

SOFTENING THE TONE

IMPROVING HER PROGRAM
SATISFACTION AMONG
INEFFICIENT ENERGY USERS

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CHALLENGE

- Home Energy Report (HER) programs generate substantial savings, but customer satisfaction may be very low relative to opt-in EE programs.



QUESTION

- Do HERs have to make people feel bad to get them to save energy?



EXPERIMENT

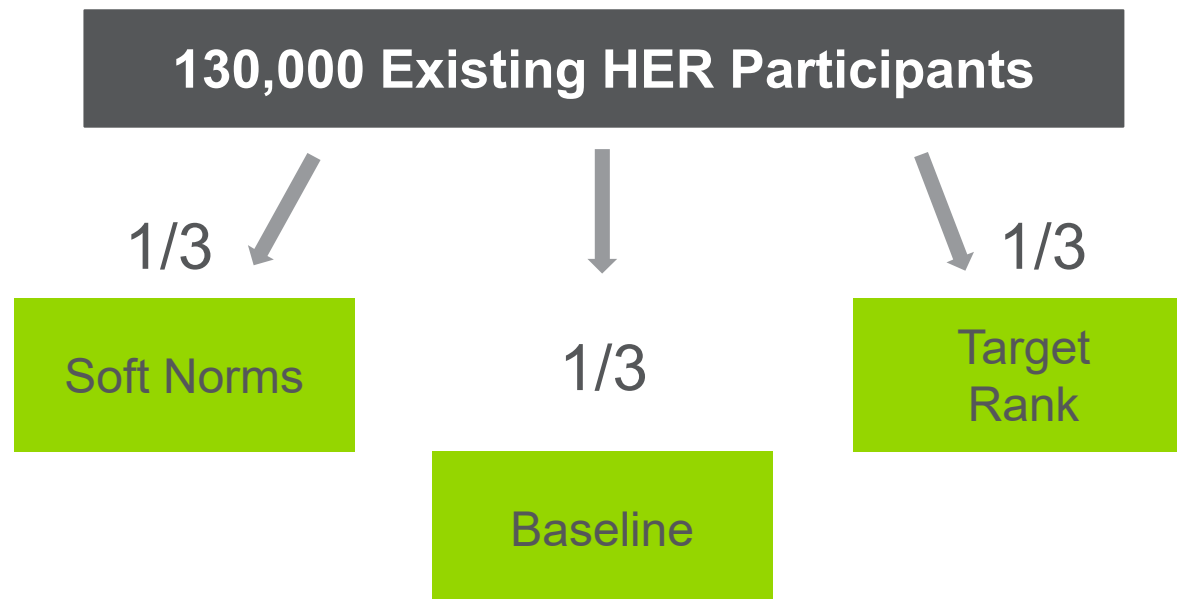
- DTE Energy decided the answer was no, and launched a Message Testing campaign in 2016 to answer these questions:

“Can we improve HER customer satisfaction and engagement by softening the tone of messaging?”

“Can we improve HER customer satisfaction without sacrificing savings?”

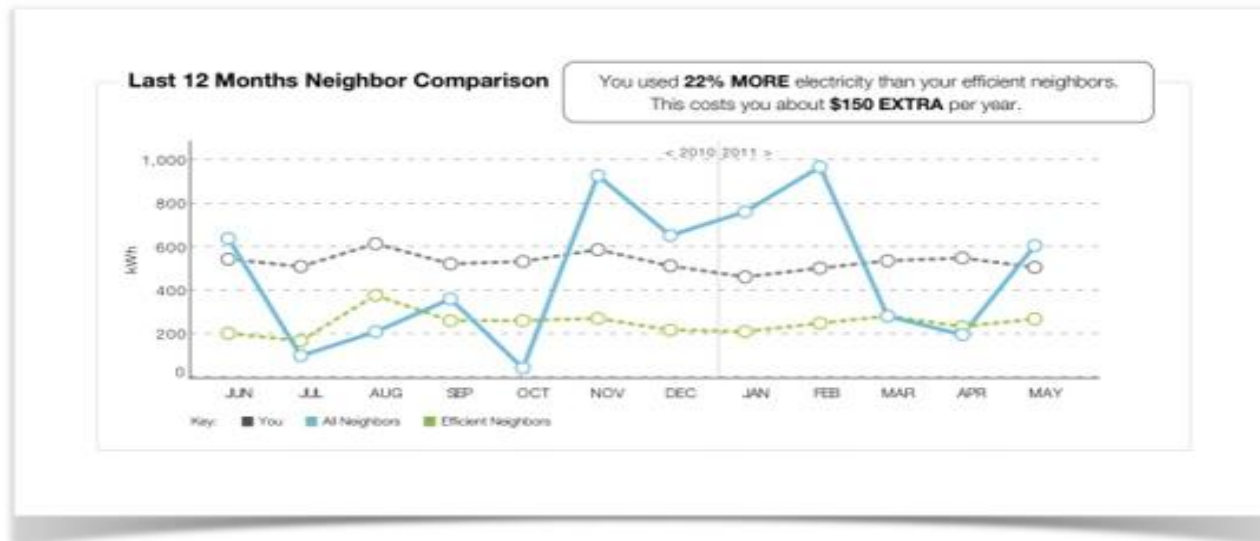
EXPERIMENTAL DESIGN

- Inefficient energy users who had already been participating in HER for several years were randomly assigned to Message Testing.



SOFT NORMS MESSAGING

- Soft Norms provides a more long-term perspective.

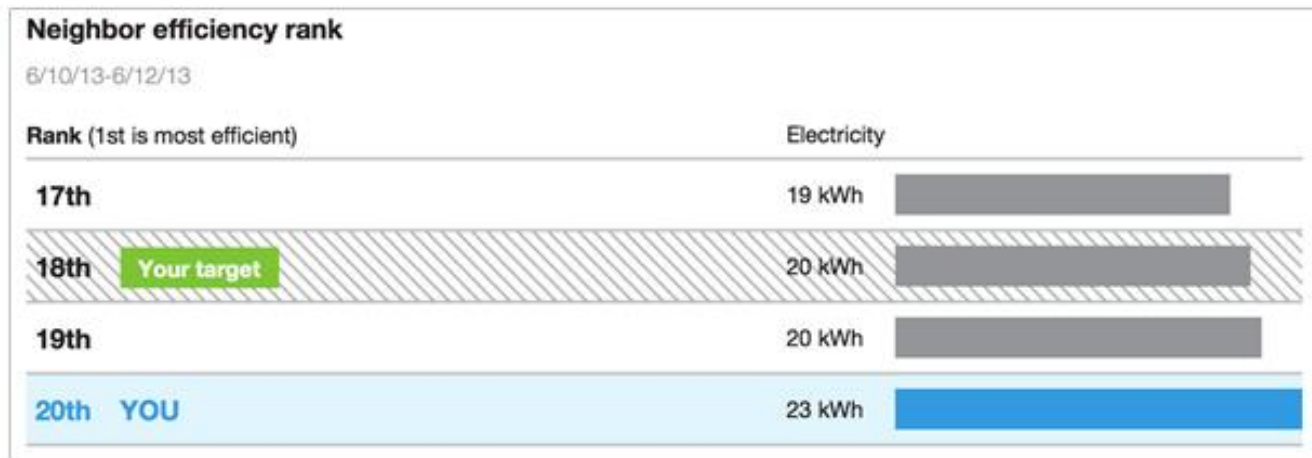


Source: Opower

12-month graph tracking usage against neighbors, more long-term perspective

TARGET RANK MESSAGING

- Target Rank provides more achievable target goals.

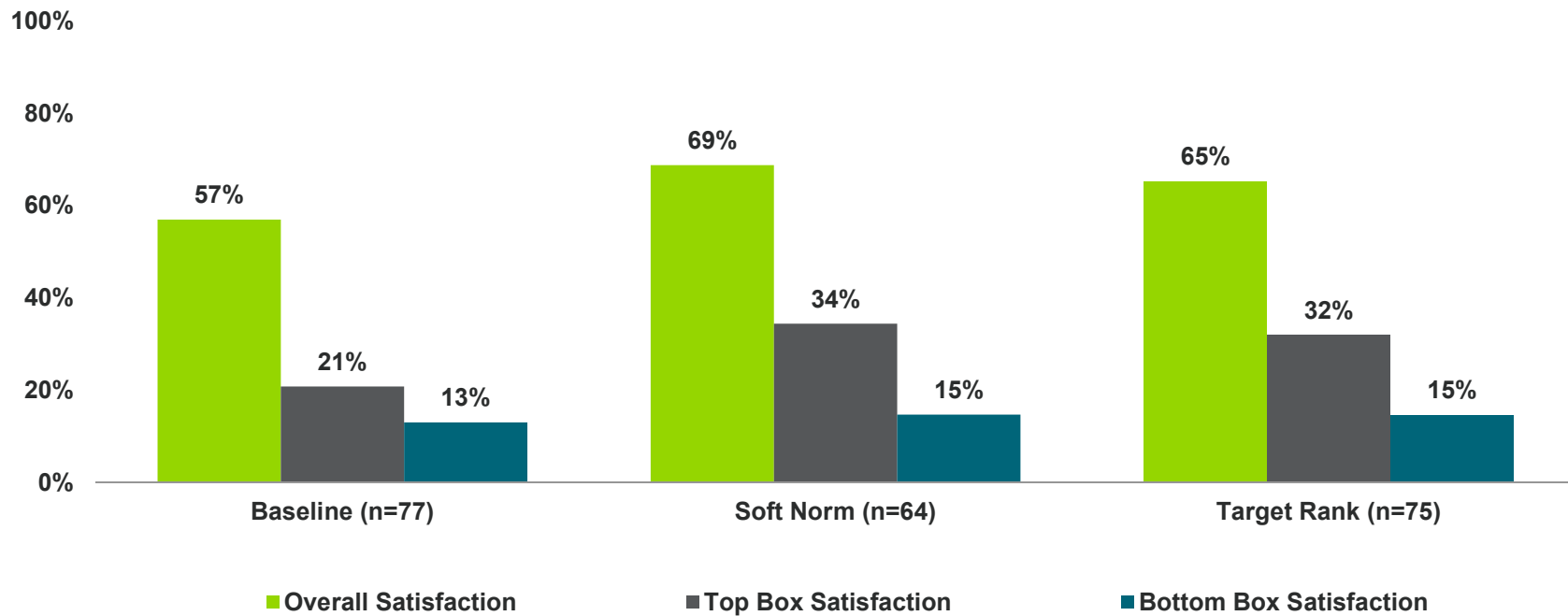


Source: Opower

*Achievable goals relative to neighbors,
progress reports, achievement recognition*

SATISFACTION RESULTS

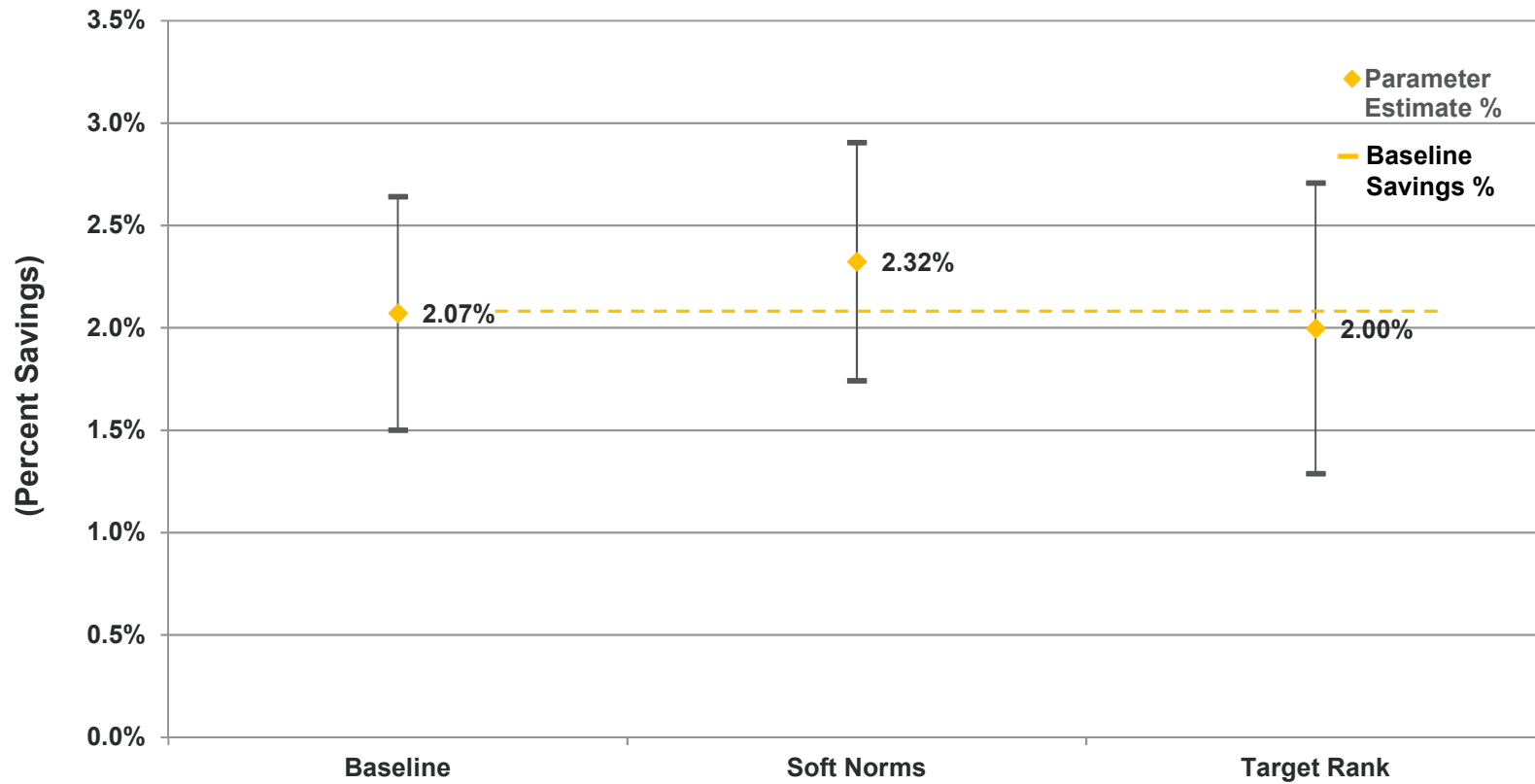
- DTE Energy increased customer satisfaction...



Source: Navigant Analysis

SAVINGS RESULTS

...without lowering savings.



Source: Navigant Analysis

TAKEAWAY



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