



Educating US customers about the benefits of HEM

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Our research shows that 60% of US customers say they're familiar with home energy management (HEM) technologies, but few have actually purchased an HEM system. There's an opportunity, then, for you to educate customers who are interested in HEM on the potential benefits of the smart home, including the ability to monitor and reduce their energy use. Check out this infographic to learn which customers to target and how to reach them.

Learn more about how we get insights into residential customers' familiarity with, preferences for, and perceptions and attitudes about smart home technologies. Visit the E Source [Smart Home Consumer Survey page](#).

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