



SMART  
ENERGY  
CONSUMER  
COLLABORATIVE

2020

# MEMBERS MEETING & Fall Workshop

VIRTUAL

Oct. 20-22, 2020



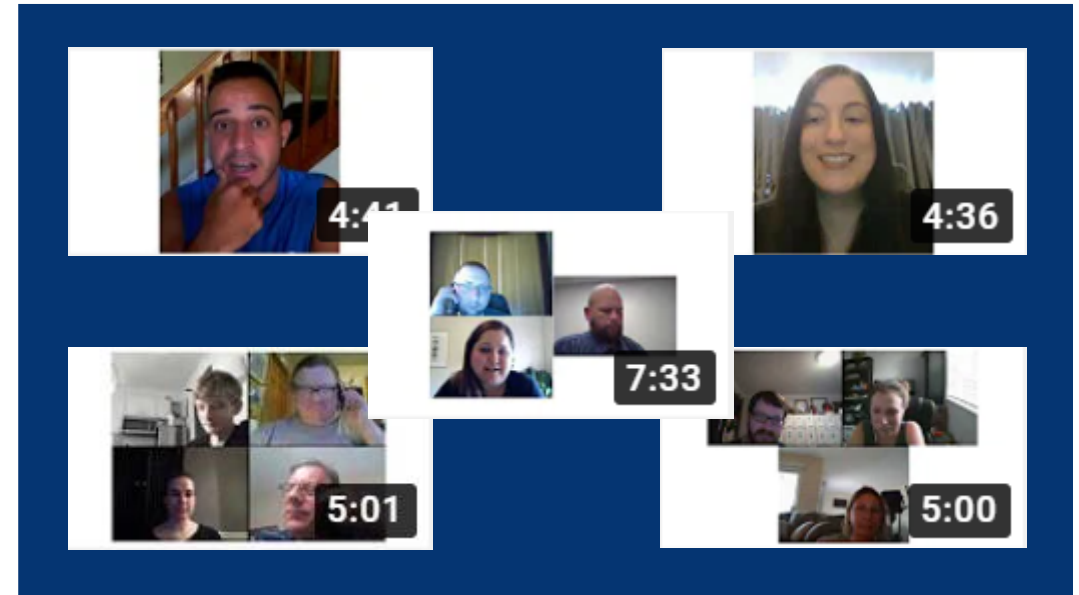
## The New Customer Engagement Journey: Finding a New Normal

# Accessing the Research & Videos

## Topline Report



## Videos

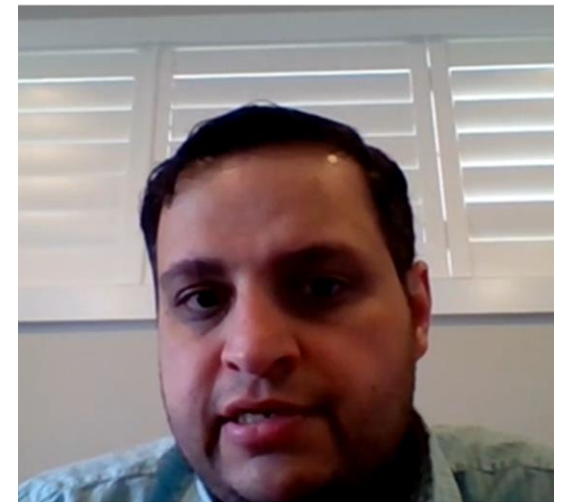


[www.smartenergycc.org/modern-customer-engagement-journey-report/](http://www.smartenergycc.org/modern-customer-engagement-journey-report/)



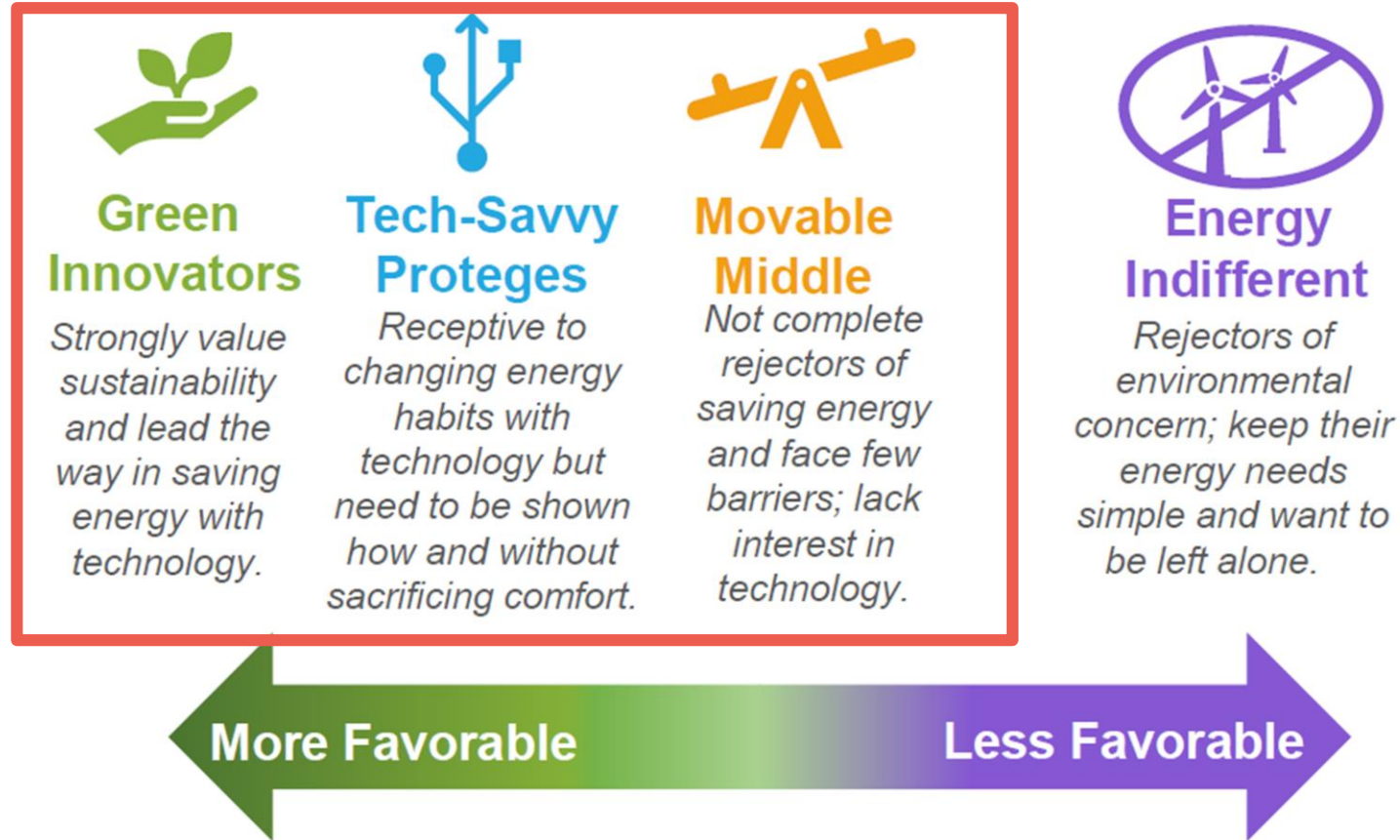
# Video Vignettes with Consumers

- This project created video vignettes that illustrate the essential consumer attitudes and values of the three consumer segments most interested in energy engagement.
- This topline report presents an overview of findings from over 30 on-camera consumer interviews in the United States and Canada.
- Five vignettes of approximately five minutes were created from this set of interviews:
  - Three video vignettes, including one focusing on each segment
  - One video vignette illustrating the three segments together for comparison
  - One video vignette with key takeaways





# We Focused on the 3 Most Engaged Consumer Segments



# Conclusion

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As technology and massive amounts of data are now available about consumer behavior, consumers expect their providers to know them and help them achieve their goals.

We hope this information will help stakeholders hear the voices of consumers in all their diversity.

We encourage stakeholders to apply this knowledge as they design products and services for consumers and communicate the benefits of smart energy to them.





kandela

a Porch company

# The Future of the Mover Journey



Moving is the 3<sup>rd</sup> most stressful time in life\*

First impressions count

Many decisions are made for the home





# The mover journey **today**



Starts service by contacting Call Center



Limited introduction and enrollment in utility programs



New customer packet distributed post move-in



**Re-imagine the experience with a  
more engagement**



NEW MOVER  
WELCOME SERIES



CONCIERGE



UTILITY  
PROGRAMS



LIFECYCLE  
MARKETING



QUESTLINE



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# The mover journey re-imagined



Welcome Series communication 7 weeks before the move



Customized concierge experience



Awareness and adoption of important utility programs



Continue customer engagement with relevant home services and utility program offers

# kandela

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a Porch company

Matthew Neagle  
Chief Operating Officer  
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# GridX Overview

- ▶ Founded by former developers of Oracle BRM Telecom Billing System
- ▶ Pioneer in Big Data **Billing Quality Analytics**
- ▶ Created **Enterprise Rating (Billing) Engine**
- ▶ **Toolbox of Choice** for utilities introducing new rates



15M

Number of  
Meters under  
Contract



18M+

Number of Bills  
Calculated Daily



605B

Number of  
Intervals under  
Management



>200

Number of  
Tariffs Modeled  
and Validated



# “Consumers expect utilities to provide bill impact estimates for new initiatives”



- ▶ “For consumers, a bill impact estimate is often the only way to predict that new initiatives are working”
- ▶ Cost is the major measure of “savings”
  - ▶ *Saving energy means saving money*

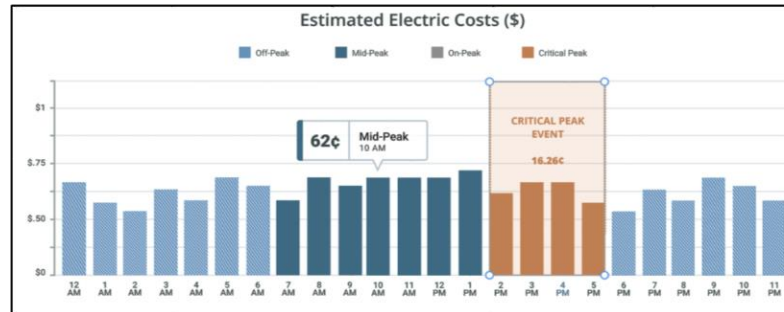
Discontinued Mar 02, 2019	Starts Mar 03, 2019		
Your Current Rate Plan TOU-PA-2-B	Your New Rate Plan TOU-PA-2-D <span>?</span>	Option 2 TOU-PA-2E-5T08	Option 3 TOU-PA-2-E
\$611 / year	\$508 / year	\$459 / year	\$460 / year
	Savings \$14,366	Savings \$14,415	Savings \$14,414
Hours Of Highest Rates 12 p.m. to 6 p.m. Weekdays	Hours Of Highest Rates 4 p.m. to 9 p.m. Weekdays	Hours Of Highest Rates 5 p.m. to 8 p.m. Weekdays	Hours Of Highest Rates 4 p.m. to 9 p.m. Weekdays
<a href="#">Plan Details</a>	<a href="#">Plan Details</a>	<a href="#">Plan Details</a>	<a href="#">Plan Details</a>
Discontinued Mar 02, 2019	Starts Mar 03, 2019	<a href="#">Switch to This Plan &gt;</a>	<a href="#">Switch to This Plan &gt;</a>
	No Action Required	Option to switch anytime included	Option to switch anytime included

# “Decisions for bigger energy initiatives, such as solar, are usually calculated with cost as a guide”

- ▶ *How much will I have to invest upfront?*
- ▶ *What will my bill be?*
- ▶ *When will I break even?*



“Customers struggle to assess programs or products in terms other than cost”



Discontinued Mar 02, 2019	Starts Mar 03, 2019	Option 2 TOU-PA-2E-5T08	Option 3 TOU-PA-2-E
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STEPS TO CHANGE RATE FOR SERVICE ID 2421066660

Learn how owning an EV might affect your electric bill.  
[EV RATE CALCULATOR >](#)

Learn about electric rate plans  
Learn more about the electric rates plans that are available to you.  
[ELECTRIC RATE PLANS >](#)

FAQ's  
Get answers to Frequently Asked Questions about Online Rate Enrollment.  
[FAQ's >](#)

**STEP 1**  
Select your electric rate plan

After making your selection, hit NEXT.

You are currently enrolled in this rate plan

Tiered Rate Plan E-1  
\$1,850 estimated cost\*  
\*Based on 12 months of data  
This rate plan is best for you if you are able to conserve electricity throughout the month and are not able to decrease your electricity usage during the late afternoon and early evening hours.  
[LEARN MORE ABOUT THIS RATE >](#)

Time-of-Use (Peak Pricing 4-9 p.m. Every Day) E-TOU-C  
\$1,920 estimated cost\*  
\*Based on 12 months of data  
This rate plan is best for you if you can reduce some of your electricity usage during the higher priced, peak time of 4 p.m. to 9 p.m. every day (including weekends) and can stay below or close to your Baseline Allowance.  
[LEARN MORE ABOUT THIS RATE >](#)

Time-of-Use (Peak Pricing 5-8 p.m. Weekdays) E-TOU-D  
\$1,900 estimated cost\*  
\*Based on 12 months of data  
This rate plan is best for you if you typically use a high amount of

Home Charging EV2-A  
\$1,935 estimated cost\*  
\*Based on 12 months of data  
This rate plan is for Electric Vehicle (EV) and/or battery storage customers who can charge during off-peak hours

(Mail Date) (Contract Account#)  
(Customer Name)  
(Address)

**Our Time-of-Day rates can help you control your electricity bills and help the environment!**

Dear (Customer Name),

We recently sent you information about our Time-of-Day (4-7 p.m.) Rate which closes on December 31, 2017. We wanted to share more about your available rate options. Take a look at the chart below to see what your monthly bills could look like in 2018 on the flat rate (the current standard rate structure) and the Time-of-Day (TOD) Rates.

Rate	Annual total	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018
2018 Flat Rate	\$\$\$\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
2018 TOD 4-7 Rate	\$\$\$\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
2018 TOD 5-8 Rate	\$\$\$\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$

Note: This estimate uses your historical data. It includes applicable taxes, fees and discounts and assumes that your usage remains the same. The monthly amounts are based on retail value of usage charges and do not address the annual settlement. If you have less than 12 months of solar usage, you may see blank areas on this chart.

Your estimated annual savings is \$\$\$ on the [insert rate name with highest savings].

That's without making any changes to how you use electricity. Keep in mind that on a TOD rate, you could reduce your electricity bills even more by shifting your usage to off-peak hours.

Flip this report over for helpful energy saving tips used by our customers.

If you're ready to sign up or want to learn more, go to [smud.org/TOD](http://smud.org/TOD) or scan this code with your smartphone.  
Or call us toll-free at 1-855-736-7655.

Powering forward. Together.



GRID EDGE

# Arizona Utility APS Commits to Carbon-Free Power by 2050

“We don’t actually know how to get there right now,” CEO Jeff Guldner says of the commitment, which comes in a state without sweeping climate legislation.

JULIAN SPECTOR | JANUARY 22, 2020



## Clean

Reducing emissions by shifting load to match renewable generation



## Affordable

Lowering costs for all customers by reducing peak demand



## Reliable

Reliable and measurable load flexibility, maximize system peak reductions and increased reliance on solar resources

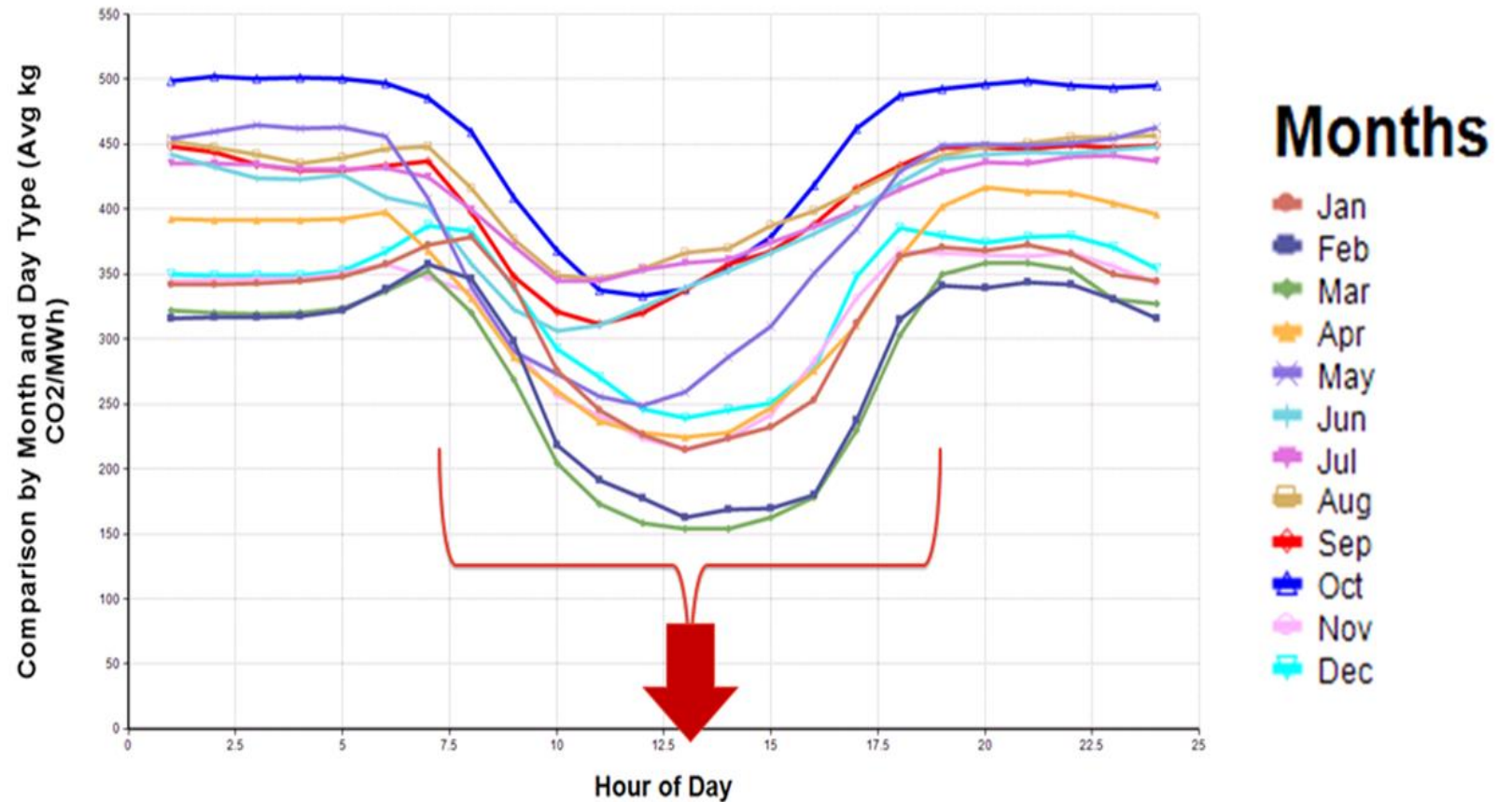


## Customer focused

Customer incentives and the ability to maintain low electricity rates and minimize grid’s environmental impact

# Future: Blocks of Low Emission Time Periods & Capacity Needs

Average emissions intensity is lower mid-day for all months in 2024



# APS Behavioral DR Ecosystem



- **Home Energy Reports Program**
  - Expand and segment outreach to increase engagement
  - Educate and coach on advanced rate plans
  - Behavioral load shifting - focus on managing kW to save money
  - Promote enabling smart tech – discounts on online marketplace



- **Online Marketplace**
  - Help customers choose efficient products across 24 categories
  - Encourage adoption of smart devices and DER
  - Reduce barriers to participation (instant rebates & seamless enrollment)
  - Pre-enroll devices in APS DR Programs



- **Rewards DER Operating Platform**
  - DER aggregation for thousands of distributed devices
  - APS Cool Rewards, Reserve Rewards, Storage Rewards Programs
  - *PLMA 2020 Program Pacesetter Award Winner!!*



## Residential Energy Engagement

400,000 customers

Over 3 million touchpoints

**OP@WER**

**ORACLE®**

- Unique experience by rate type
- Segmented by renter/owner, LMI, tech adoption, Spanish speaking
- Inform and engage customers on Next Best Action





# Dynamic, custom messaging

## Your energy use at a glance



## Tips to help you manage your usage



**Spotlight your work spaces instead of the entire room to save energy and money**  
Save up to \$40 per year

LMI or Renter



**Run your dishwasher during lower-cost off-peak hours to save**

TOU Rate

## Say hello to more savings



### Introducing APS Marketplace

Save time and money. Now, instead of driving around town looking for the best deals, simply visit APS Marketplace and search major brands all in one place. Compare prices and scores to find the most energy-efficient appliances, smart thermostats and more that work best with your budget.



Shop smart and start saving money today at [marketplace.aps.com](https://marketplace.aps.com).





## Digital Energy Engagement

All Residential Customers on Web

- Unique experience by rate type
- 2020 showed 200%-300% increase
- Move customers to Next Best Action
- Online Audit completions skyrocketed

OP@WER

ORACLE®



**Install a smart thermostat**

Save up to \$180 per year

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# Moderator Questions

1. What is the engagement level for LMI demographic when it comes to online shopping behavior (research and making purchases online)?
2. How are utility partner Marketplaces performing during COVID?
3. (Question for Tom Hines) - Is this the first time APS has offered an integrated systems of services for residential customers? When will you have a sense on the impact it is making?







Choose our future.



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# Key Takeaway

**“...consumers expect their providers to know them and help them achieve their goals”**



# APS Marketplace

- 24 categories
- +10,000 products
- Downstream rebates
- Instant rebates
- DR integration

The screenshot shows the APS Marketplace website homepage. At the top, there is a blue navigation bar with the APS Marketplace logo, a search bar, and links for 'Claim Rebate for a Past Purchase', 'Sign in', and a shopping cart icon. Below the navigation bar, a dark banner features the text 'Welcome to APS Marketplace' and a search bar. A row of category icons includes Washers, Dryers, EV Chargers, Light Bulbs, Thermostats, and Televisions, along with an 'Explore More Categories' link. A promotional banner for a free LED starter kit is also visible. Below the banner, the text 'Shop smart. Compare and save on energy-efficient products.' is displayed. Three key features are highlighted in white boxes: 'The Enervee Score' (98), 'All reviews in one place' (5 stars), and 'Don't miss the savings' (bell and dollar sign icons). The footer contains copyright information and links for 'About', 'Support', and 'APS Privacy Information'.





# Supporting APS low income customers – free LED kit promotion

+13K LED have been fulfilled



Say hello to savings with this free LED starter kit

Lighting is an easy way to save money on your energy bill. To get started, replace the standard bulbs in the lighting fixtures you use the most with the enclosed LEDs. When you switch to LEDs you can save an average of \$55 over the lifetime of each bulb.

Find more ways to save at [aps.com/save](https://aps.com/save)



10:27

aps marketplace

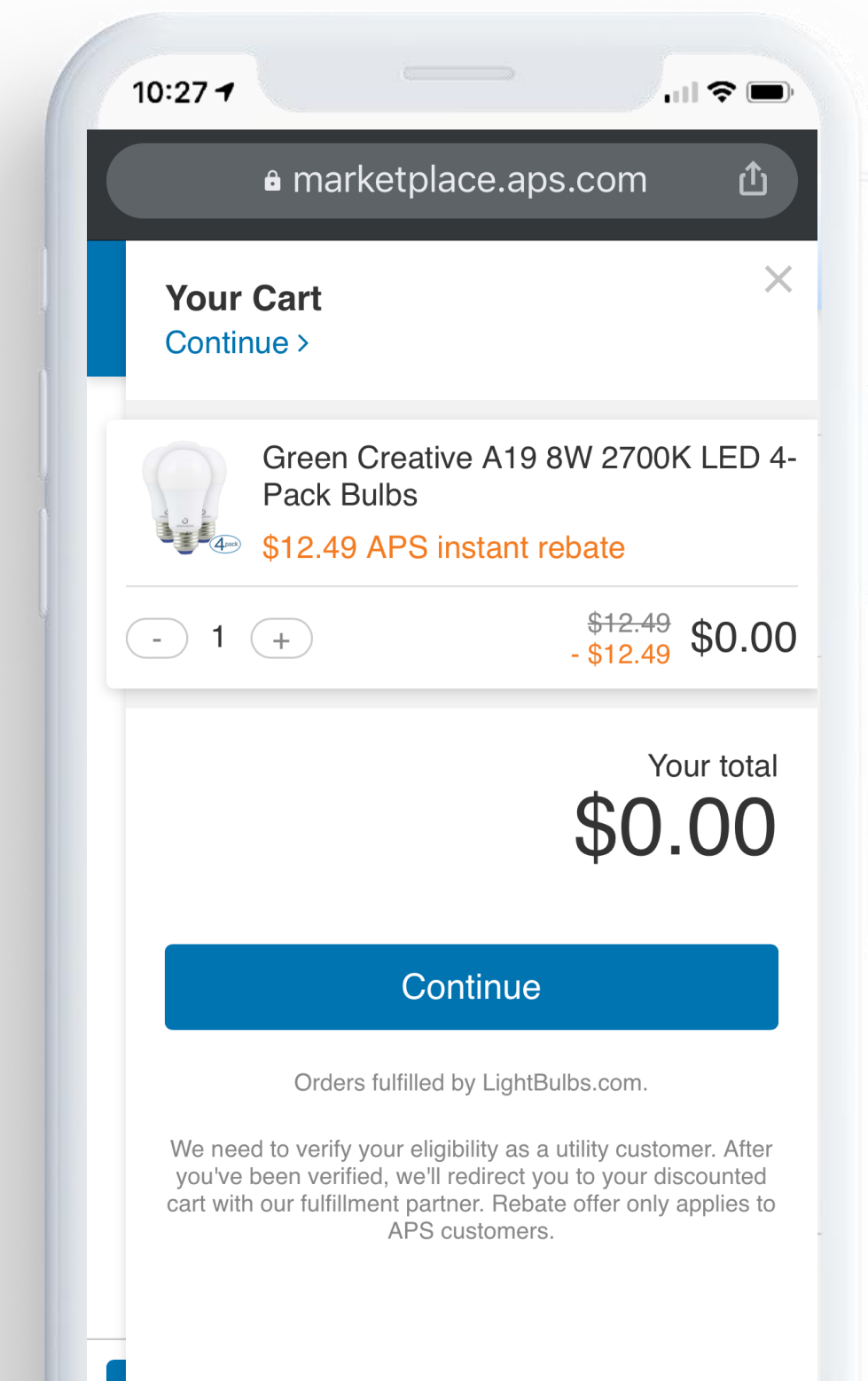


4 pack

**Start saving with your free LED starter kit.**

Lighting is an easy way to save money on your energy bill. To get started, replace the standard bulbs in the lighting fixtures you use the most with LEDs. For example, lamps and even outdoor lights. To help make it easy to switch, our free starter kit includes four lightbulbs. Kits available to APS residential customers only and limited to one per account while supplies last.

Add Kit to Cart



10:27

marketplace.aps.com

Your Cart

Continue >

Green Creative A19 8W 2700K LED 4-Pack Bulbs

\$12.49 APS instant rebate

1    \$12.49    -\$12.49    \$0.00

Your total

**\$0.00**

Continue

Orders fulfilled by LightBulbs.com.

We need to verify your eligibility as a utility customer. After you've been verified, we'll redirect you to your discounted cart with our fulfillment partner. Rebate offer only applies to APS customers.



# Integrated Demand Response Pre-enrollment

- DRPE currently available with Google Nest, integration with other manufacturers 2021
- \$75 DRPE instant rebate + \$30 EE instant rebate
- Targeting 50,000 enrollments in Q4'20
- Big Fall promotions launching soon for the new Google Nest!

The screenshot displays the APS Marketplace website for a Google Nest Thermostat E. The page features a blue header with the APS Marketplace logo, a search bar, and navigation links for 'Sign in', a shopping cart, and a menu. A disclaimer states, 'APS does not profit from the retail sales revenue of the products on this site.' Below the header, there is a promotional banner for a 'free LED starter kit' and a product card for the 'Google Nest Thermostat E T4000ES'. The product card includes a circular image of the thermostat, a list of features (Programmable: Yes, Touch Screen: No, Occupancy Sensor: Yes), and a price tag showing a discount from \$169 to \$64. To the right of the product card, a sidebar shows the purchase options: 'Buy now \$64' and 'Claim Rebate for a past purchase'. Below this, a table lists the rebates: MSRP \$169.00, Rush Hour Rewards Rebate -\$75.00, and APS Instant rebate -\$30.00, resulting in a final price of \$64. An 'Add to Cart' button is present. Further down, a section titled 'Third-Party Offers (Before Rebate)' lists offers from Abt (\$139), Lowe's (\$139), and Best Buy (\$140), each with a 'Buy' button. At the bottom of the product card, there are two callouts: one for '\$\$\$\$' indicating a higher price compared to similar thermostats and no price change since last week, and another for a '4.7 star rating' with 1,768 reviews from 2 retailers. The footer contains copyright information for APS Marketplace powered by Enervue and links for 'About', 'Support', and 'APS Privacy Information'.