Customer Wants and Needs Panel

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NARUC Electricity Committee Meeting
July 13, 2015
My Premise

- Electricity is not top of mind to most consumers and they know little about electricity and it’s pricing
- Many times customers don’t know what they want
- Listening to (and hearing) customers is essential
- Smart controls and automation are rapidly growing in the market, but energy management is not the prime driver

We need more investment in education & awareness!
What Customers [Don’t] Know About Electricity
What’s a kWh?
How Much Does a kWh Cost?
Who Do Customers Want to Deliver Their Energy Services?

- 84% Their electric utility
- 19% Third-party energy management company
- 16% Wireless phone company
- 15% Cable company
- 11% Landline phone company

(n=489)

Who Do You Trust Most for Energy Advice?

62% of large business customers selected their utility when asked who they trust most for energy advice.

Source: E Source 2014 Large Business Customer Satisfaction Survey
N=1,700 large business key account customers.
If your electric utility were given a grant to improve part of its business, what would you most like to see them invest in?

1. **Improved reliability** (reducing outages, quicker outage response)
2. **Cleaner power** (more pollution controls, more renewable energy)
3. **Better customer service** (better phone service, better website, better billing information)
4. **More programs and services** to help customers lower their energy use (appliance rebates, weatherization services, energy savings info)

Source: The Nielsen Company E Source 2013 Energy Survey
If your electric utility were given a grant to improve part of its business, what would you most like to see them invest in?

- More programs and services to help customers lower their energy use (44%)
- Improved reliability (22%)
- Cleaner power (28%)
- Better customer service (6%)

Source: The Nielsen Company E Source 2013 Energy Survey
Percentages reflect weighted data
N=31,237 US consumers. Online panel
Customer Satisfaction Increases with Program Participation

Percent rating electric provider’s overall performance as “very good”

N = 30,119 for 0, 3893 for 1, 1293 for 2, 475 for 3, 175 for 4, 69 for 5, and 64 for 6
Smart Home Emerging Quickly

- 72% of homeowners said they want a smart thermostat*
- Smart plugs and smart LED bulbs seem poised to be the next major gadgets adopted by consumers
  - Smart appliances face an uncertain future
  - In-home energy-use displays are fading away in favor of web portals and apps for mobile devices
- Security, peace of mind, and convenience are key drivers more so than cost savings from energy management
- Most consumers look to a security company, technology company, home repair store, or cable service providers over utilities for these products

* iControl Networks 2015 State of the Smart Home Report www.stateofthesmarthome.com
Customers Like Smart Controls
For More Information

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