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

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Pilot Goals

- Increase participation
- Improve customer satisfaction
- Assess ability to capture behavioral savings
Pilot Approach

1. Identify segments and propensities.
2. Develop customer journeys.
3. Track and analyze online user behavior.
5. Nudge customers over time to drive engagement and action.
A Stacked Strategy

Commitment + Feedback + Follow-through + Framing + Rewards & Gifts = Behavior change!
Year One Results

Net Energy Savings

- 137.2 kWh
- 8.5 therms per pilot customer over 9 months

Program Participation

- 150% increase when compared to the general customer population

Customer Satisfaction

- 9% increase overall at mid-year
- 5% increase in likelihood per email opened

Preliminary Year Two Results

Figure 4. Familiarity with Focus on Energy Rebates and Programs

- Treatment (n=125): 39% Yes, 61% No
- Control (n=109): 66% Yes, 34% No

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

- Treatment (n=125): 41% Yes, 59% No
- Control (n=109): 17% Yes, 83% No

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Thank you!

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