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Presentation Title: Mobile App Gamification: Aligning Energy Efficiency Goals With Customer Experiences

Abstract: Utility companies across the nation are looking for creative ways to slow the growth in energy consumption, support residential customer cost savings, and reduce peak demand. To accomplish these goals, many utilities recognize the value of connecting with customers and have started to provide more meaningful end-user interactions through digital tools such as mobile applications and custom usage dashboards. Gamification is one such technique that, when successfully implemented, can increase customer engagement and encourage natural behavioral change in users. In this session, BGE and Mindgrub will showcase BGE's Play-n-Save pilot program, an interactive mobile application experience that delivers energy-saving insights to help customers reduce their monthly bills. We'll take a look at the processes and methods that went into incorporating gamification into BGE's existing customer mobile app, how customers responded to their new virtual energy coach Lumi, and the pilot program's impact on customer behavior and energy reduction.