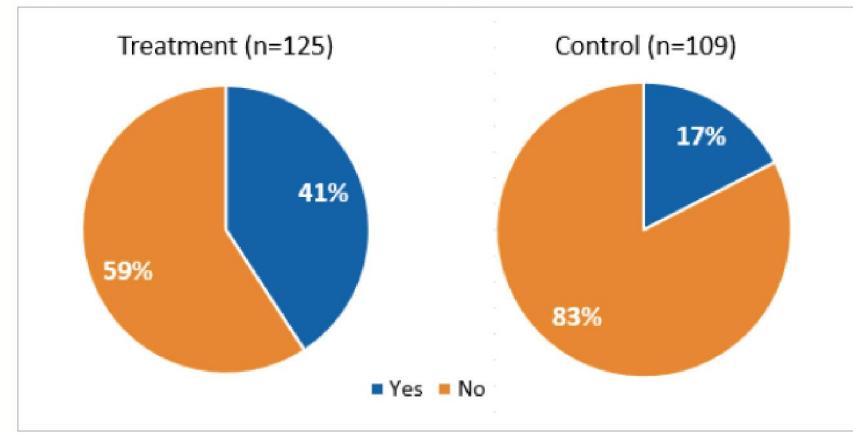


Figure 5. Visits to the Focus on Energy Website in Past 6-12 Months



Thank you!

Laura Orfanedes  
Chief Strategy Officer  
M: 978.973.3517  
E: [laura@fiveworx.com](mailto:laura@fiveworx.com)