



**ELECTRICITIES
ANNUAL CONFERENCE**

Aug. 12-14 | Williamsburg, Va.

2019 Voice of the Customer

Kelsey Lawhead & Andrew Fusco

Today's Goals

- Review key findings from 2019 Customer Survey
- Take survey results to the next level – Insights into Actions



NC Public Power Study

Three years – 30 Communities

2017

- Town of Benson Electric Utility
- ElectriCities - Town of Cornelius
- Wake Forest Power
- City of Morganton Electric Department
- City of Washington Electric Department
- City of Lumberton Public Service
- New River Light & Power
- City of Shelby Electric
- Rocky Mount
- City of New Bern

2018

- Town of Farmville Electric
- City of Lincolnton Electric Department
- Town of Winterville Electric Utility
- Town of Clayton Public Power
- Tarboro Electric Utility
- City of Newton Electric Service
- ElectriCities - Town of Huntersville
- Elizabeth City Electric Utility
- Lexington Utilities
- Town of Smithfield

2019

- Town of Apex Electric
- City of Gastonia Electric Division
- Town of Ayden Electric
- Town of Belhaven Electric
- Town of Louisburg Electric
- City of Cherryville Electric
- ElectriCities – Town of Pineville
- Town of Maiden Electric
- Town of Edenton
- City of Fayetteville Public Works Commission



Research Goal

The primary goal of this research is to assess the effectiveness of member utilities **ability to serve its customers**, identify **areas for improvement**, and isolate areas that may **increase engagement**.



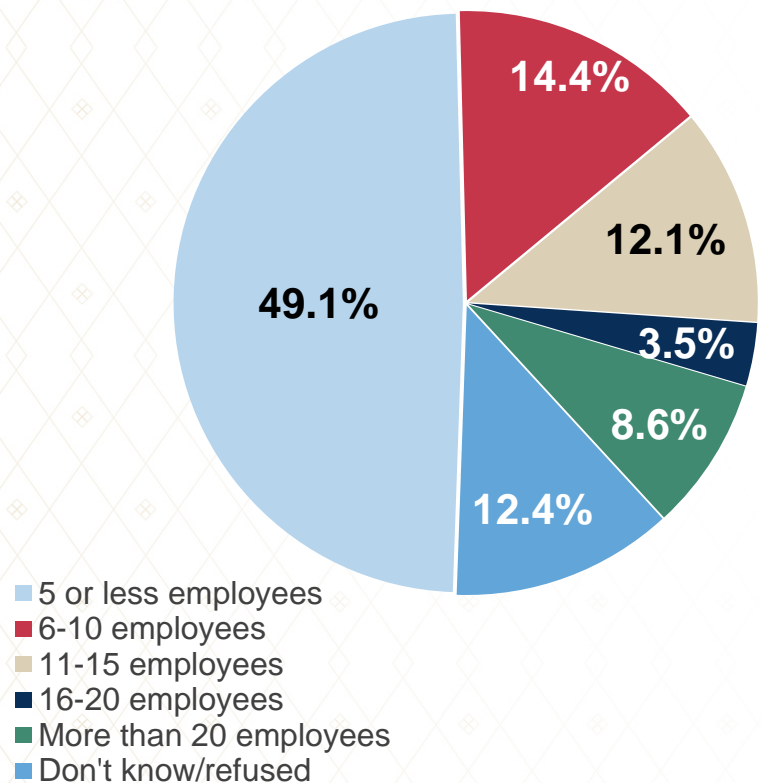
Methodology

Research Snapshot Methodology Telephone	Commercial & Industrial Research March 21 – April 25	Residential Research March 11 – May 2
Sample Member Supplied List	No. Completes / No. of Questions 257 / 56*	No. Completes / No. of Questions 2,319 / 59*
Confidence Level 95%	Margin of Error 6.07%	Margin of Error 1.91%



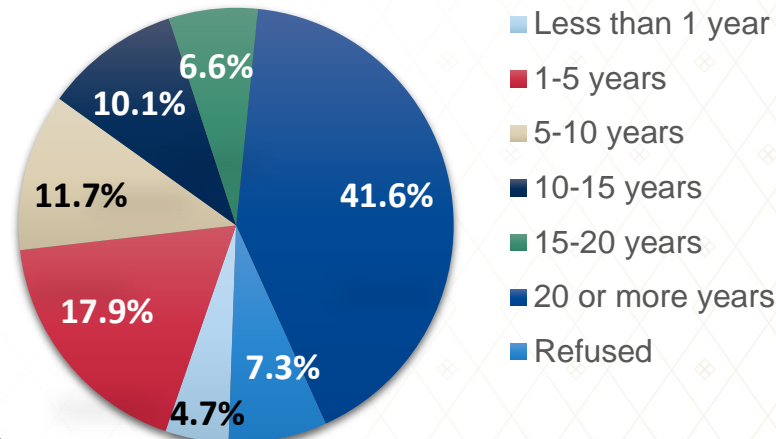
Commercial & Industrial - Profile

Number of employees



- Strong representation from small & medium business
- Many established businesses

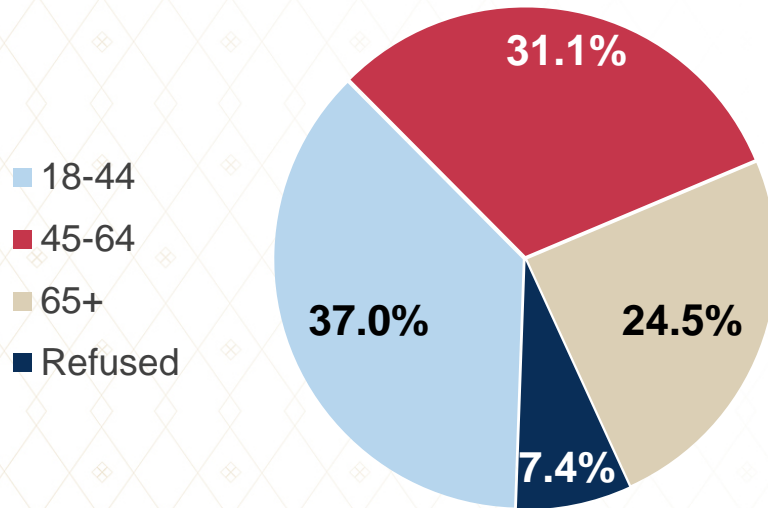
Length of time as customer



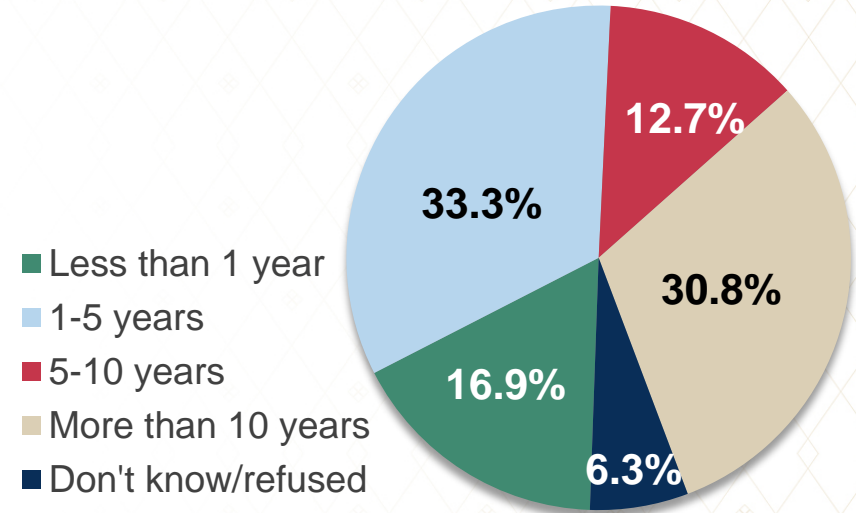
Residential Profile

61% Home Owners
51% Female

Age



Length of time at address



- Fair age distribution state-wide
- Half of customers have been at address for less than 5 years



NC PUBLIC POWER



35.2% - Status Quo

16.1% - Technology Cautious

11.2% - Savings Seekers

12.0% - Movers and Shakers

25.4% - Green Champions

Market Segments

Status Quo

We are good, leave us alone.

Technology Cautious

We want to save energy & we don't trust technology.

Savings Seekers

How can my utility help me save money?

Movers and Shakers

Impress us with technology and we might like you more.

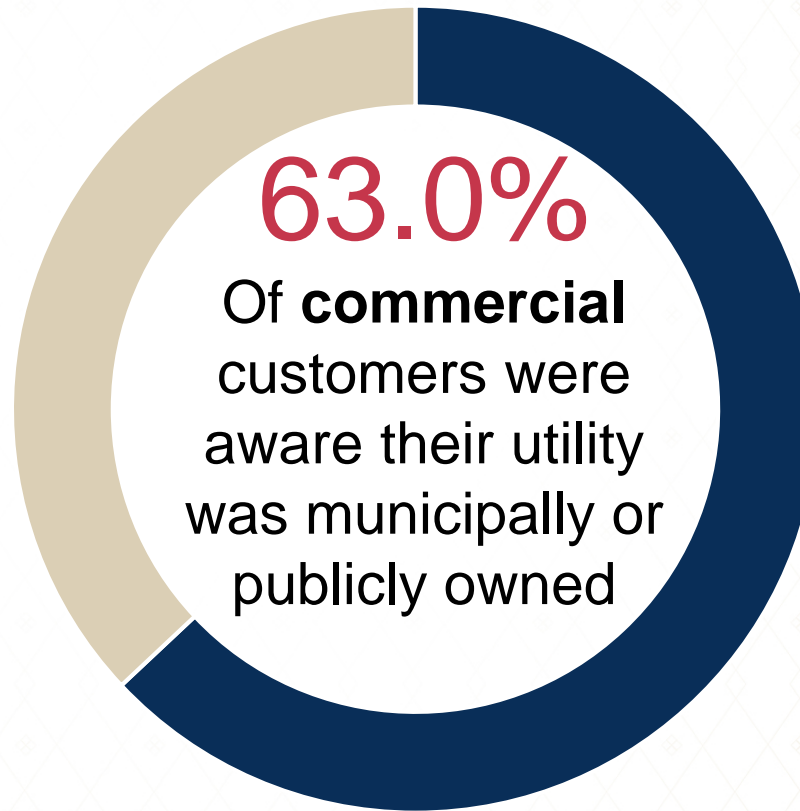
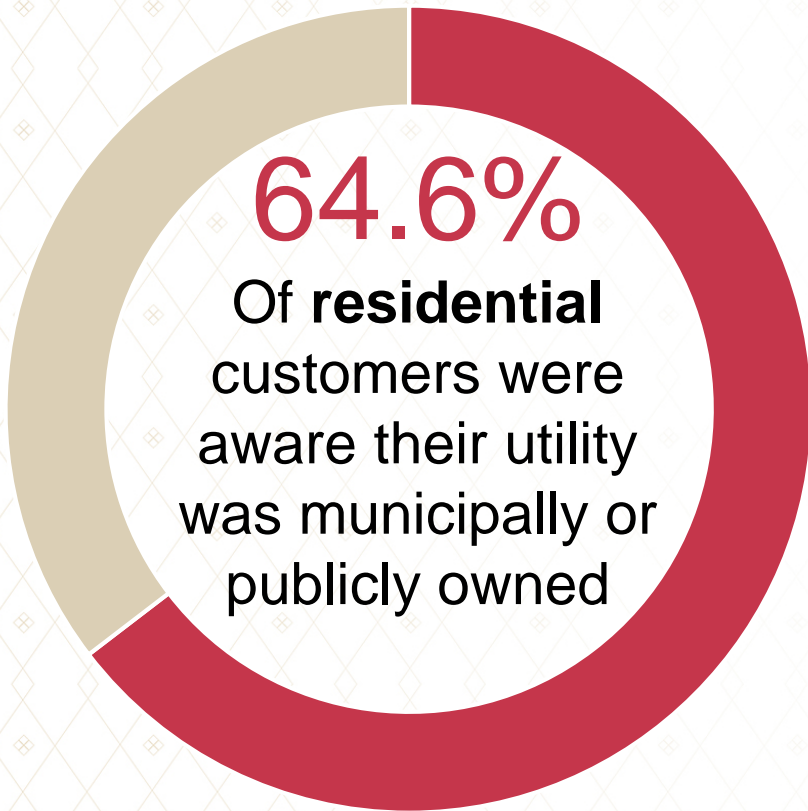
Green Champions

We're high-tech and environmentally conscious.



Awareness of Public Power

2019 awareness is notably higher than prior years.

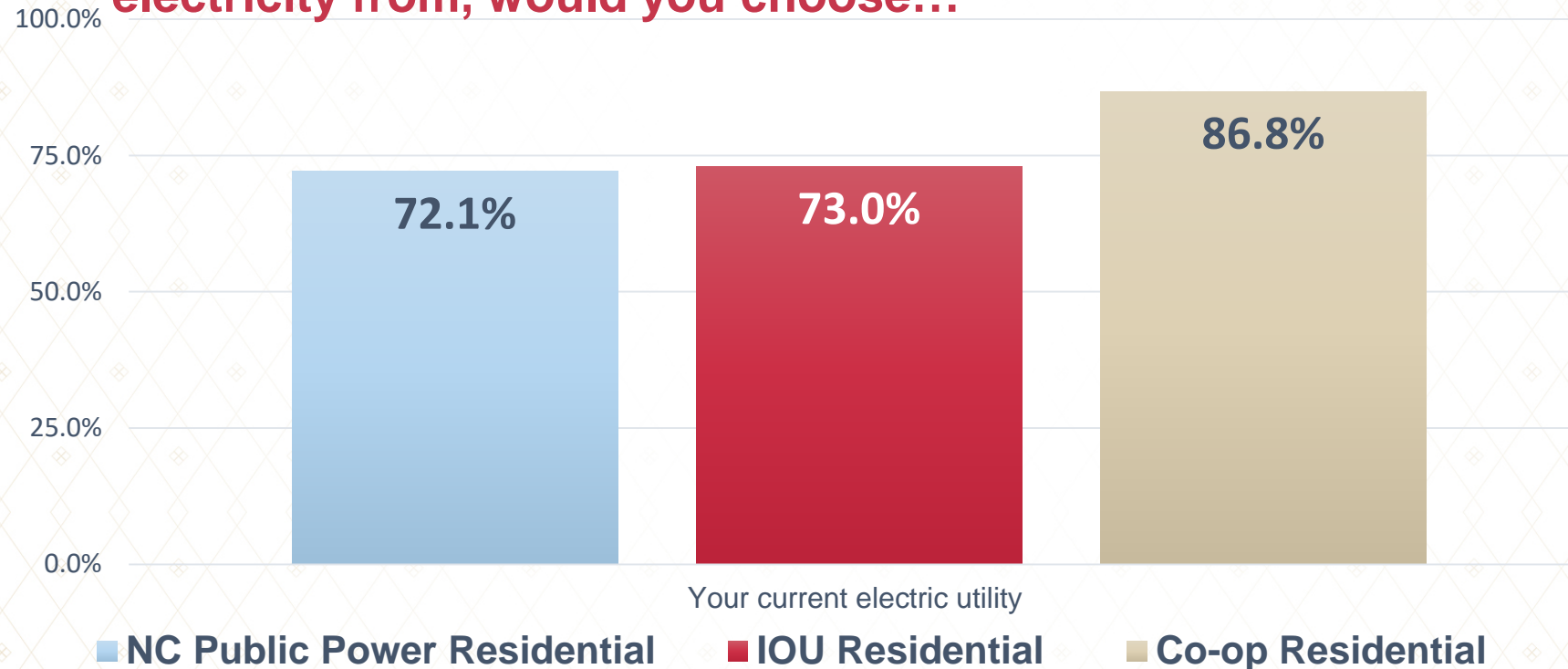


72.1% of customers reported that, if they had the choice of which company to buy electricity from, they would continue buying electricity from their current electric utility.



Customer Choice - Benchmark

If you had a choice of which company you can buy electricity from, would you choose...



Benchmarking – Key Areas

“Now I will read you a list of different organizational characteristics. For each one, please rate your electric utility on a scale of one to ten where ten is very good and one is very poor.”

1. Communicating with customers
2. Providing services & products that I expect of a modern utility
3. Providing reliable electric service
4. Providing good value for the cost of electricity
5. Responsible steward of the environment
6. Responding promptly to customer
7. Helpful & knowledgeable staff
8. Being supportive of community activities & events



Organizational characteristics	2019 NC Public Power Residential w/o DKS	2019 IOU Residential w/o DKS	2019 Co-op Residential w/o DKS
Communicating with customers	82.2	78.6	89.2
Providing services & products that I expect of a modern utility	86.6	86.4	91.2
Providing reliable electric service	93.1	88.8	92.4
Providing good value for the cost of electricity	71.0	67.1	82.7
Responsible steward of the environment	86.7	72.9	89.3
Responding promptly to customer questions and complaints	87.7	83.7	89.8
Helpful and knowledgeable staff	89.1	86.5	92.8
Being supportive of community activities and events	89.5	82.5	90.2
Overall satisfaction with NC Public Power	85.3	85.6	92.4
Average positive ratings	85.7	81.3	90.0



Organizational characteristics	NC Public Power Residential Benchmark* w/o DKs	IOU Residential Benchmark* w/o DKS	Co-op Residential Benchmark* w/o DKS
Communicating with customers	79.2	77.7	84.9
Providing services & products that I expect of a modern utility	84.4	83.4	89.4
Providing reliable electric service	91.6	90.5	92.8
Providing good value for the cost of electricity	66.3	65.2	74.3
Responsible steward of the environment	84.0	64.0	85.0
Responding promptly to customer questions and complaints	84.4	79.2	85.3
Helpful and knowledgeable staff	86.9	82.3	90.0
Being supportive of community activities and events	89.5	82.5	90.2
Overall satisfaction with NC Public Power	83.0	83.4	88.2
Average positive ratings	83.3	78.7	86.7



Organizational characteristics	2019 NC Public Power Commercial	NC Public Power Commercial Benchmark 17- 19
Communicating with customers	85.5	81.2
Providing services & products that I expect of a modern utility	89.0	85.0
Providing reliable electric service	94.5	93.6
Providing good value for the cost of electricity	73.4	66.0
Responsible steward of the environment	90.1	86.3
Responding promptly to customer questions and complaints	88.5	85.0
Helpful and knowledgeable staff	89.4	86.7
Providing an open line of communication during emergency situations	93.1	89.7
Being supportive of community activities and events	89.7	89.7
Overall satisfaction with NC Public Power	87.5	83.3
Average positive ratings	88.1	84.7



Consistent Opportunity & Strength

- Providing reliable electric service

	2017	2018	2019
Residential	92.3%	89.0%	93.1%
Commercial	94.0%	93.0%	94.5%

◀ (Our highest scoring benchmark)

- Providing good value for the cost of electricity

	2017	2018	2019
Residential	65.6%	60.5%	71%
Commercial	69.2%	62.9%	73.5%

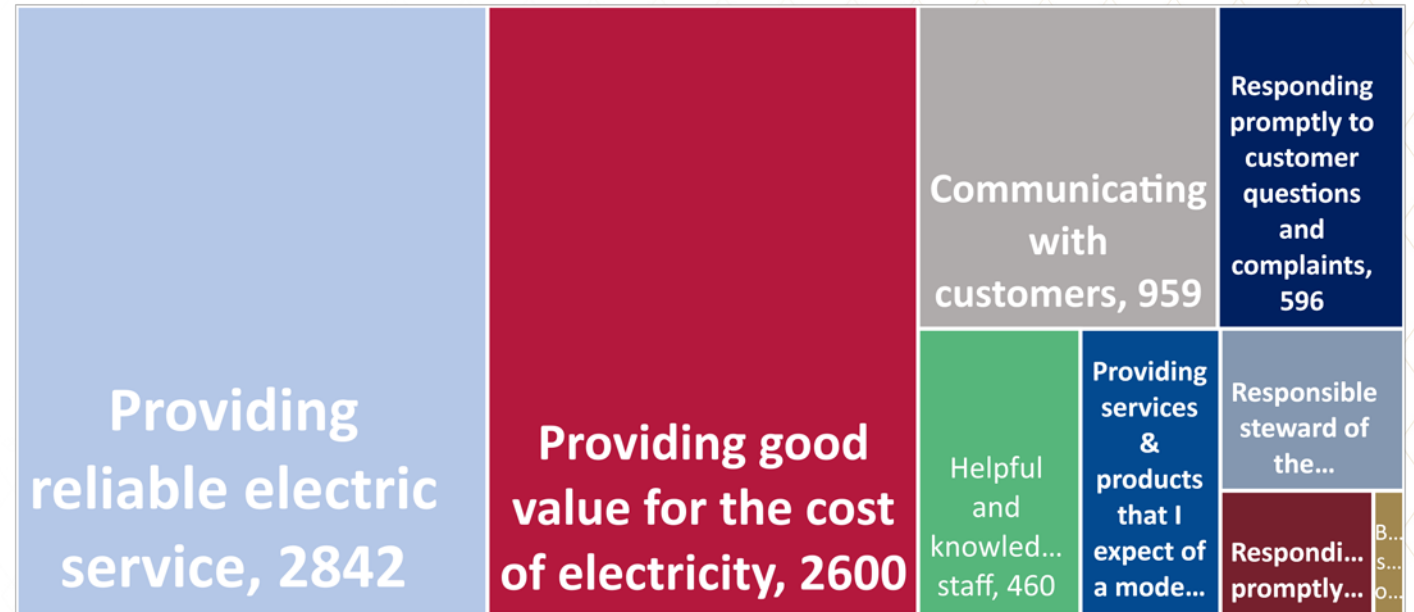
◀ (Our lowest scoring benchmark)



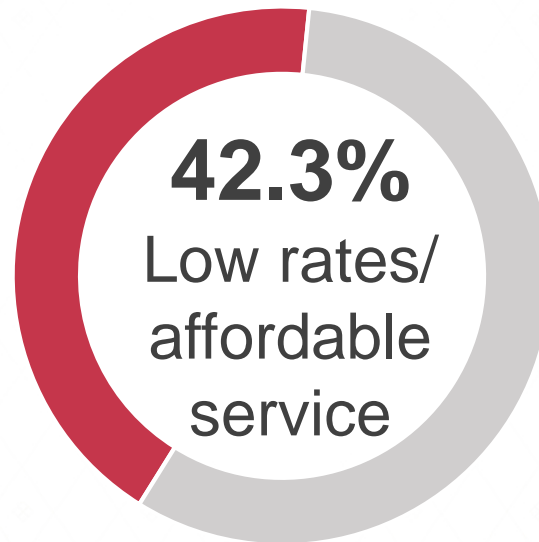
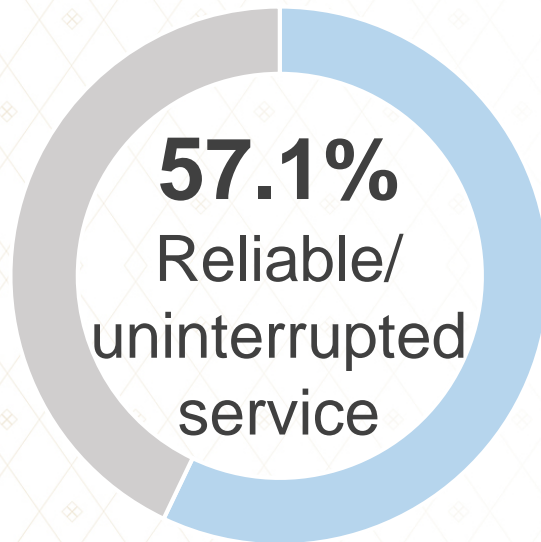
Most important to the customer:

- Most important to the customer (2019)
 - Reliable Service (33%)
 - Value for the cost (31%)
 - Communicating with Customers (13%)

Most important characteristic – 2017 to 2019



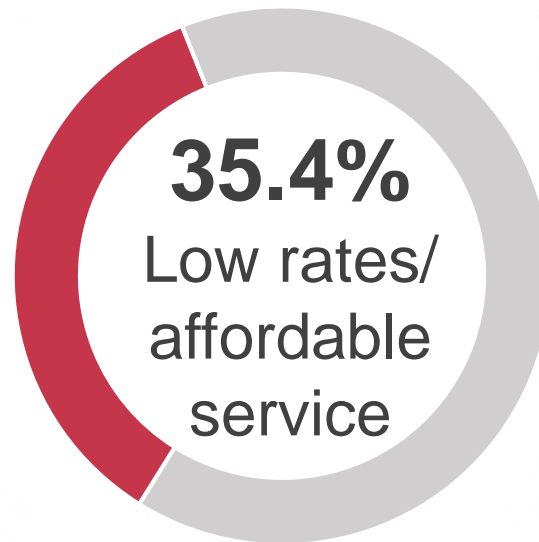
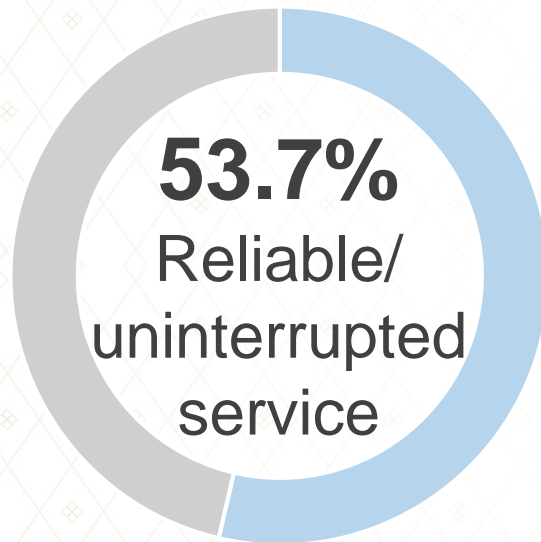
Top 3 Expectations: Residential



85.2% “Utility has met my expectations all or most of the time”



Top 3 Expectations: Commercial



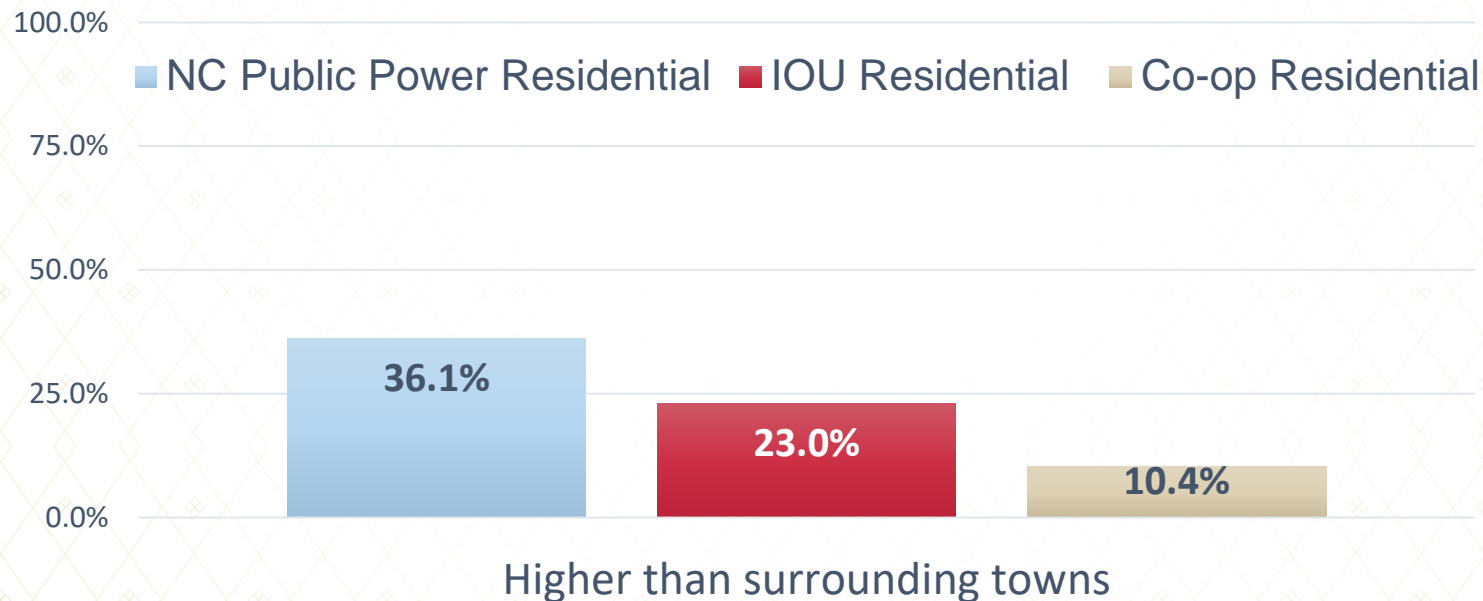
85.2% “Utility has met my expectations all or most of the time”



Perception of Rates

Competitor Benchmark

Would you say the prices you pay for electricity are higher than surrounding utilities, lower than surrounding utilities, or about the same as surrounding utilities...



NC PUBLIC POWER



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25.4% - Green Champions

Market Segments

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Green Champions

We're high-tech and environmentally conscious.

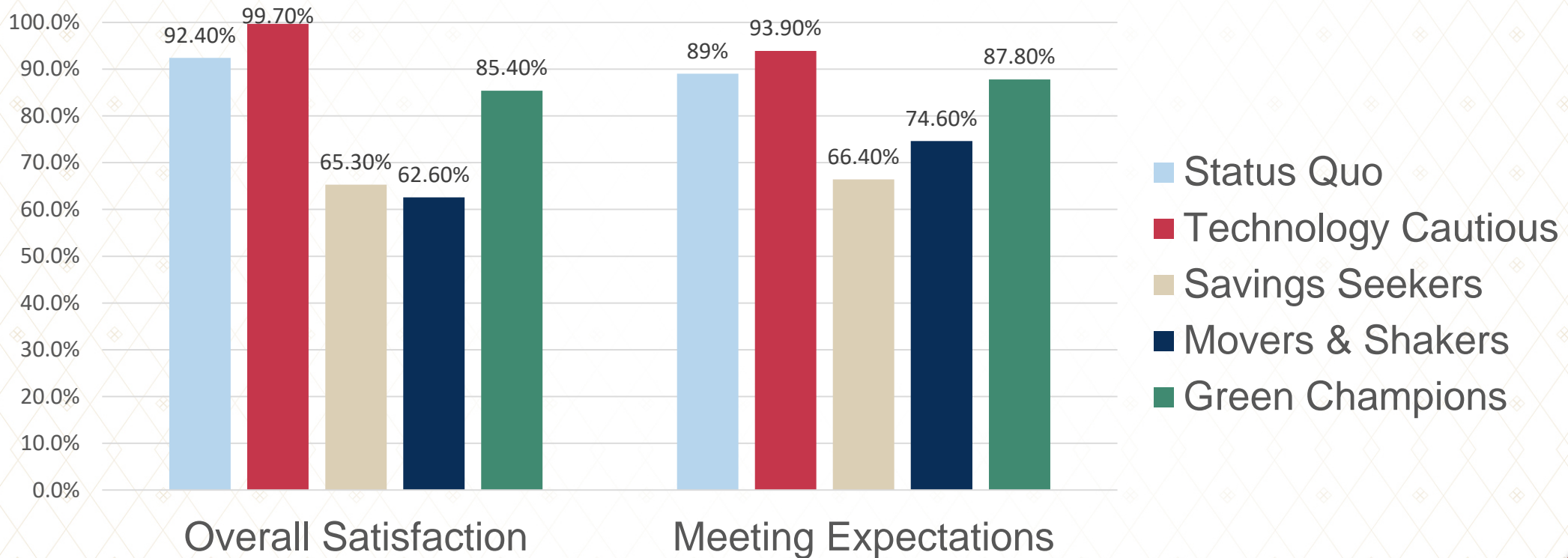


Being human means seeing the world through your own, constantly shifting, lens.

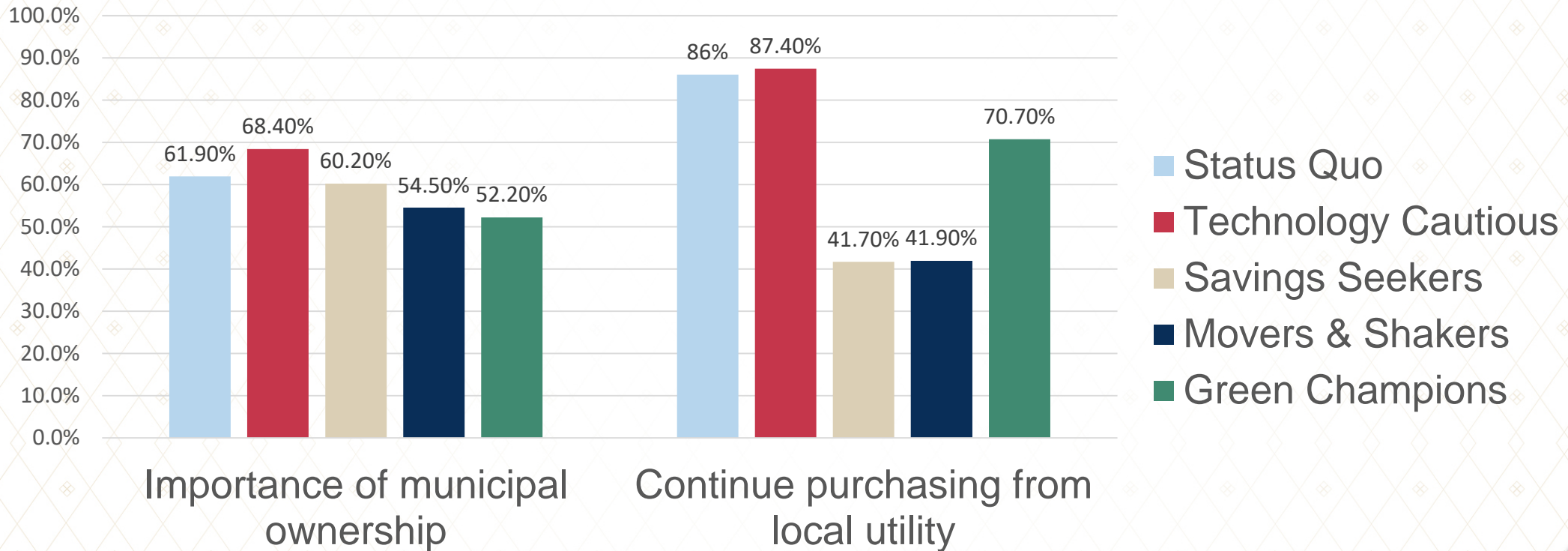
Christof Koch, Scientific American (2010)



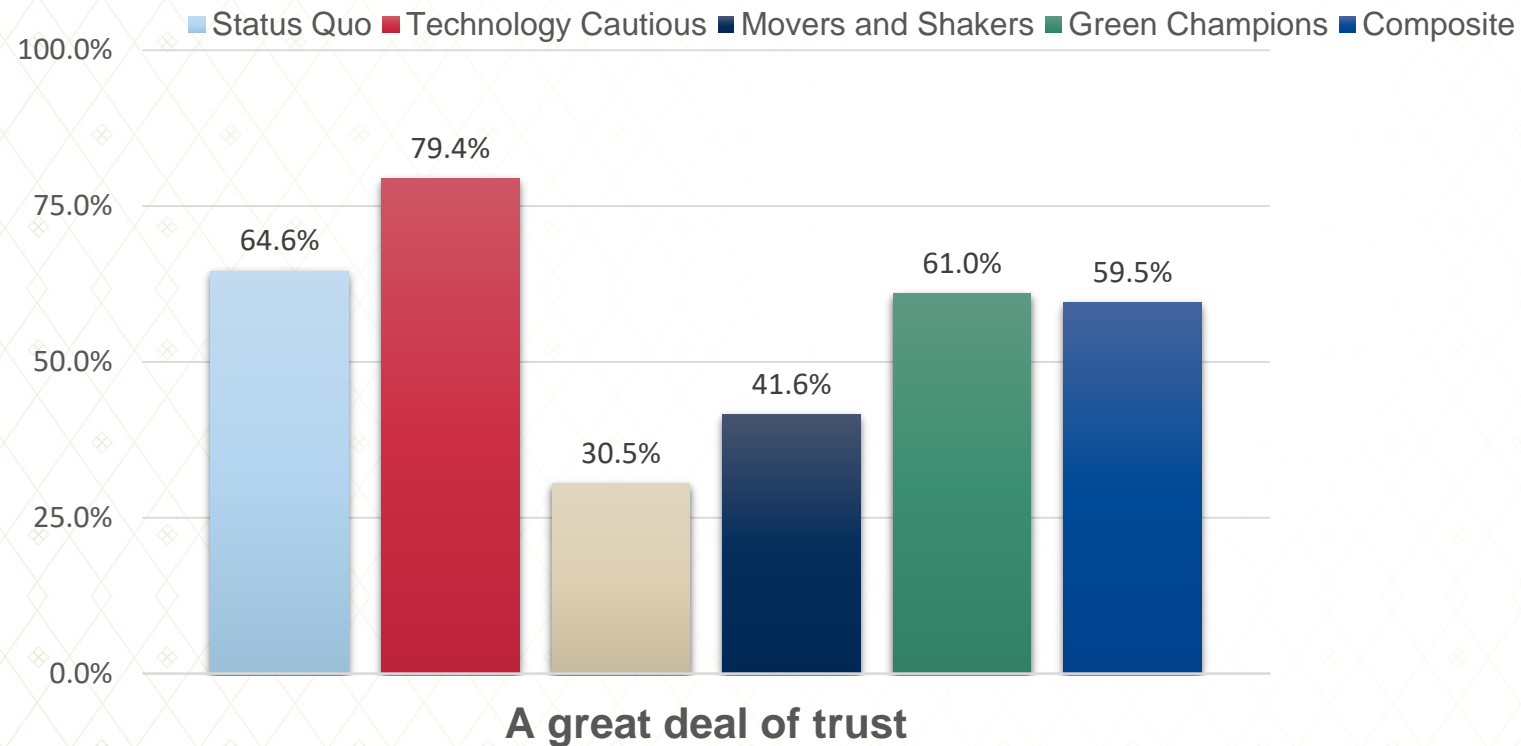
Customer satisfaction varies by segment



Utility value varies by segment



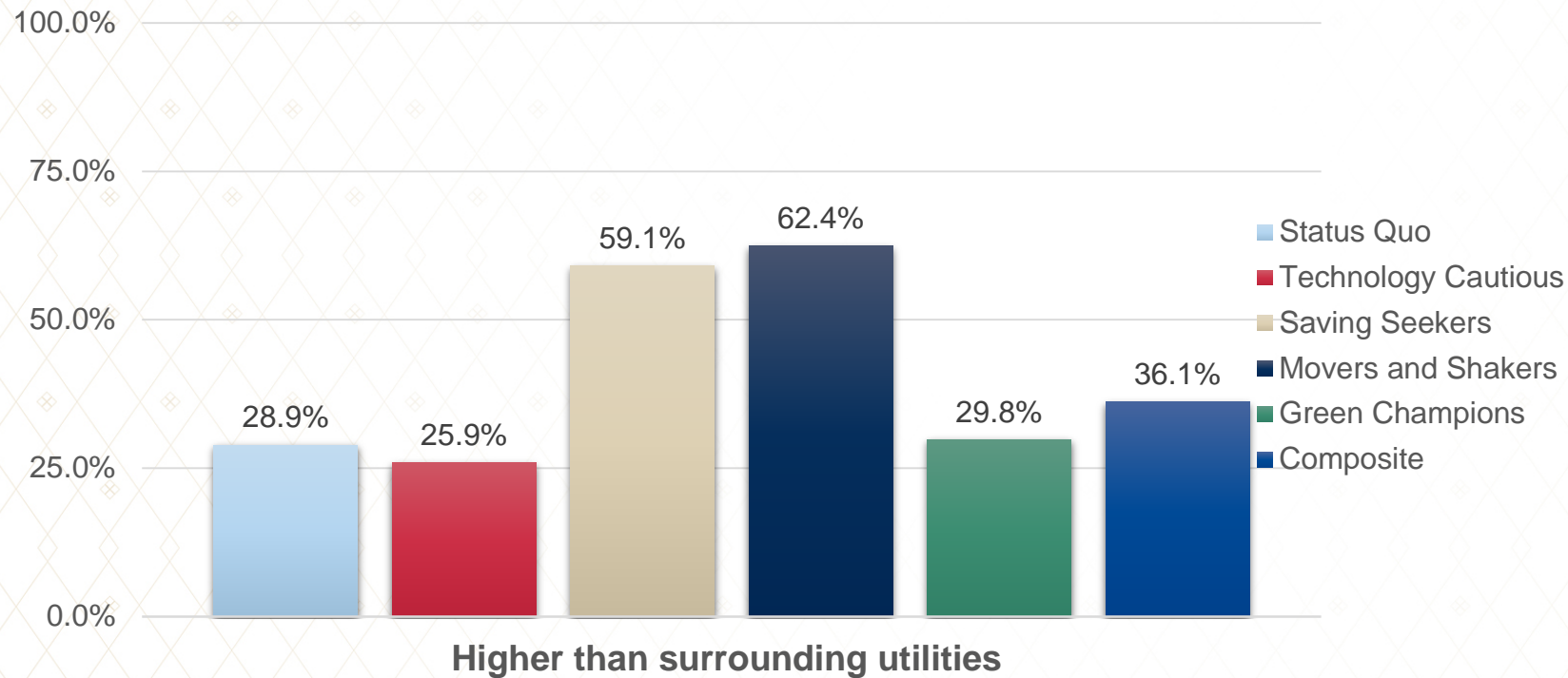
How would you best describe the level of trust you have in your utility?



Trust:
Customer perception varies by segment



Would you say the prices you pay for electricity are higher than surrounding utilities, lower than surrounding utilities, or about the same as surrounding utilities...

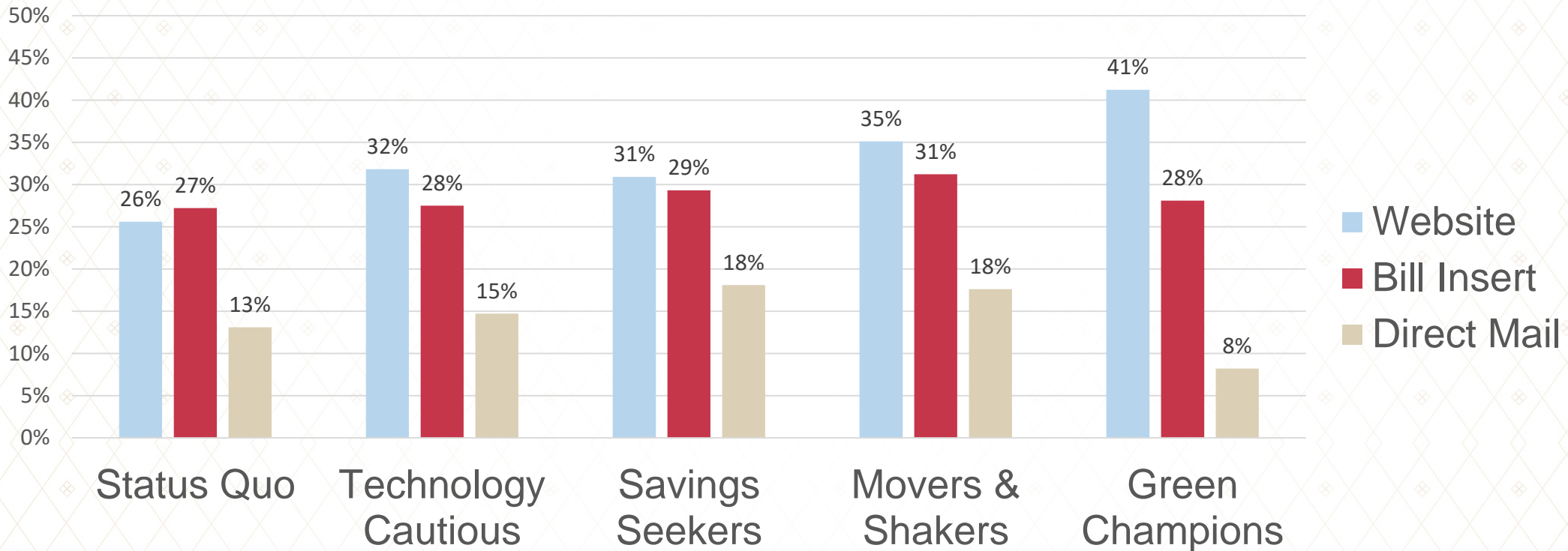


Rates:
Customer perception varies by segment



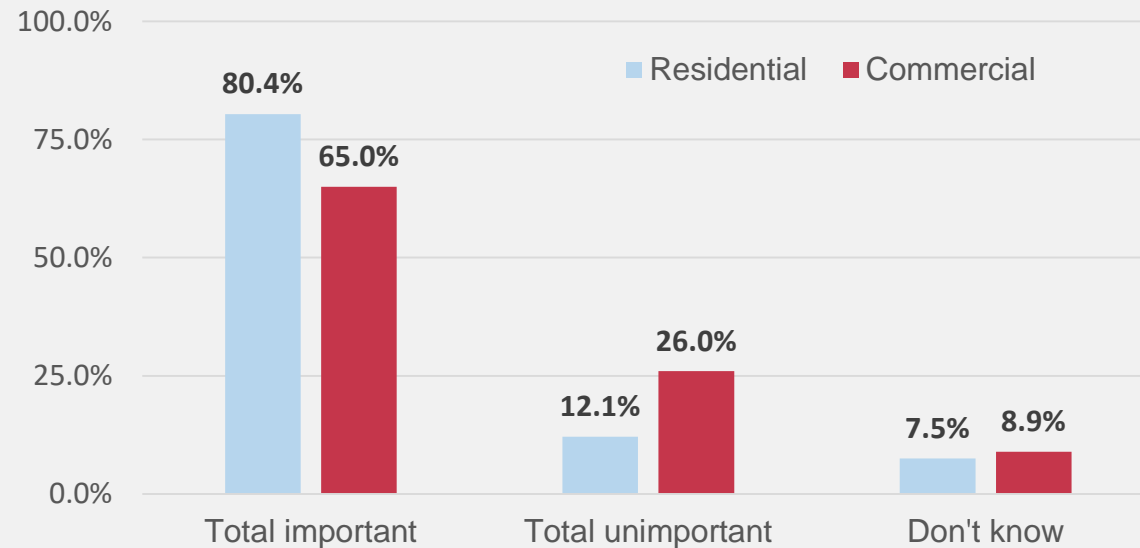
Communication Channels:

Use multiple channels with consistent messaging

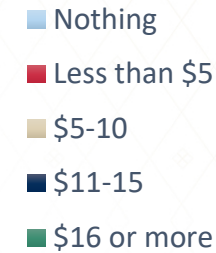


Renewable Energy

How important is renewable energy to you?



Residential



Commercial



If you had to pay a premium for renewable energy, how much more would you be willing to pay on a monthly basis?



Renewable Energy

In every participating city, at least 7 out of 10 customers indicated renewable energy is important to them.

While the importance of renewable energy is consistently high in all communities, different communities have a vastly different willingness to pay for renewable energy.



North Carolina manufacturer commits to 100% renewable electricity

By Michelle Froese | July 1, 2019

Global label manufacturer, PM Raflatac, recently announced that its factory in Mills River is sourcing all of its electricity from renewable sources. The company says it is the first manufacturing facility in North Carolina to go with 100% clean energy, which is sourced through Charlotte-based Duke Energy's NC Renewable Energy Program.

"Through our REC program, Duke Energy is working with large customers to secure renewable energy credits that will quicken their goal to promote a greener energy mix," said Christy Daniel, managing director, Renewable Customer Solutions and Programs. "Our knowledge of the energy market can help companies like UPM Raflatac achieve this in a cost-effective way."



UPM Raflatac's Mills River factory first in North Carolina to be powered by 100% renewables.

Y Yahoo Finance

Duke Energy passes major renewable milestone: 1 gigawatt of owned solar energy capacity

Delivering renewable energy to retail and wholesale customers from Florida to California. CHARLOTTE, N.C., July 2, 2019 /PRNewswire/ ...



Duke Energy helps customers stay cool, manage energy use as heat wave lingers in Carolinas

CISION PR Newswire July 18, 2019



The first solar electric array on our [Durham Fire Department & Durham County Emergency Medical Services Station 17](#) is now converting sunlight to electricity! It will result in an annual reduction of 42.4 metric tons of greenhouse gas emissions in Durham. Learn more about this project at <https://durhamnc.gov/CivicAlerts.aspx?AID=1964>.

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Programs present an opportunity to engage with customers

Upgrading energy efficiency for rebate

Energy audit

Programmable smart thermostat

Time-varying rate plan

Solar panels for your community

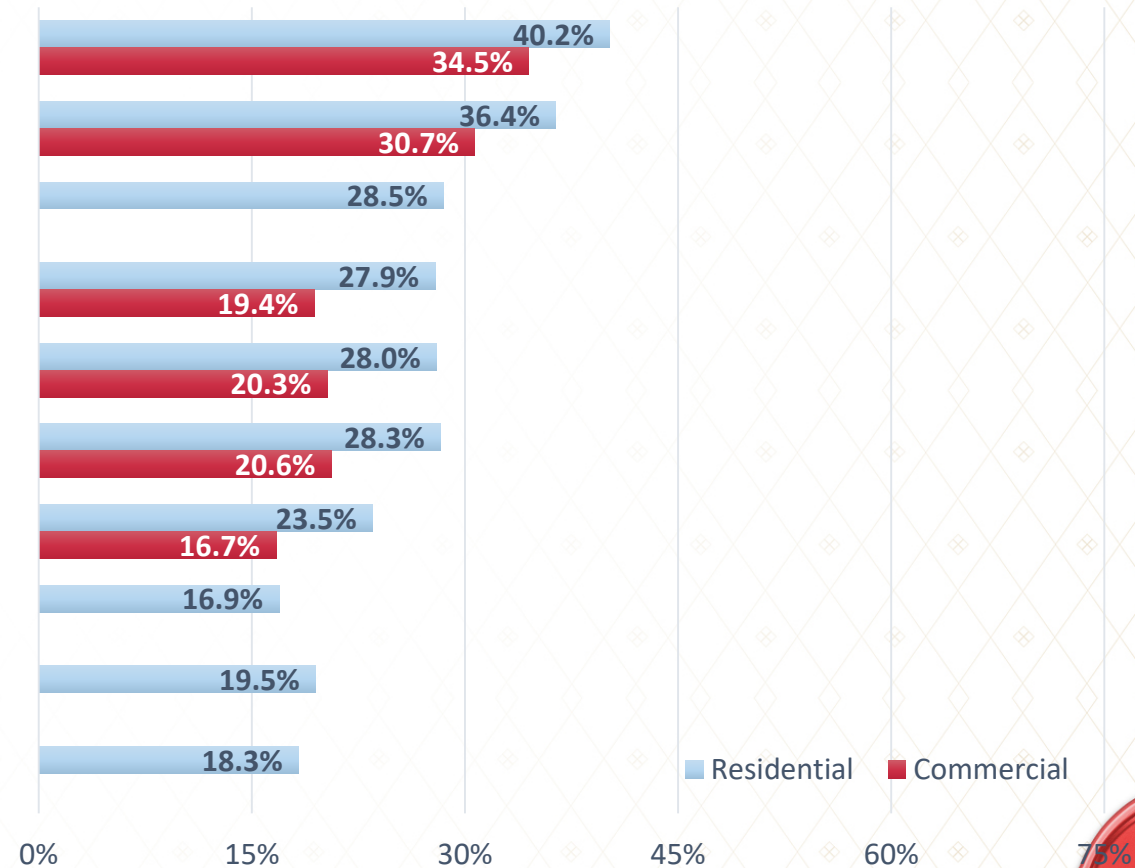
Solar panels for your home/business

Energy usage seminar

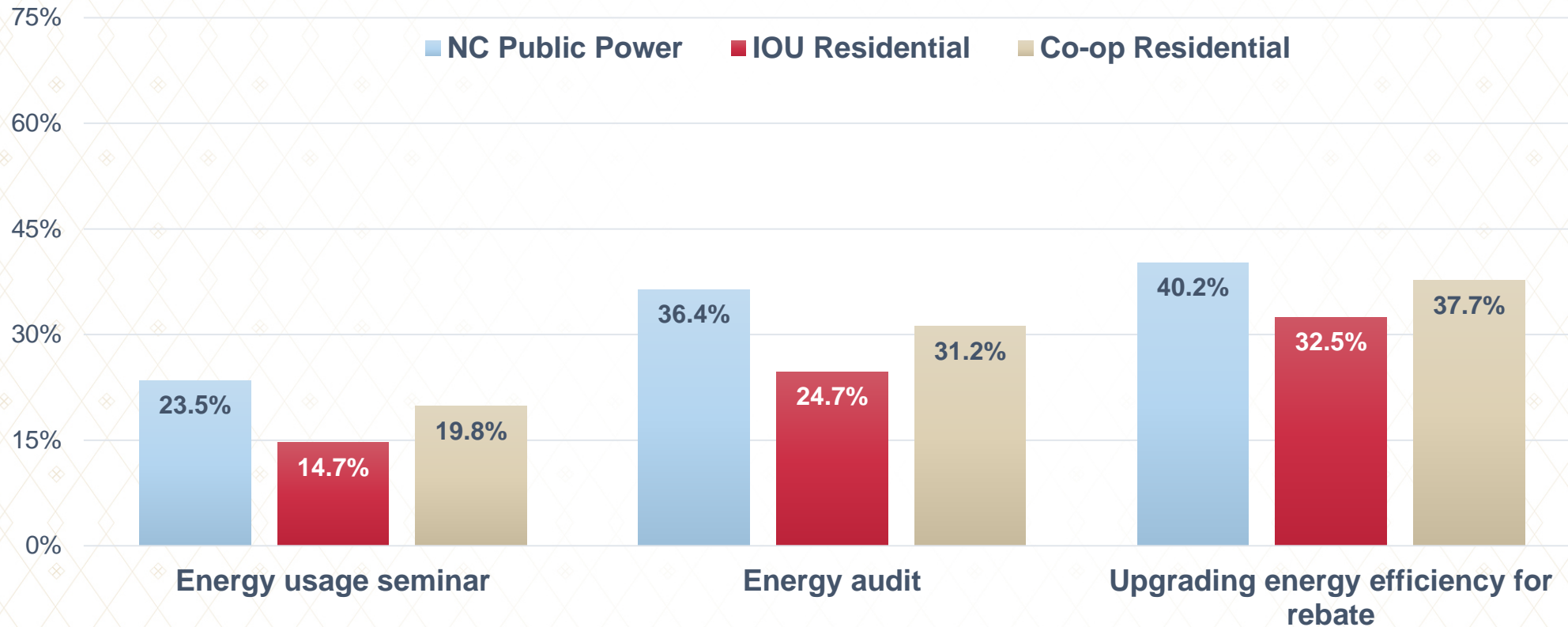
Pre-pay option

Purchasing electric vehicle

Purchasing a smart home device



NC Public Power Customers vs. Competition



Other Key Findings

- Preference towards **text messaging** regarding outages is significantly higher in 2019 vs. 2017 (39.5 vs. 17.9%)
- **Interest in programs varies by segment** with Green Champions, Movers & Shakes & Savings Seekers as the most likely to engage (depending on program)



Some key differences from prior years:

- Larger portion of Green Champions
- Interest in Electric Vehicles is growing in all segments
- Solar interest has increased for Movers & Shakers
- Text messaging as a communication channel for outages
- Businesses looking for information on utility website
- Competitor landscape



Actionable Takeaways

- Remain diligent in customer service & response times
- Customers have an interest in the programs that smart meters enable
- Identify opportunities to better reach Savings Seekers, Movers & Shakers & Green Champions
- Define & communicate the value of public power





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Insights into Actions

What do we do with my customer survey results?

- What are we trying to accomplish?
 - Higher customer satisfaction
 - Prevention of load loss
 - Win new business



Purpose of this talk

- Take the next step with customer survey results
- Define marketing
- Explain four marketing tools
- Apply marketing tools to real situations



Definition of Marketing

- A social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others



Two Key Questions

- Do others need or want my product?
- Can potential competitors provide a more valuable product than me?



Marketing Tools



- Customer segmentation
- Customer personas
- Three Cs: Customer, Competition, Company
- Four Ps: Product, Price, Promotion, and Place



Customer Segmentation

- Different customers want different things
- Customers can be grouped or “segmented” based on their preferences
 - Example: this is why we have more choices than 4-door sedans for vehicles
- Segmentation drives:
 - Product definition
 - Communication channels
 - Pricing



Our Market Segments

NC PUBLIC POWER



35.2% - Status Quo

16.1% - Technology Cautious

11.2% - Savings Seekers

12.0% - Movers and Shakers

25.4% - Green Champions

Status Quo

Not engaged, middle-aged, middle-income, families, focused elsewhere, satisfied

Technology Cautious

Older and traditional, established, middle-income, very satisfied

Savings Seekers

Lower income, engaged with utility, focused on lower costs, not satisfied

Movers and Shakers

Upper income, educated, engaged, tinkers, not satisfied

Green Champions

Younger, mid to upper income, engaged, focused on environment, moderately satisfied



Customer Personas

- Customer personas take segmentation a step further
- Address the fact that customers within a segment may have different interests and motivations
- Allow you to establish more of a connection with the customer



Customer: Andy (Status Quo)

Age: 51

Occupation: Utility Middle Management

Education: B.S., M.S., Mech. Eng.; M.B.A

Status: Married

Children: Sons 18 & 13, Daughter 11

Interests

- Triathlons
- Youth Sports
- Fantasy Sports
- Automobiles
- Craft Beer
- Skiing

Motivations

- Getting kids into college
- Staying healthy
- Traveling
- Success
- Finding time for interests



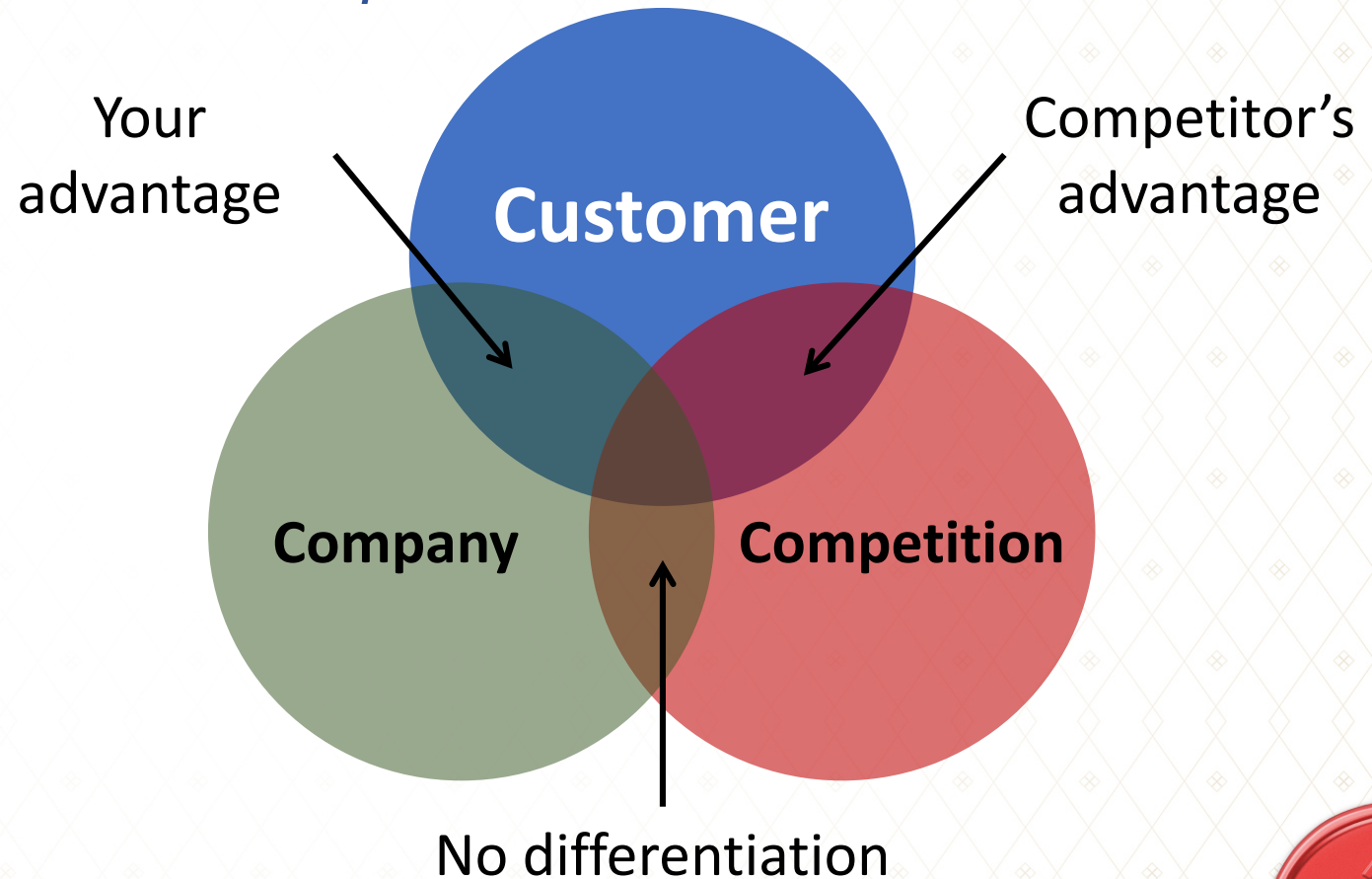
Challenges

- Too many things, too little time
- Not enough time with wife
- Tuition
- Adolescent children

The Three Cs of Marketing

A review of the entire market landscape

- Customer
- Company
- Competition



The Three Cs of Marketing

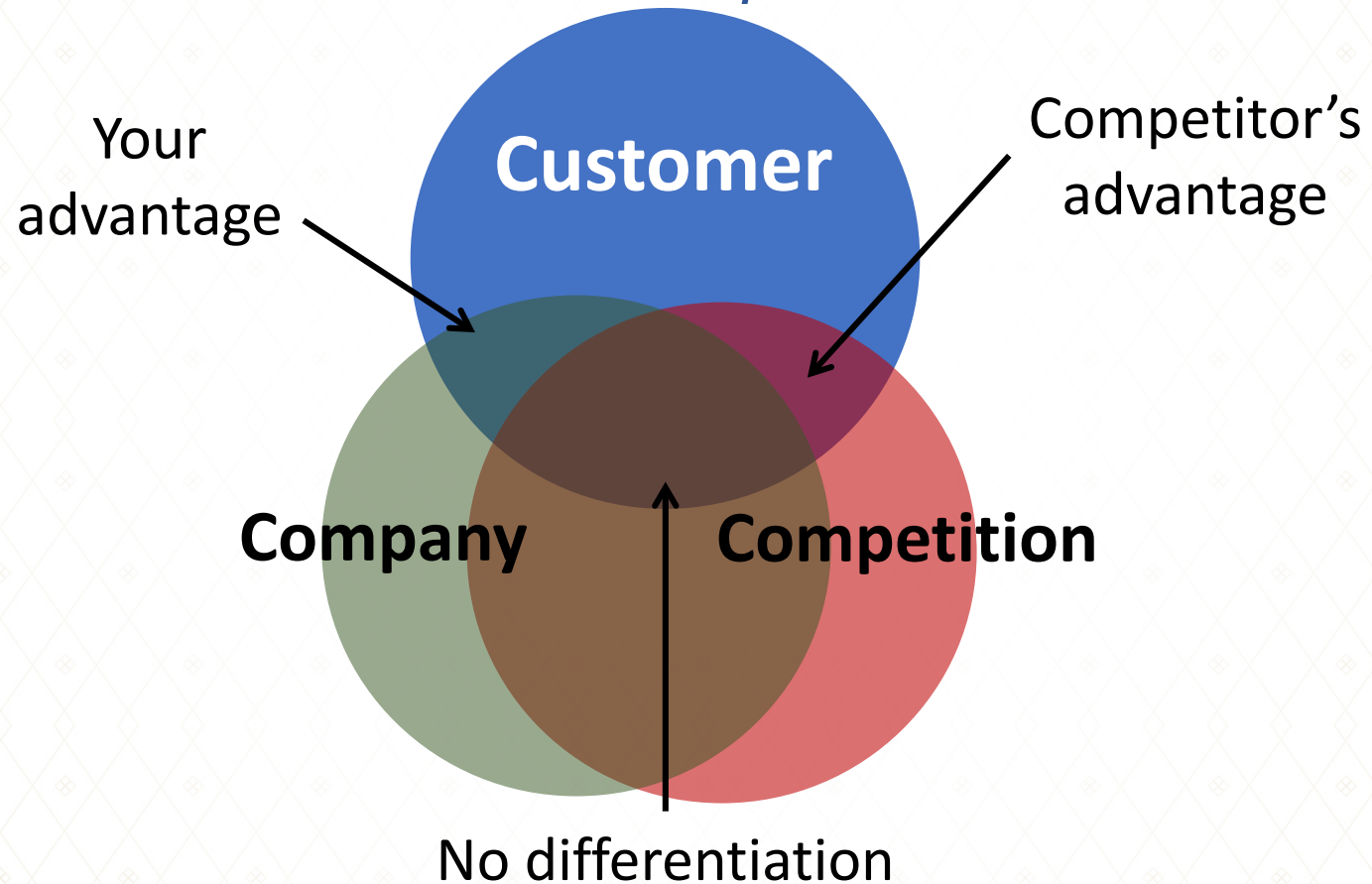
A review of the entire market landscape

- Customer – Who are your customers, what are their demographics, interests, what challenges do they face? What segments are they in?
- Company – How do we differentiate our services? What do we offer that is unique? What is the added value of public power?
- Competition – Who are the competitors? What services do they offer? What is their goal? What can they deliver that we cannot?



The Three Cs of Marketing

A review of the entire market landscape



The Four Ps of Marketing

A product strategy

- Product: *the good or service that a company sells*
- Price: *the amount of money charged for the product*
- Promotion: *the method used to inform customers about the product*
- Place: *the method and location through which the transaction for the product is made*



How Utilities May See the 4 Ps

- Product: kWh of electricity
- Price: \$0.12/kWh for residential customers
- Promotion: See picture on next page
- Place: (See right) →



Promotion

Electric Rates:

(a) Base rates. The following monthly rates for all electric customers served by the city:

- (1) Residential R1: Applicable to single residences, individually metered mobile homes, and individual family apartments where cost of service is paid by the occupant.

Customer charge:	\$9.22 per month (minimum), plus
First	3000 KWH/month @ \$0.10337, plus
All over	3000 KWH/month @ \$0.11422, plus FCA & tax

- (2) Commercial C1: Applicable to nonresidential power service where the maximum fifteen-minute interval integrated demand does not exceed 49 kw.

Customer charge:	\$29.95 per month (minimum), plus
All	KWH/month @ \$0.1096, plus FCA & tax



Promotion

ppl Pay/Manage your account online at pplelectric.com Questions? Please contact us by May 12. 1-800-DIAL-PPL (1-800-342-5775) M-F: 8am to 5pm

Page 1

Bill Acct. No.	Due Date	Amount Due
00000-00000	May 12, 2019	\$106.62

Your Electric Usage Profile

Service to: CUSTOMER
123 MAIN ST
ANYTOWN, PA 18062

Meter: 00000001
Your next meter reading is on or about May 18, 2019.

This section helps you understand your year-to-year electric use by month. Meter readings are actual unless otherwise noted.

Monthly Comparison	Days Billed	kWh	Average kWh/Day	Average Temp.
Apr 2019	30	698	23	43F
Apr 2018	30	734	24	44F

Billing Period	Type	Reading
Apr 17	Actual	19207
Mar 18	Actual	18509
30 Days	kWh Billed	698

Yearly Comparison	Total Use	Avg. Monthly
May 2018 - Apr 2019	10298	858
May 2017 - Apr 2018	11208	934

Billing Summary (Billing details on back)

Balance as of Apr 21, 2019 \$0.00

Charges:

Total Generation & Transmission Charges	\$64.66
Total Distribution Charges	\$41.96
Total Current Charges	\$106.62

Amount Due By May 12, 2019 \$106.62

Account Balance \$106.62

How To Shop For Electricity

You can choose the company that supplies your electricity. Visit papowerswitch.com or www.oca.state.pa.us for supplier offers. If you are already shopping, know your contract expiration date.

Here's the information you need to shop:

Bill Account Number: 00000-00000 Rate Schedule: RS (Residential)

Current Supplier: Supplier ABC

PPL Electric Utilities price to compare for your rate is \$0.09559 per kWh. This changes the 1st of June and December.

Manage Your Account

Pay Your Bill

Online: Visit pplelectric.com
Phone: Call 1-800-342-5775
Mail: Use envelope provided
ABP: Automatic Bill Pay (see back of stub to enroll)
Card: MasterCard, Discover, Visa or debit, call 1-800-672-2413 (service fee applies)

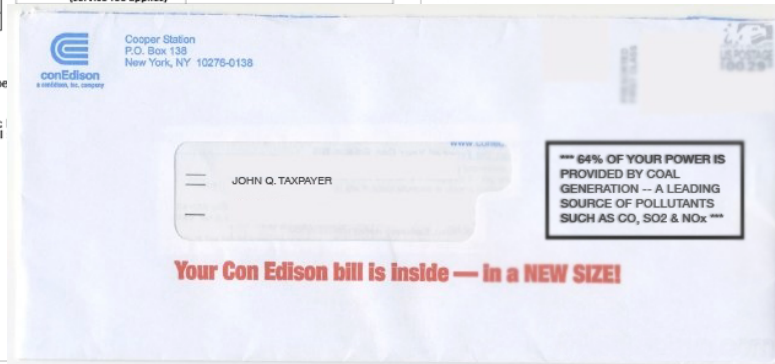
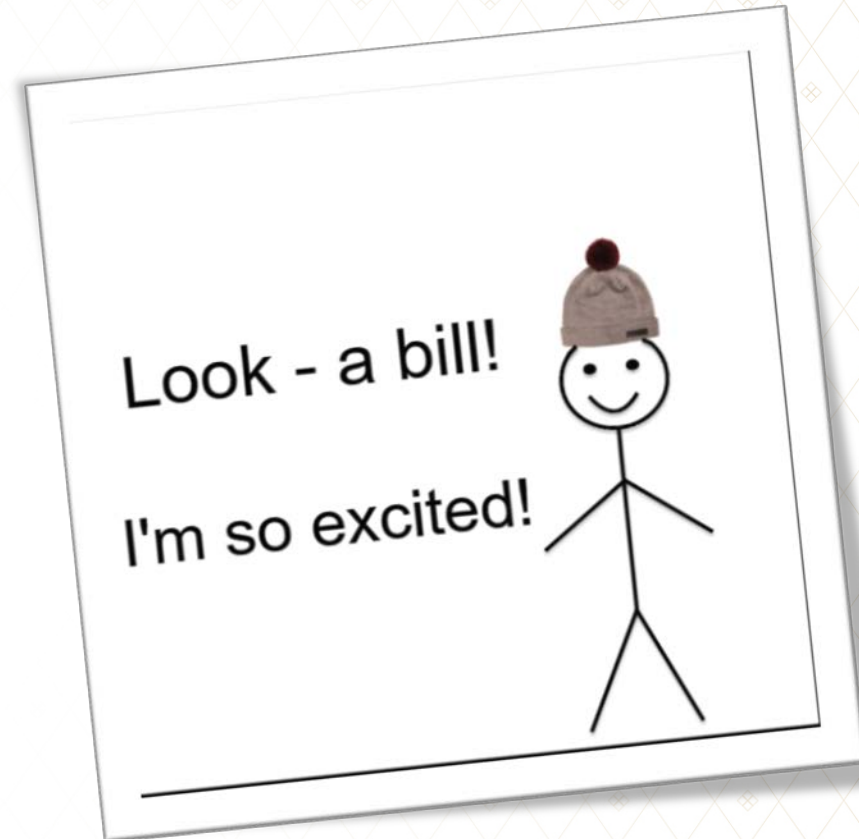
Online Options (pplelectric.com)

- Report an outage/check outage status
- Make a payment, view your bill and usage history.
- Sign up for alerts.
- Enroll in paperless billing, automatic bill pay, budget billing.
- View your rate schedule at: pplelectric.com/rates

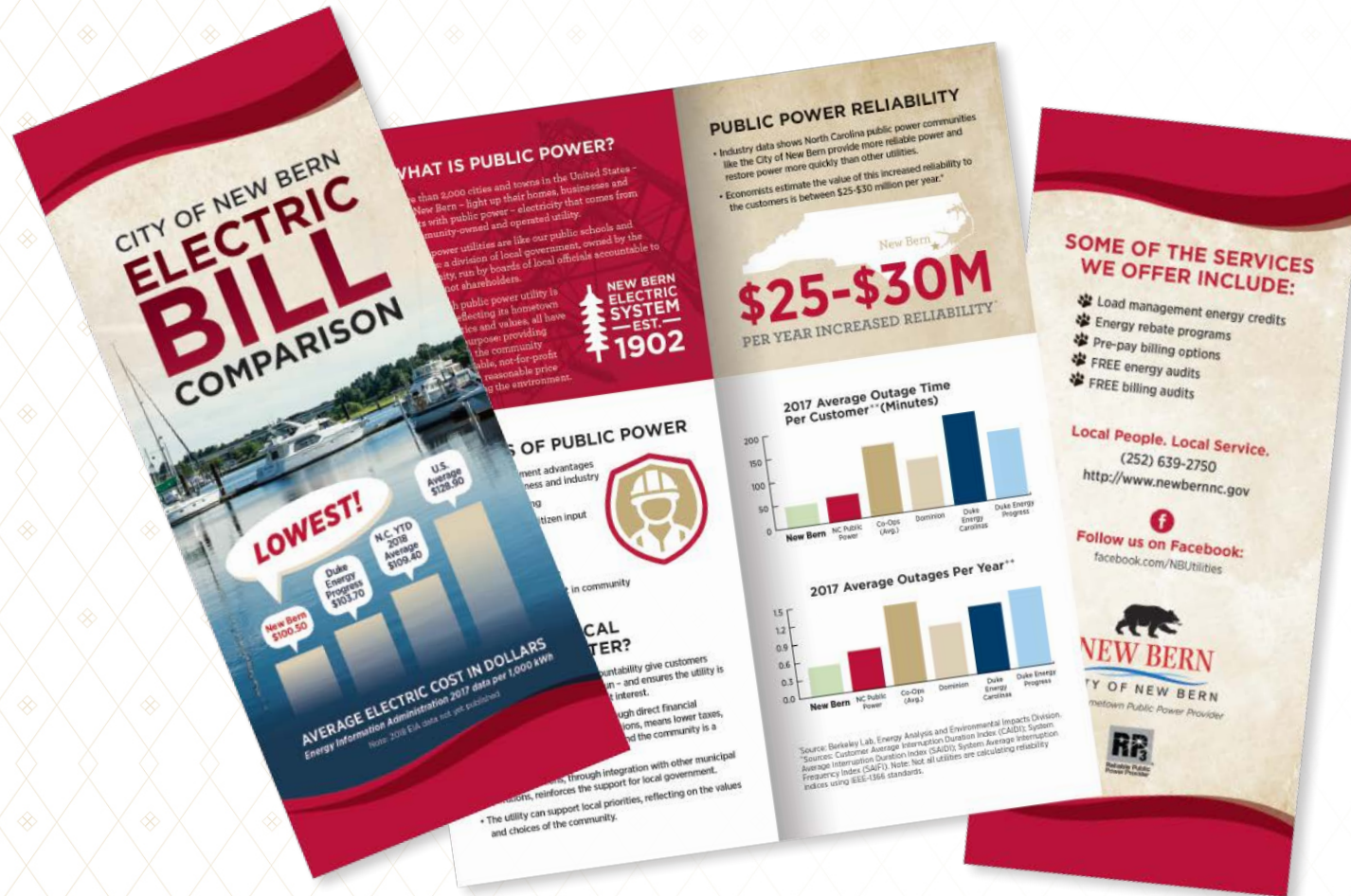
Return this stub in the envelope

ppl Sign up for Automatic on the back of this bill

CUSTOMER
123 MAIN ST
ANYTOWN, PA 18062



Real Life Promotions



New Bern folded bill insert
and social media graphic



How Customers See the 4 Ps

- Product = comfort, affordable, convenient, sustainable, fits my lifestyle, always there, modern
- Price = fair, affordable, in line with other household expenses, understandable
- Promotion = provide me with useful information when I want and need it, not when you charge me or there is a problem
- Place = at home, but also fitting into my lifestyle



Case Study #1

Residential Customers

	City #1	NC Public Power Average	IOU	Coop
Communicating with customers	81.0	79.2	77.7	84.9
Providing products and services I expect from modern utility	86.9	84.4	83.4	89.4
Providing reliable electric service	92.7	91.6	90.5	92.8
Providing good value for the cost of electricity	71.3	66.3	65.2	74.3
Responsible steward of the environment	83.8	84.0	64.0	85.0
Responding promptly to customer questions and complaints	87.8	84.4	79.2	85.3
Helpful and knowledgeable staff	89.5	86.9	82.3	90.0
Being supportive of community activities and events	87.7	89.5	82.5	90.2
Overall satisfaction	86.2	83.0	83.4	88.2



Case Study #1: Initial Analysis

- Overall:
 - Scores generally higher or even with NC Public Power and IOUs
 - Scores generally lower or even with coop scores
 - Exception: responding promptly to customer questions
- Points of interest:
 - Lower score than co-ops on providing value for the cost (71.3 vs. 74.3)
 - Lower score than co-ops on reliability (92.7 vs. 92.8)
 - Significant advantage over IOUs on steward of environment (83.8 vs. 64.0)

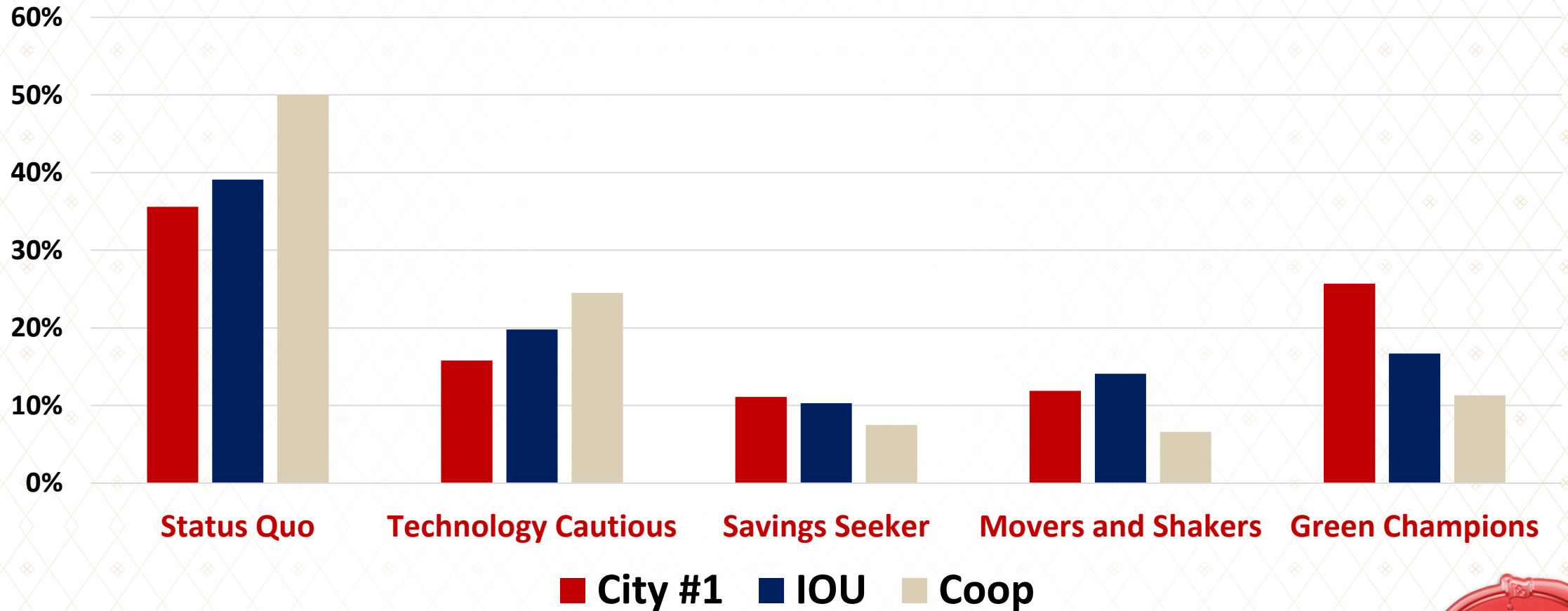


Case Study #1: Value for Cost

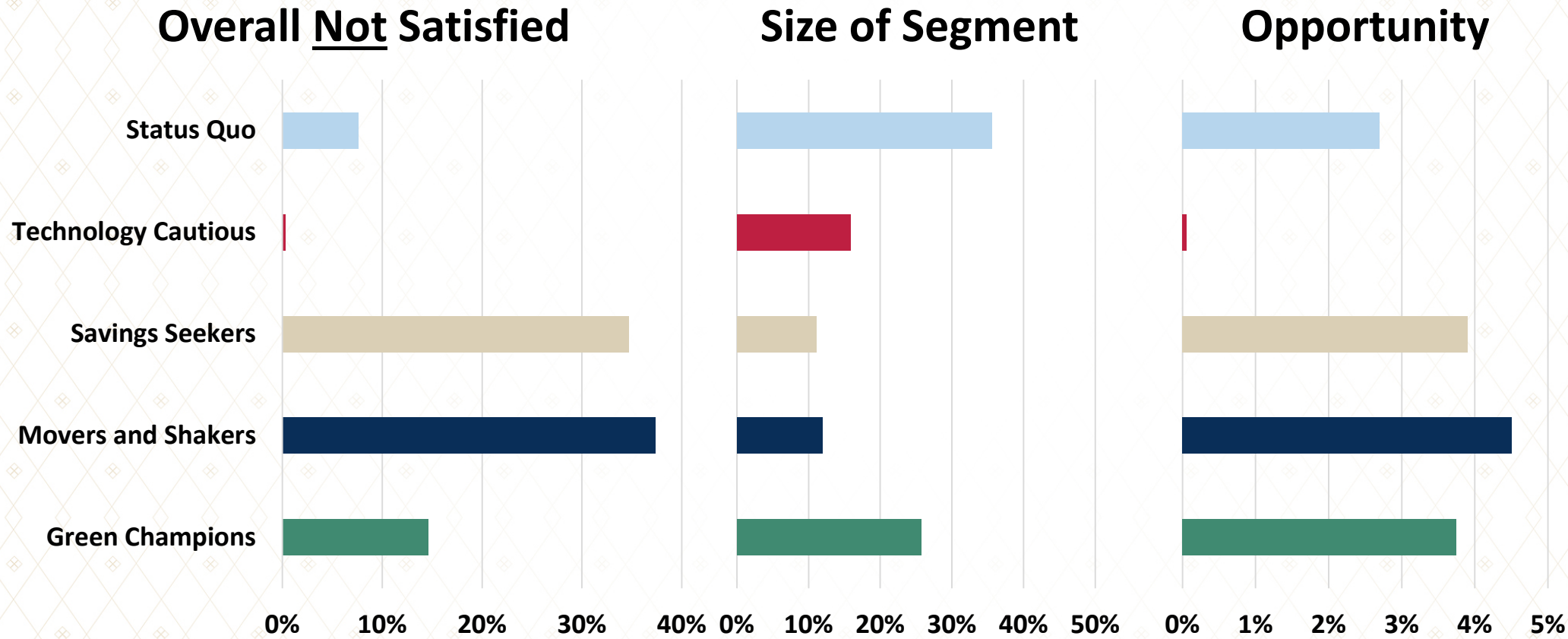
- Cost is a significant issue for all market segments
- 71.3 is a good score for providing value for cost
- Cost comparisons confirm that City #1 is the highest cost option vs. both local co-ops and IOUs
- Recommendations:
 - Continue to explore ways to reduce costs
 - Identify other areas of competitive differentiation



Case Study #1: Market Segmentation



Case Study #1: Market Segmentation



How can we make up 2% on the co-ops?



Case Study #1: Approach

Target Segments: Movers and Shakers & Green Champions

- How do we best connect with these customers?
- Who are they?
- How does their utility fit into their lifestyles?
- Opportunity to use personas and four Ps



Customer: Tonya (Green Champion)

Age: 36

Occupation: Veterinarian

Education: B.S., Biology; D.V.M.

Status: Married

Children: None

Interests

- Animals
- Rescue dogs
- ASPCA
- Wine
- Hiking
- Yoga



Motivations

- Environmental issues
- Success of her practice
- Animal rescue
- Inner peace
- Circle of friends

Challenges

- Keeping up with family
- Finances
- Finding time for passions

Customer: Satish (Mover & Shaker)

Age: 48

Occupation: Technical Manager

Education: B.S., M.S., Computer Science

Status: Married

Children: Sons 18 & 9, Daughter 15

Interests

- Church/community
- Local alumni association
- Home automation
- Volunteering
- Cricket



Motivations

- Maintaining relationships
- Family
- Professional success
- Figuring things out

Challenges

- Living with 3 generations
- College tuition
- Finding peace and quiet
- Staying in touch with family and friends in India

Case Study #1: Product Considerations

Target Segments: Movers and Shakers & Green Champions

- Are we only selling kWhs to these people?
- Looking beyond low cost and reliable:
 - Sustainability
 - Control
 - Convenience
 - Lifestyle



Case Study #1: Product Considerations

Target Segments: Movers and Shakers & Green Champions

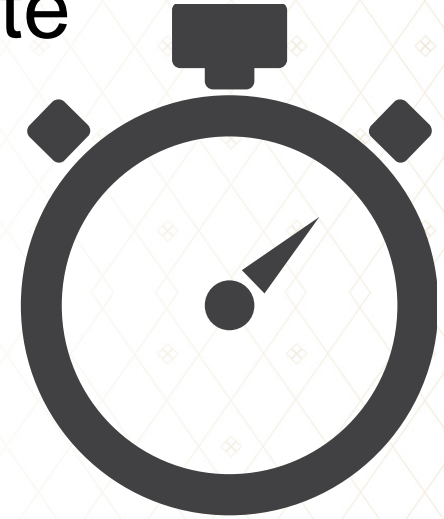
- Electric vehicle program/promotion
 - 16% of City #1's customers interested in EVs
- Community or rooftop solar
 - Greater than 20% of City #1's customers would pay more than \$5/month for renewable energy
- Customer portal with detailed usage information
- Sustainability report



Case Study #1: Price Considerations

Target Segments: Movers and Shakers & Green Champions

- Traditional rate schedule vs. time-of-use rate
 - Wholesale supply costs
 - Technical/system capabilities
 - Phase in schedule
- Opportunities for new business
 - Electric vehicles
 - Potential premium service
 - Solar business models: community solar/3rd party leasing



Case Study #1: Promotion

Target Segments: Movers and Shakers & Green Champions

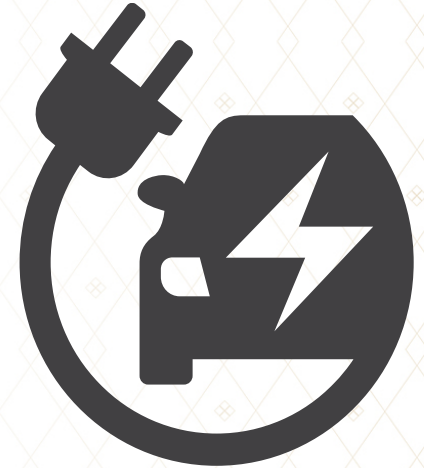
- Messaging:
 - Local control and locally produced
 - Focus on environmental sustainability
 - Modern and technically advanced
- Channels and locations
 - Online/electronically (most preferred based on survey)
 - Mobile apps
 - In person/at community events (remember personas)
 - Bill inserts



Case Study #1: Place

Target Segments: Movers and Shakers & Green Champions

- Consumed at residence, as always
- Other considerations:
 - EV charging infrastructure and strategy
 - Strategic partnerships – Local car dealerships
 - EV customer education and seminars
 - Program visibility – community solar, for example
 - Remote control of appliances
 - Enablement of auto-draft or online billing



Case Study #2

Residential Customers

City #2

NC Public Power Average

IOU

Coop

Communicating with customers	74.3	79.2	77.7	84.9
Providing products and services I expect from modern utility	79.8	84.4	83.4	89.4
Providing reliable electric service	87.0	91.6	90.5	92.8
Providing good value for the cost of electricity	57.8	66.3	65.2	74.3
Responsible steward of the environment	84.3	84.0	64.0	85.0
Responding promptly to customer questions and complaints	83.2	84.4	79.2	85.3
Helpful and knowledgeable staff	85.8	86.9	82.3	90.0
Being supportive of community activities and events	92.0	89.5	82.5	90.2
Overall satisfaction	79.2	83.0	83.4	88.2



Case Study #2: Initial Analysis

- Overall:
 - Scores generally in line or lower than NC Public Power and IOUs
 - Scores generally lower with co-op scores
 - Exception: being supportive of community activities and events
- Points of interest:
 - Very low score on providing value for the cost (57.8)
 - Lower relative score than co-ops on reliability (87.0)
 - Need to explore possibility of customer perception issue

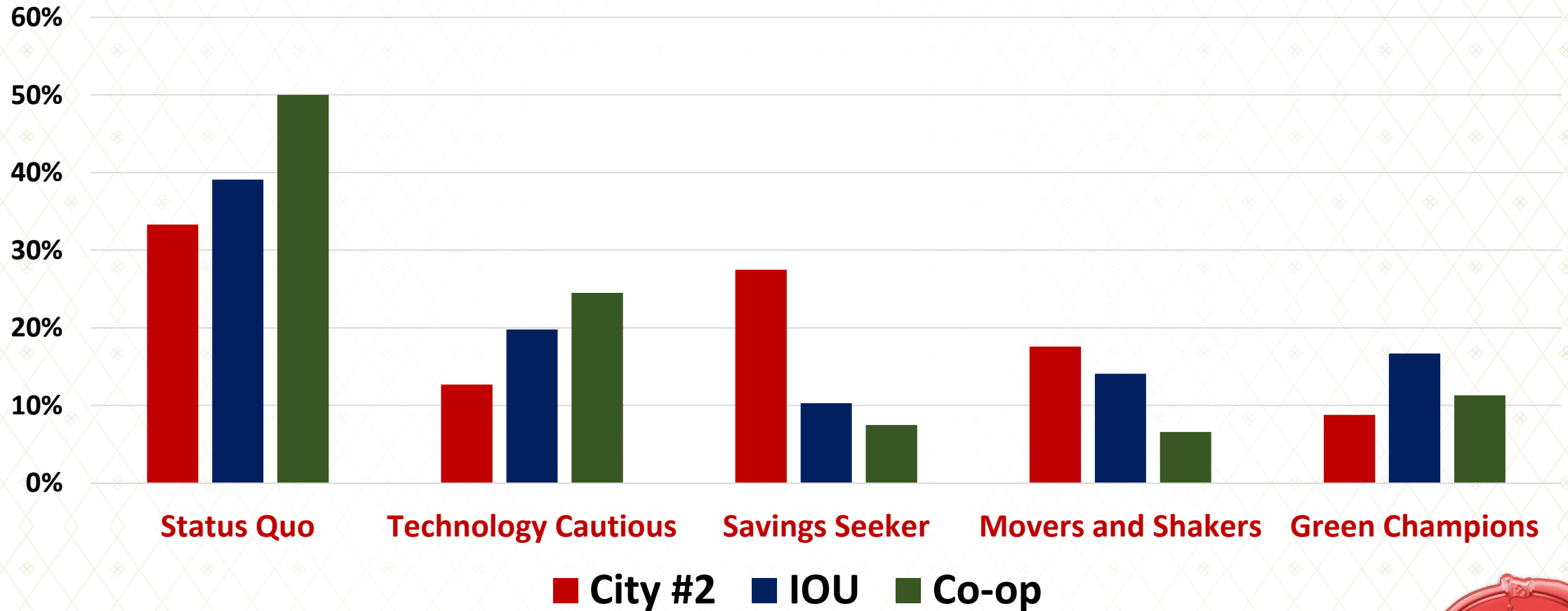


Case Study #2: Value for Cost

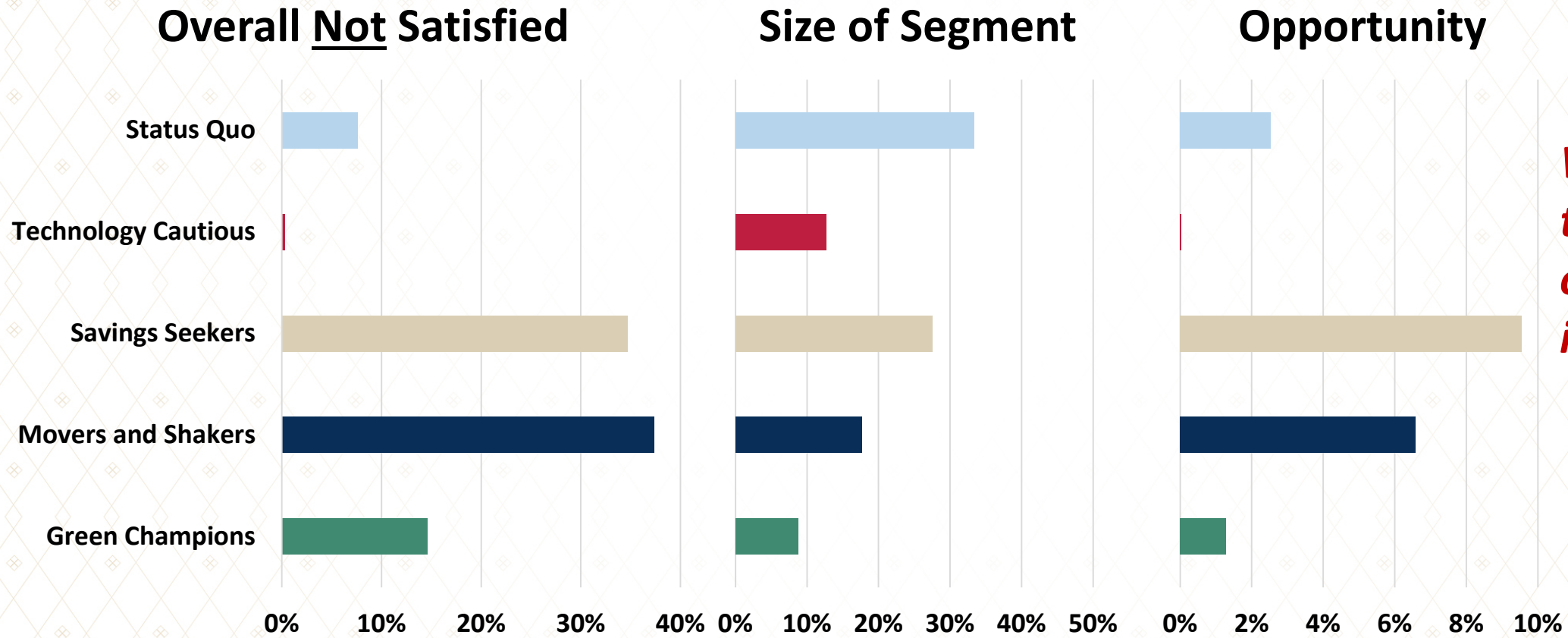
- Cost is a significant issue for all market segments
- 57.8 is a particularly low score for a city in this category
- Cost comparisons show:
 - City #2's residential rates are higher than local IOU
 - City #2's residential rates are lower than local co-op
- Recommendations:
 - Continue to explore ways to reduce costs
 - Communicate to customers rate advantage over co-ops
 - Identify other areas of competitive differentiation



Case Study #2: Market Segmentation



Case Study #2: Market Segmentation



*Where is
the best
opportunity for
improvement?*



Case Study #2: Approach

Target Segments: Savings Seekers & Movers and Shakers

- How do we best connect with these customers?
- Who are they?
- How does their utility fit into their lifestyles?
- Next step: use personas and four Ps



Customer: Margaret (Savings Seeker)

Age: 38

Occupation: Hairdresser

Education: High school diploma; beauty school

Status: Single

Children: Boys 11 and 8

Interests

- Church choir
- Fashion
- Visual arts

Motivations

- Standing in church
- Her children
- Improving financial position
- Job security/advancement



Challenges

- Avoiding bankruptcy
- Keeping sons out of trouble/safety of neighborhood
- Being a single mom
- Not enough time

Customer: Harvey (Savings Seeker)

Age: 83

Occupation: Retired electrician

Education: High school diploma

Status: Widowed

Children: Two, grown

Interests

- Game shows
- Local VFW chapter
- Gadgets/tinkering
- Poker



Motivations

- Enjoying life
- Being with grandkids
- Socializing
- Staying sharp mentally and physically

Challenges

- In good health, but elderly
- Living on fixed income
- Dealing with doctors/insurance
- Long-distance relationship with kids and grandkids

Case Study #2: Product Considerations

Target Segments: Savings Seekers & Movers and Shakers

- Cost of electricity is an issue
- Customers may not own their residence
 - Limited in what they can do
 - Home energy efficiency may not be good
- Products may also include low-cost options for appliances or energy efficiency measures



Case Study #2: Product Considerations

Target Segments: Savings Seekers & Movers and Shakers

- Suggested offerings:
 - Energy Audits – in-person AND online
 - 37% of residential customers interested
 - Manage Your Energy Seminar
 - 28% of residential customers interested
- Energy Kits



Case Study #2: Price Considerations

Target Segments: Savings Seekers & Movers and Shakers

- Rebates or manufacturer discounts
 - Supported by 42% of residential customers
 - Appliances
 - Energy efficiency measures
- Demand response
- Long term: Send customers price accurate signals
 - Time-of-use rates
 - Provide customer with more control



Case Study #2: Promotion

Target Segments: Savings Seekers & Movers and Shakers

- Messaging:
 - Utility is a partner in energy savings
 - Focus on services that assist the customers & community
- Channels and locations
 - Bill Inserts
 - Web resources
 - In person/at community events
 - Strategic partnerships with assistance groups and churches



Case Study #2: Place

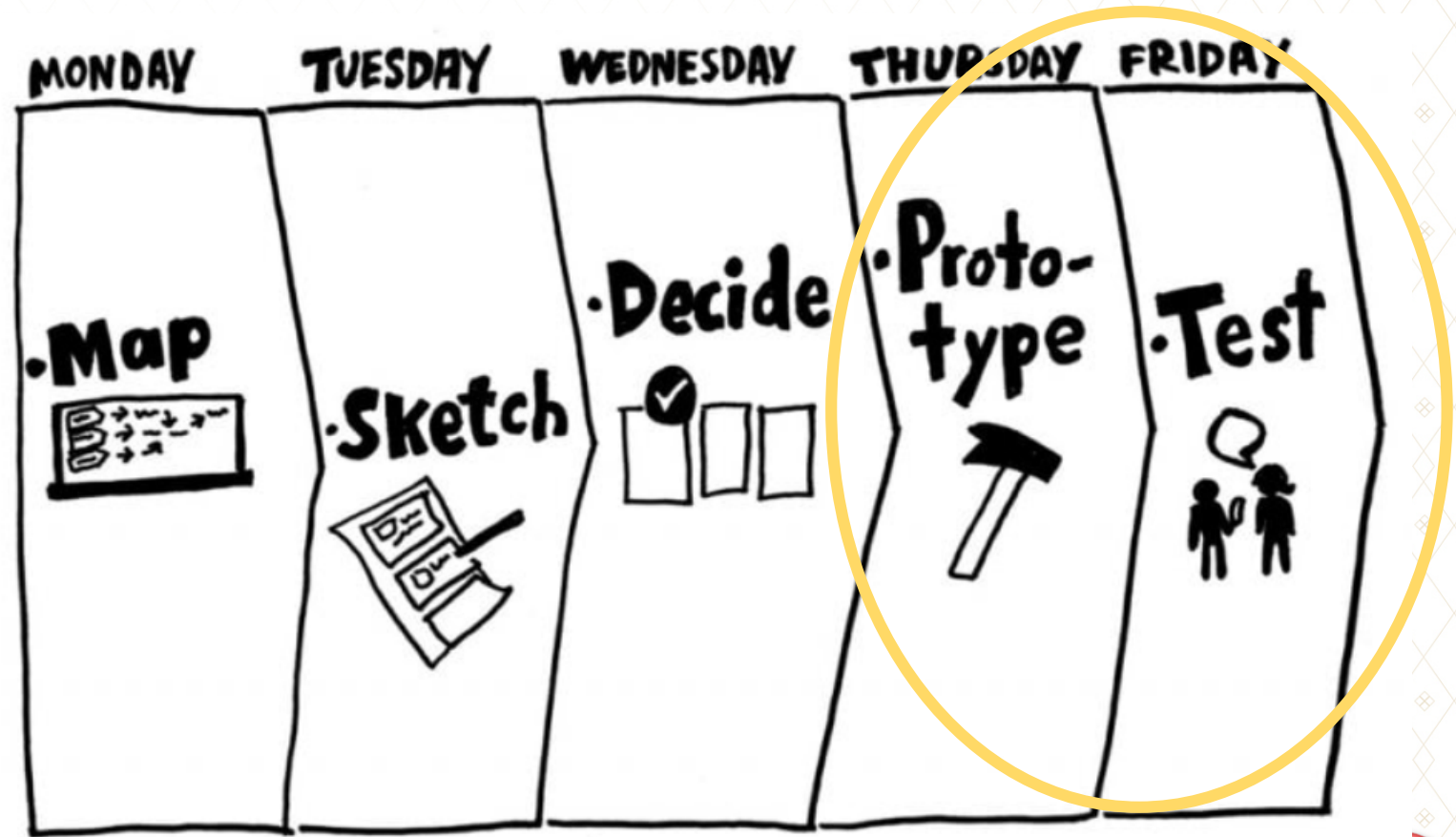
Target Segments: Savings Seekers & Movers and Shakers

- Energy Consumed at residence, as always
- Audits available both live and self-guided
 - Video or On-demand for busy lifestyles
- Seminars:
 - Churches, Rotary Club, senior centers, employers and other groups
 - *Meet where people are already!*



Remember: This is only the first step

- This talk only covered program concepts
- All program concepts need to go through a development process
- Program Development:
Topic for next year 😊



Questions and Discussion





Thank You

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