

Presenter: Laura Cornish, Uplight

Title: 5 Lessons from Launching Voice Assistants for Behavioral Programs

Abstract: Energy savings from paper home energy reports are well established. What is next for residential behavioral energy efficiency programs? What would it look like to design an energy efficiency program that took advantage of the widespread adoption of smart speakers in North American homes in 2019? Smart speakers are already in more than 15% of homes, and are expected to be present in 55% of US households by 2022. The combination of smart meter data and smart speaker and IoT device adoption present a compelling new opportunity for home energy automation – making saving energy as effortless as households want it to be. Utilities will be able to offer their customers very personalized insights about how they are using energy and how they can save. This presentation will a) show how behavioral insights have been translated for Voice User Interfaces for Alexa and Google Home, b) discuss the challenges associated with presenting information through this channel, and c) share findings regarding what content users found to be the most engaging across two launches.