

Author: Devern Hobbs, Uplight

Presentation Title: Reconsidering The Customer Efficiency Journey

Abstract: Utilities are on the front lines of delivering energy efficiency information and resources. Despite many new approaches to delivery utility-funded energy efficiency programs, customer information search costs remain incredibly high in energy efficiency. Purchasing an efficient device is rarely the default; it requires additional research. Furthermore, this research often requires consulting different resources depending on the product being purchased, and information is often not available or salient at the point of sale. Given all these challenges to utility program delivery, how do customers feel about the information they receive from their utility about energy efficiency? Which customers are best served by the current system, and which are being left behind? This presentation reconsiders the customer-utility experience, taking a customer-centric approach towards understanding the efficiency journey and identifying opportunities to reduce information search costs. We report on the results of a census-representative survey of 1,000 electric utility customers across the U.S. We examine customer trust, awareness, knowledge, and relevance of utility resources for saving energy across a variety of demographic groups. Results will discuss opportunities for and customer value of information personalization and channel selection and identify critical segments of customers with different efficiency awareness and engagement preferences. This research identifies ways that the customer efficiency journey is not one size fits all. We will discuss actionable insights for how utilities deliver energy efficiency information to all their customers.