

Maria-Liza Legaspi, SoCalGas

Title: Behavioral Program: New Ways to Engage with Customers

Abstract: Background The behavioral based energy efficiency program is focused on energy savings resulting from changes in customer energy usage. Behavioral programs are required to employ comparative energy usage and disclosure, ex post measurement, and experimental design. In the residential sector, randomly selected customers receive their usage feedback via paper and email reports leveraging their usage data. This program includes the use of normative or comparative information, personalized communication in relation to the customers' energy usage, and any other demographic factors.

Behavioral Program: New Ways to Engage with Customers

SoCalGas continue to implement behavioral based energy efficiency program reaching the same customers each year. In so doing, there is a potential for customers to tune out of these messages resulting to program drop out. To improve customers' receptiveness to behavioral communications, SoCalGas explored several avenues such as segmentation in relation to customer usage, sensitivity to weather, propensity to participate in low income programs, medical baseline, rebates, etc. Segment knowledge led to the development of three types of Home Usage Reports. This resulted to significantly higher therm savings.

To better serve customers, SoCalGas developed various "frequently asked questions (FAQ)" that is available via online and were also mailed together with the reports. But this is not enough. SoCalGas launched a "Voice Assistant" support. This is through Google Home and Apple's Alexa devices. SoCalGas continues to develop innovative ideas to better reach and engage its' customers.