



behavior, energy & climate change
becc

2016 BECC

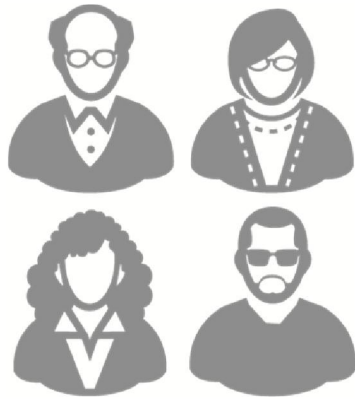
Baltimore, MD

Fiveworx[™]
makingenergyrelevant

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

Laura Orfanedes October 21, 2016

Pilot Goals



Increase participation

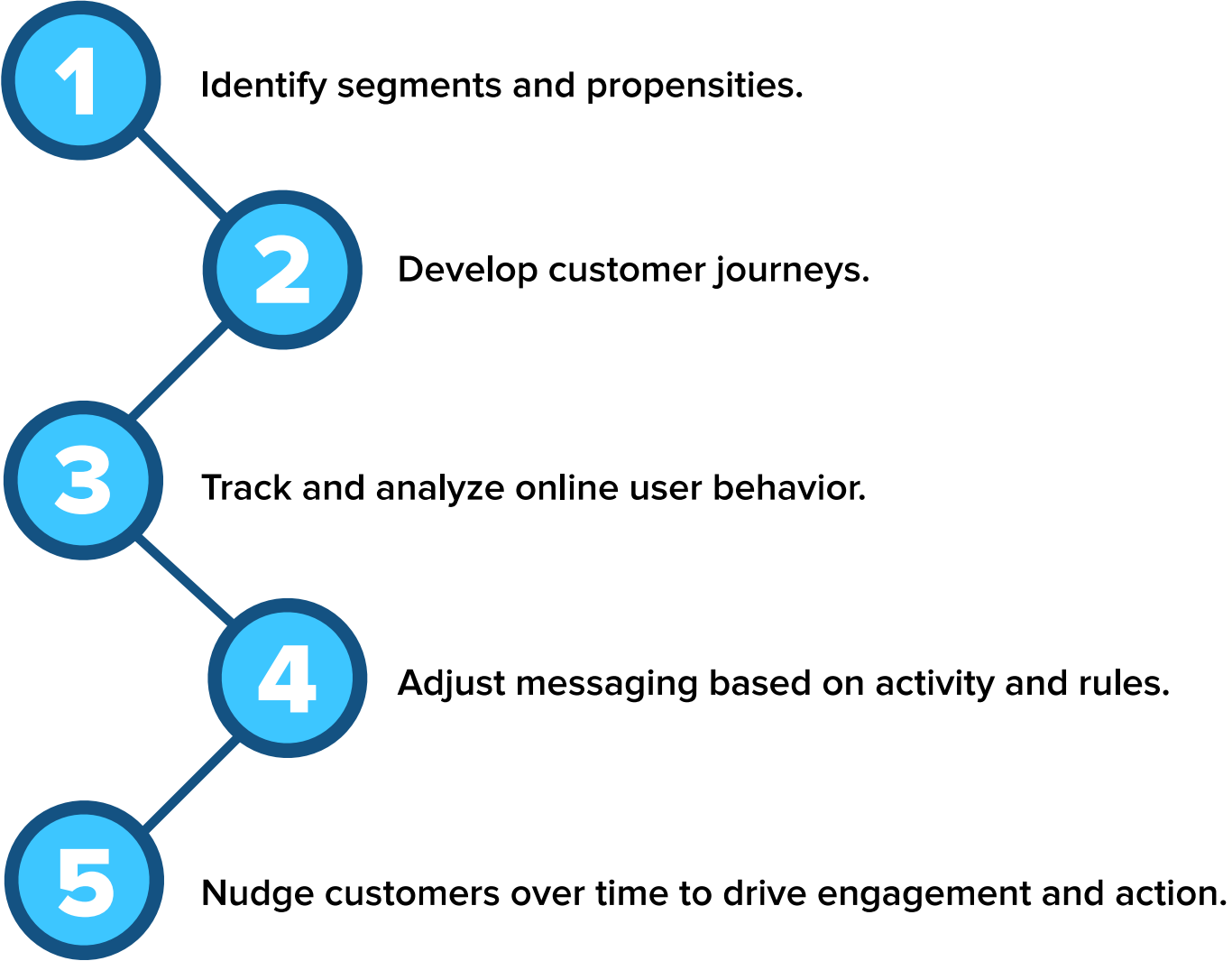


Improve customer satisfaction



Assess ability to capture behavioral savings

Pilot Approach



A Stacked Strategy

Commitment

+

Feedback

+

Follow-through

+

Framing

+

Rewards & Gifts = *Behavior change!*



Commitment

Framing

Feedback

Rewards & Gifts

Follow-through

Year One Results



Preliminary Year Two Results

Figure 4. Familiarity with Focus on Energy Rebates and Programs

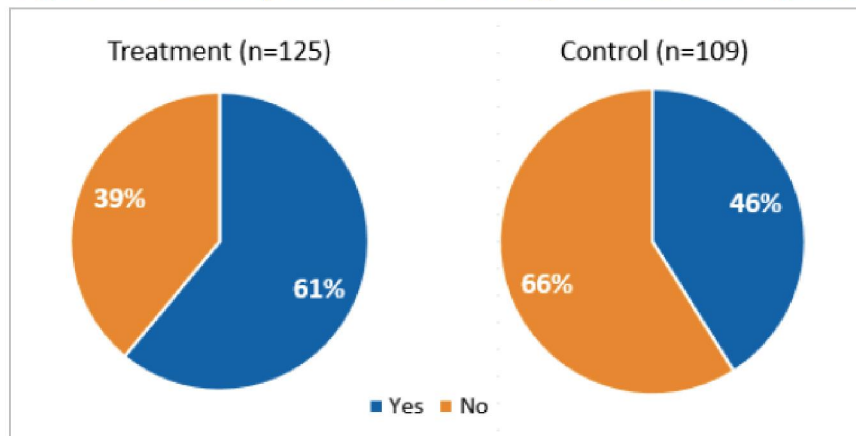
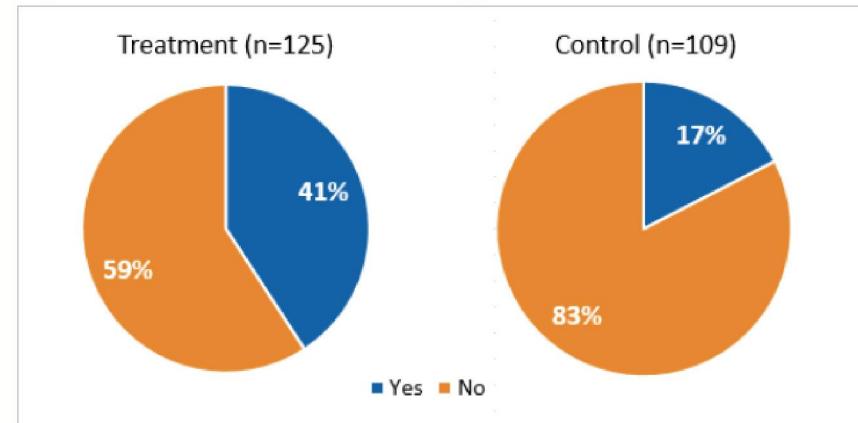


Figure 5. Visits to the Focus on Energy Website in Past 6-12 Months



Thank you!

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