Moving to Customer Engagement 2.0 or 3.0

The SMART Home

Joel Gilbert

APOGEE® INTERACTIVE

Your Trusted Partner in Customer Engagement

PERSONALIZED DIGITAL ENGAGEMENT PLATFORM

Profile Data Base	Analytical Excellence Analysis Engine	Relevant Messaging Call for Action	Trust Satisfaction WOW Factor Consistency

SELF-SERVE

HOME ENERGY AUDIT PORTAL

CSR SUPPORT

FIELD AUDIT

IVR BILL EXPLANATION

ENERGY SUMMARY REPORTS

MARKETING PROMOTION

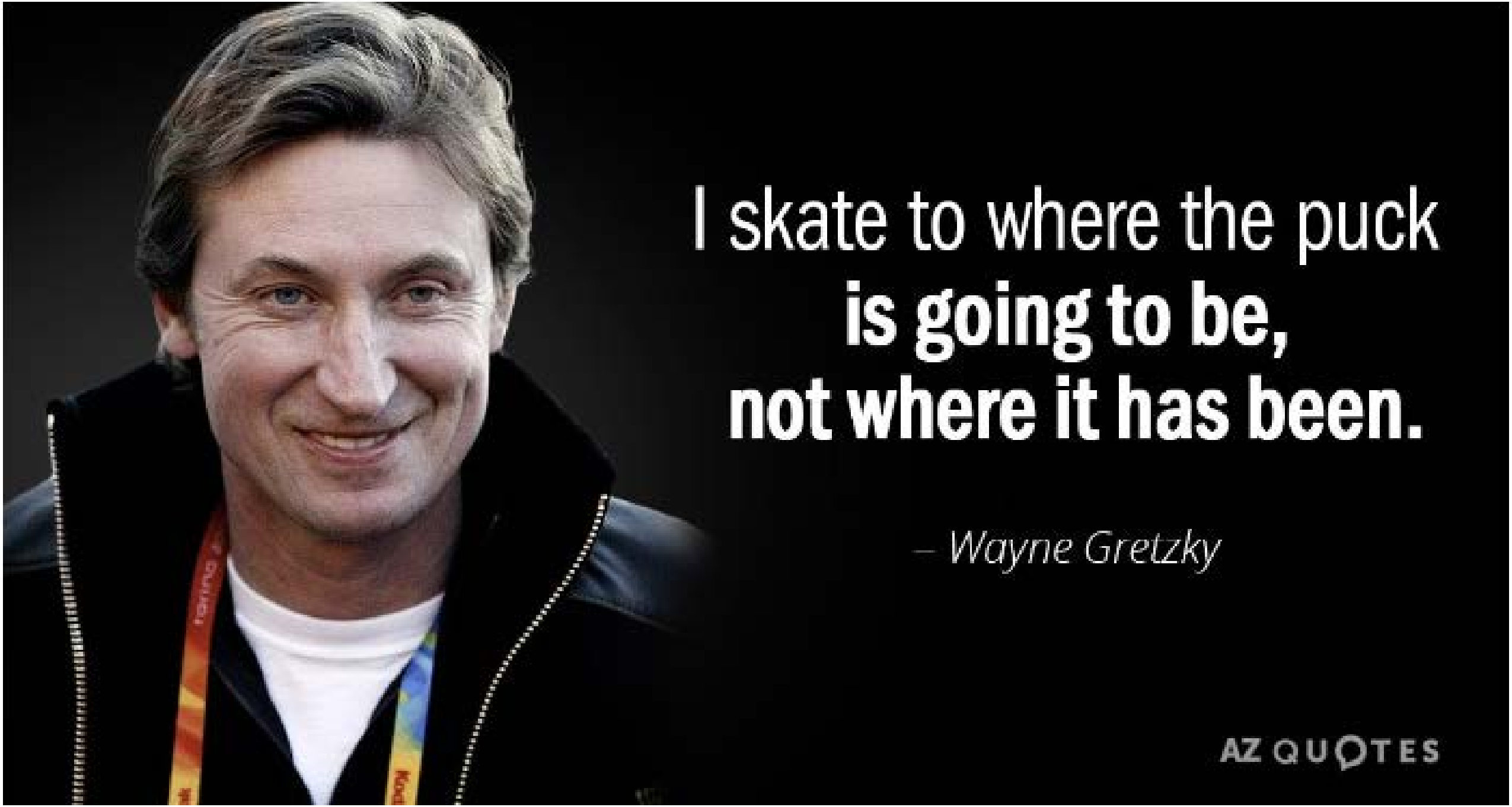
ENERGY MARKETPLACE

ALERTS

PERSONALIZED VIDEO MESSAGING

EDUCATION

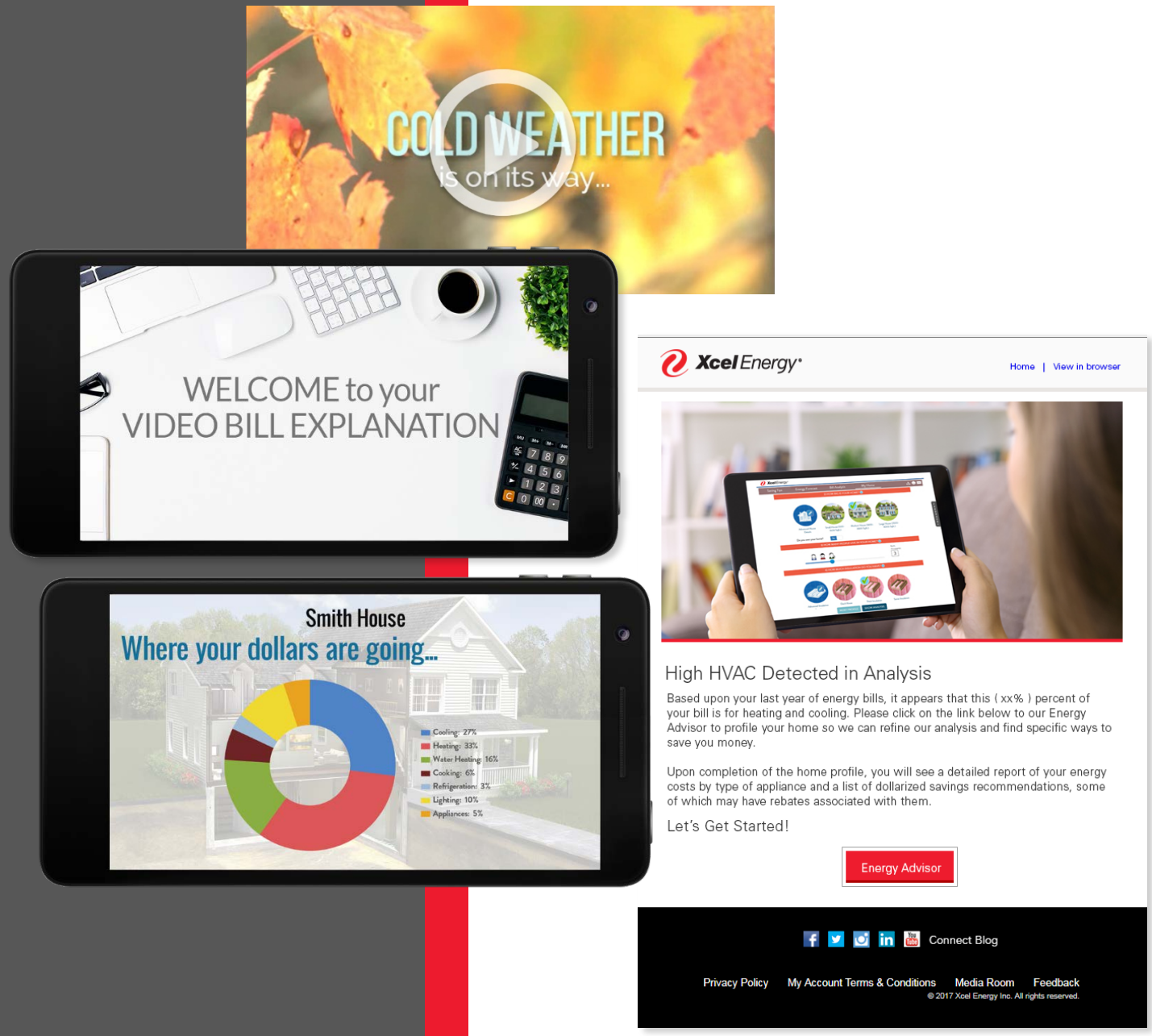
SCHOOL PROGRAMS


I skate to where the puck
is going to be,
not where it has been.
– Wayne Gretzky
AZ QUOTES

Oh boy, I can’t wait to program my Thermostat!

Compared to where you are …

- Personalized video messaging may seem off in the distance
- Others in competitive markets have used it
- No one has done more with it than Apogee to prove its impact
  - Every video message is personalized and unique
  - Bills are explained in detail … not just what terms mean
  - Forecasts are personalized and reflect variability
  - Tips are relevant and impacts can be measured
- Effective messaging can and does reduce calls to the call center!
- Click through and engagement statistics are all off scale positive



Xcel Energy℠

Final Report on **Xcel's 2017 Personalized Video Messaging Pilot**

Conducted by Apogee Interactive, Inc.

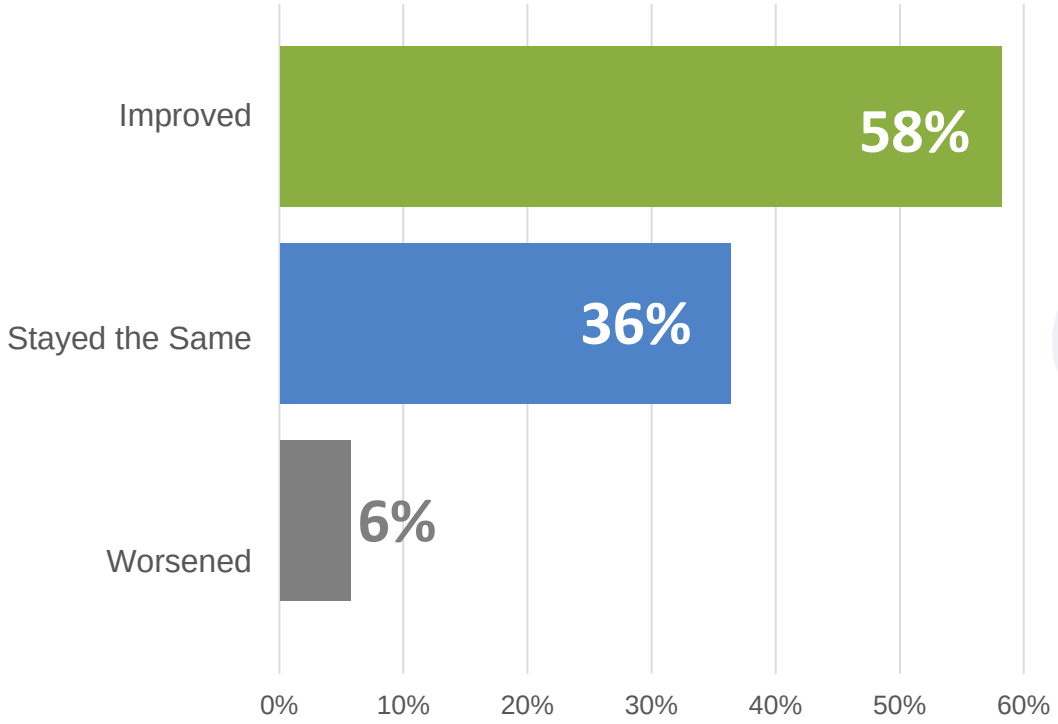
APOGEE

Your Trusted Partner in Customer Engagement

March 23, 2018

Video Bill Explanation is clearly **Today's Killer App!**

After watching this video, has your perception of Xcel Energy…



- Perceived as **personalized**, about <u>your</u> bill
- About **10x more improved** (58%) vs. worsened (6%)

"What a great personalized way to understand changes in my bill. I like that fact that it was proactive and narrowing where the changes were in the bill."

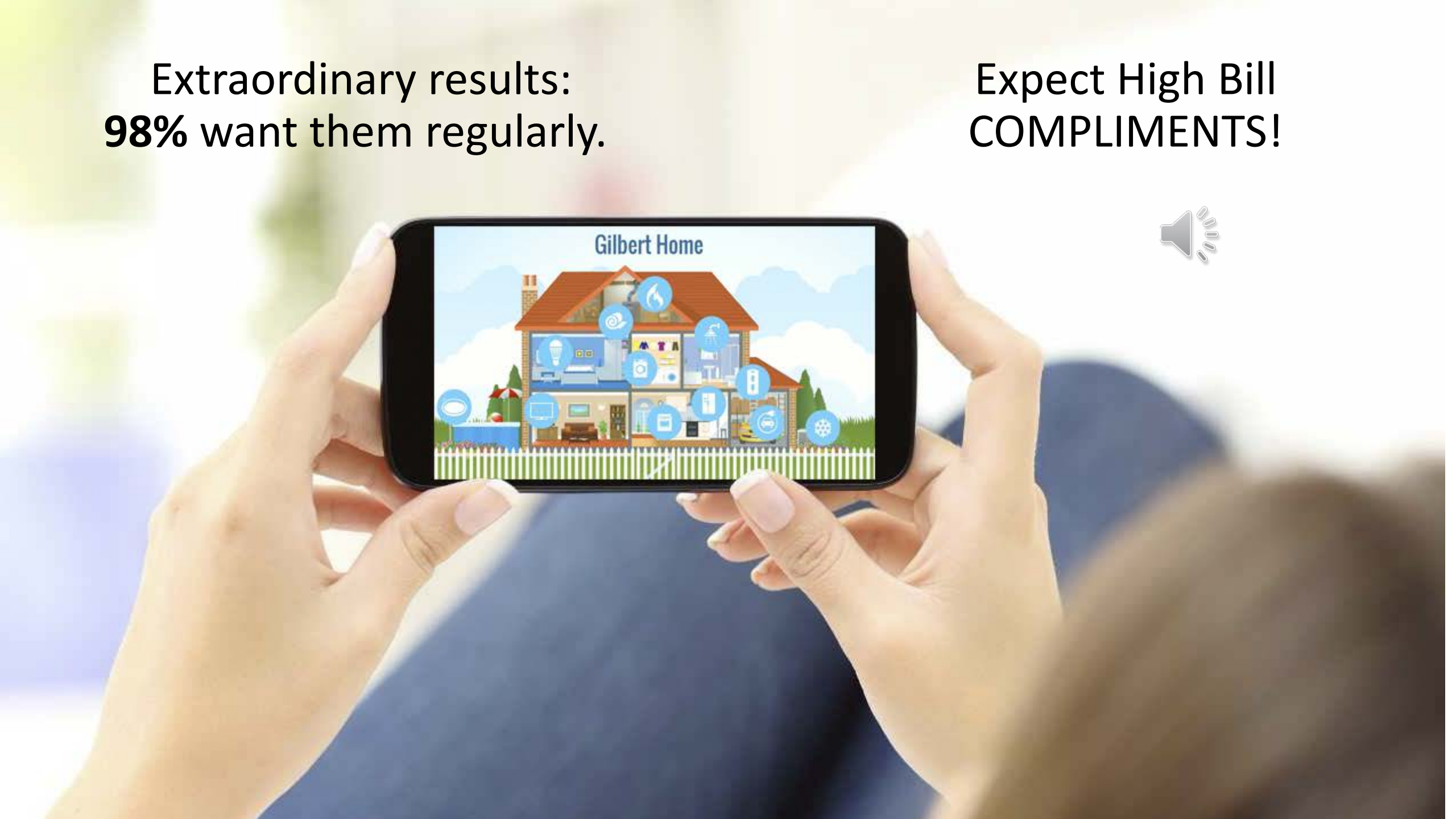
"It was interesting to see what affects the bill."

It was very helpful to understand my energy use."

I didn't know some billing periods were longer than others."

Extraordinary results:
98% want them regularly.

Expect High Bill
COMPLIMENTS!



But we still have a ways to go!

Customer Engagement & Expectations are Changing!

- Mobile has just surpassed desktop
- Keyboarding is now mostly social media IMHO
- Voice assistants about to surpass keyboarding
- Energy Companies interested in “Connected Home”
- But rear view mirror POV clouds perspectives
- Forrester and Parks Associates gives us insights

But, Not all Customers are Text Savvy

Gartner’s POV on the Connected Home

A **connected home** is networked to enable the interconnection and interoperability of multiple devices, services and apps, ranging from communications and entertainment to healthcare, security and home automation. These services and apps are delivered over multiple interlinked and integrated devices, sensors, tools and platforms. Connected, real-time, smart and contextual experiences are provided for the household inhabitants, and individuals are enabled to control and monitor the home remotely as well as within it. … Blah … Blah … Blah

WHAT DO CUSTOMERS WANT?
DR? EFFICIENCY?
APPS? ONLINE PORTALS?
USE INFO? STATS?
RELIABILITY?
OUTAGE INFORMATION?
TO BE LEFT ALONE?

Gartner's POV on the Connected Home (continued)

Networking: Familiar home networking technologies (high bandwidth/high power consumption), such as Multimedia over Coax Alliance (MoCA), Ethernet, Wi-Fi, Bluetooth, as well as 3G and Long Term Evolution (LTE), are complemented with low-power consumption networking standards for devices and sensors that require low bandwidth and consume very little power, such as thermostats.

Media and Entertainment: This category, which covers integrated entertainment systems within the household and includes accessing and sharing digital content across different devices, has proved to be the most prolific and contains some of the most mature technologies in the connected home.

Home Security/Monitoring and Home Automation: The technologies in this category cover a variety of services that focus on monitoring and protecting the home as well as the remote and automated control of doors, windows, blinds and locks, heating/air conditioning, lighting and home appliances, and more.

Energy Management: This category is tightly linked to smart cities and government initiatives, yet consumer services and devices/apps are being introduced at mass-market prices that allow people to track, control and monitor their gas/electricity consumption.

Healthcare, Fitness and Wellness: Solutions and services around healthcare have proven slow to take off, because they have to be positioned within a health plan and sold to hospitals and health insurance companies. The fitness and wellness segment has strong and quickly developed ecosystems that range from devices to sports wares to apps, which integrate seamlessly with each other to create a strong customer experience.

Breakout Session at Major Smart Grid Conference

I can be unloading groceries from the grocery store, look at the monitor and open the refrigerator door and watch the (power usage) number go up. It's a real good learning tool for me.

Intelligent Utility
March/April 2013

Predictable Smart Grid Challenges

Customer experience was an afterthought …

Record ID: 3737541

Electric Forecast | Natural Gas Forecast

FEEDBACK

ENERGY FORECAST - ELECTRIC COST

YOUR PROJECTED ELECTRIC COST FOR THIS WEEK IS $26

Electric Forecast

Annual Usage Breakdown

Weather & Projected Cost

Electric Forecast

Gartner’s POV on the Connected Home (continued)

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Key Takeaway for the Connected Home!

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Voice-enabled smart speakers to reach 55% of U.S. households by 2022, says report

Sarah Perez @sarahintampa / Nov 8, 2017

Comment

THE smart audio REPORT

npr | edison research

65% say that they wouldn't want to go back to life without their Smart Speaker

Key Takeaway

According to Google

“48% of those who own a voice activated speaker want personalized tips and information to make their lives easier!”

New Skill for the Amazon Echo

Play Video: https://vimeo.com/242045557

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Our Latest Alexa Skill Includes

- Explain last month's bill
- Forecast next week's energy costs
- Offer tips about how to reduce these costs
- Can offer information about temperature in the home (PTM)

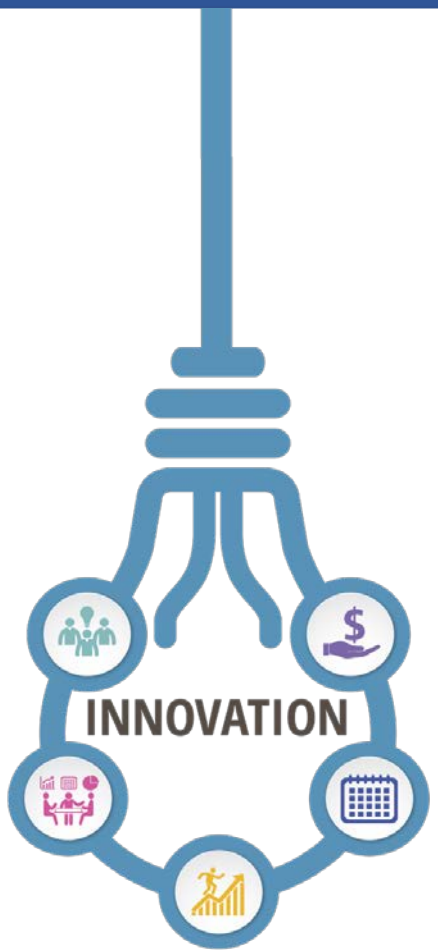
- We need to test these ideas in the "real world"
- Then, innovate much as we did with PVM!

Precision Temperature Monitoring

Play Video: https://vimeo.com/212782482/6e6abfc405

Let’s Drive Innovation together!

- Start with employees with an Amazon Echo
- Enable bill analysis, forecasts, tips, etc.
- Use Alexa to announce BDR or events etc.
- Let’s learn what works best over time
- We will learn what doesn’t work
- Build out the business case for business analytics and artificial intelligence with real results you can use to move forward!!



Wise words from the late Steve Jobs …

"For something this complicated, it's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them."

"Innovation has nothing to do with how many R&D dollars you have. When Apple came up with the Mac, IBM was spending at least 100 times more on R&D. It's not about money. It's about the people you have, how they're led, and how much they get it."

Let's Drive Innovation! Any Volunteers?

- In 3 or 4 utilities with Apogee bill analysis
- Each with 5 to 8 employees or key members
- Who already have an Amazon Echo

- This will form a "user group"
- Implement all of what we know now
- Meet online occasionally to compare notes
- Develop EE and DR 2.0 for next summer

Q&A

Questions?