



An Exelon Company

Strategies Behind Successful DSM Programs: ComEd's Peak Time Savings Program

September 26, 2018

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New Product Development Technology Manager, ComEd



What is Peak Time Savings?

LEARN HOW YOU CAN SAVE

ENROLL

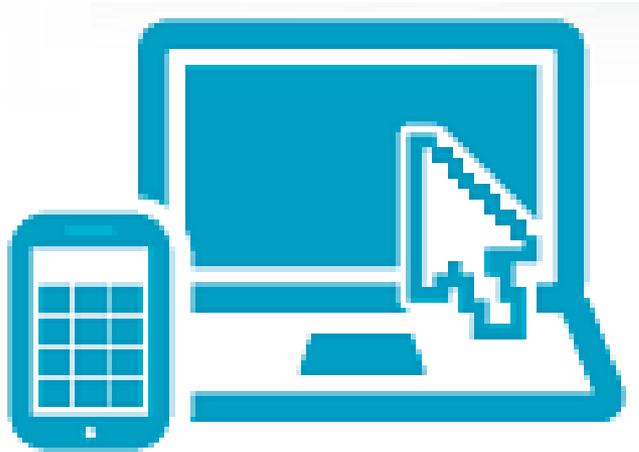
PARTICIPATE

SAVE

NEW!
PEAK TIME SAVINGS PROGRAM

ComEd | powering lives
An Exelon Company

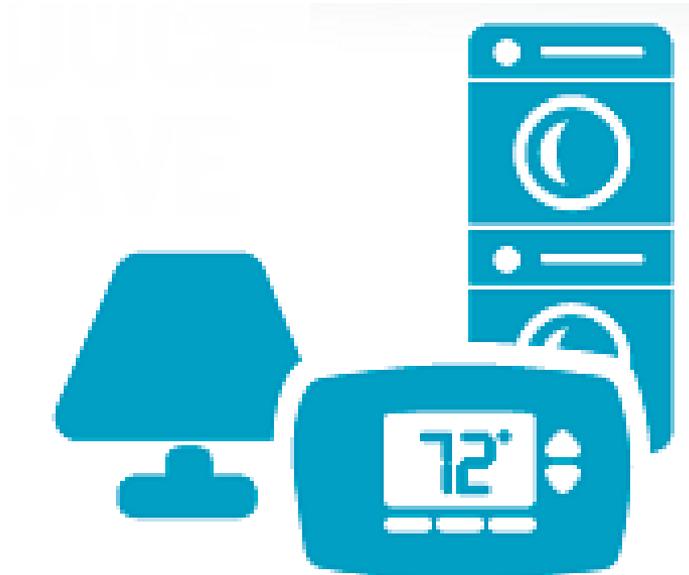
A DR program that pays ComEd residential customers to voluntarily reduce energy usage during Peak Time Savings Hours.



Opt In Enrollment



**Get
Notified**



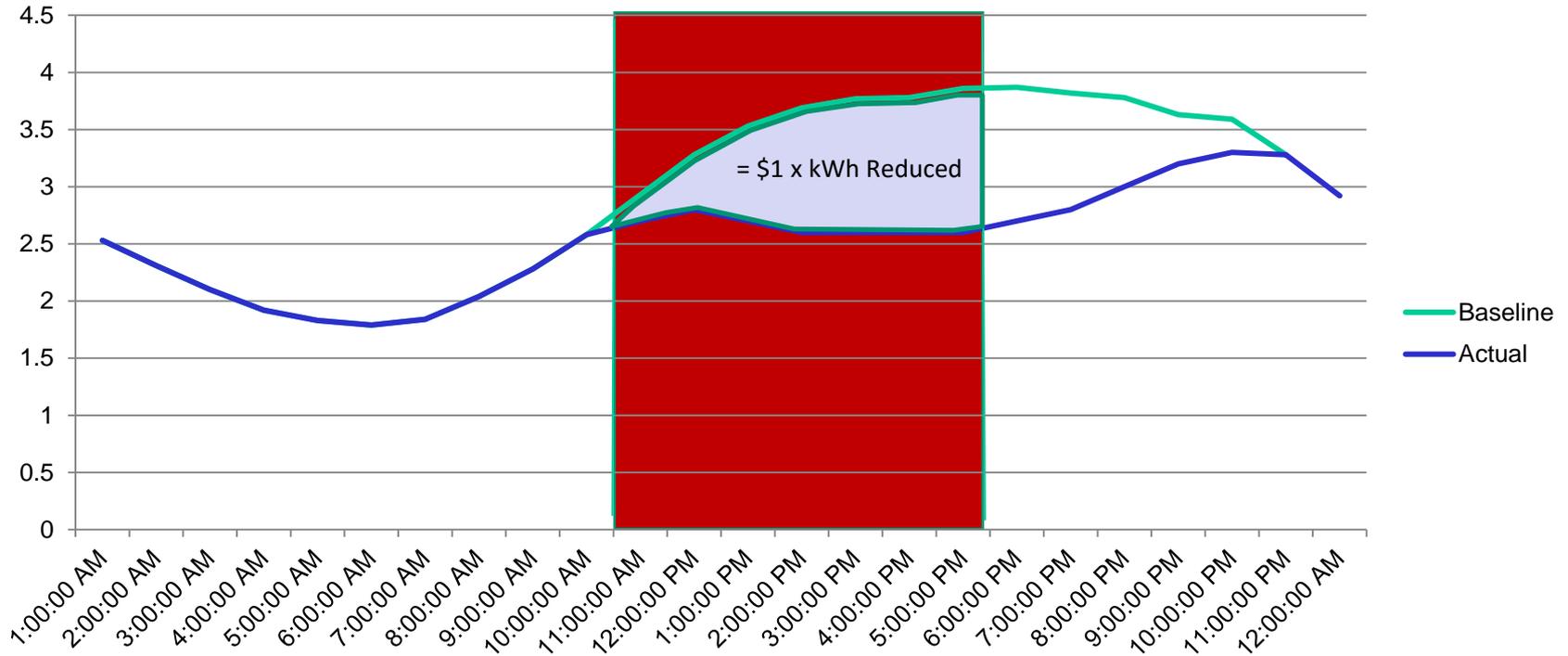
**Reduce
Usage**



**Earn
Bill
Credits!**

How Are Bill Credits Calculated?

“Baseline” is the customer’s avg electricity usage during the same hours on three of the most similar non-event days during the past 14 weekdays.



ComEd's Most Successful New Program Launch Ever!

- ✓ First-Year Target Enrollment:

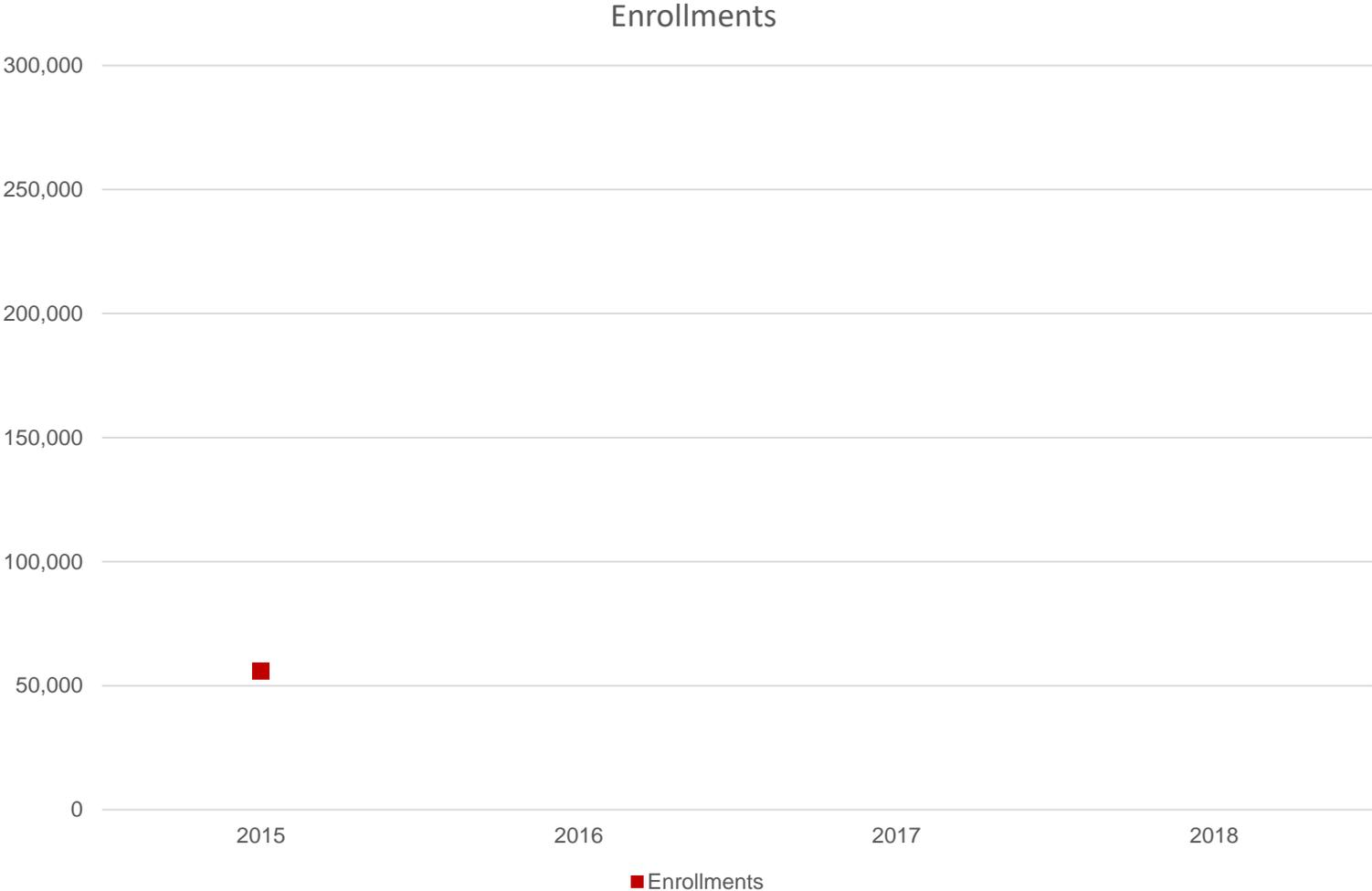


ComEd's Most Successful New Program Launch Ever!

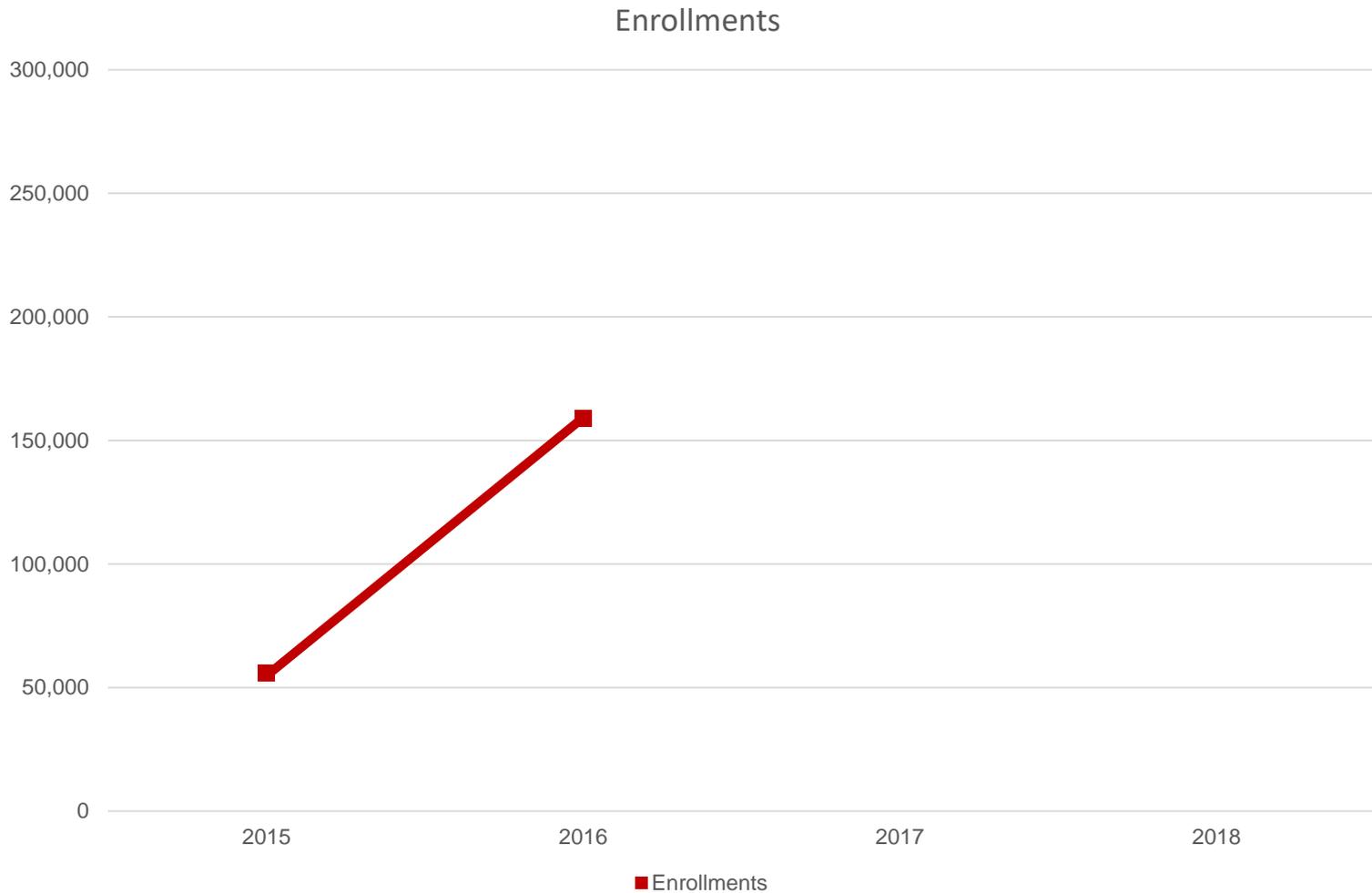
- ✓ First-Year Target Enrollment



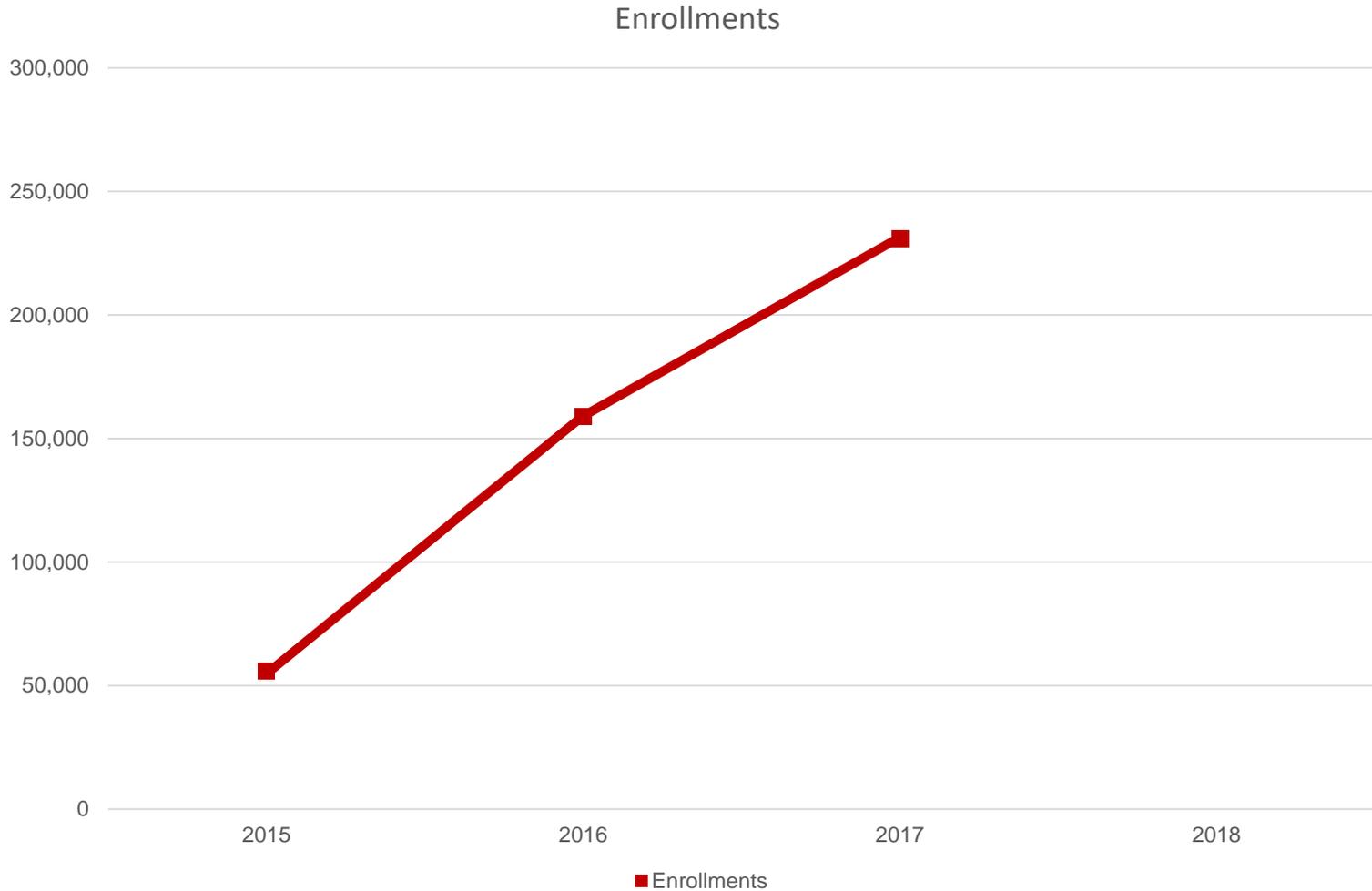
ComEd's Most Successful New Program Launch Ever!



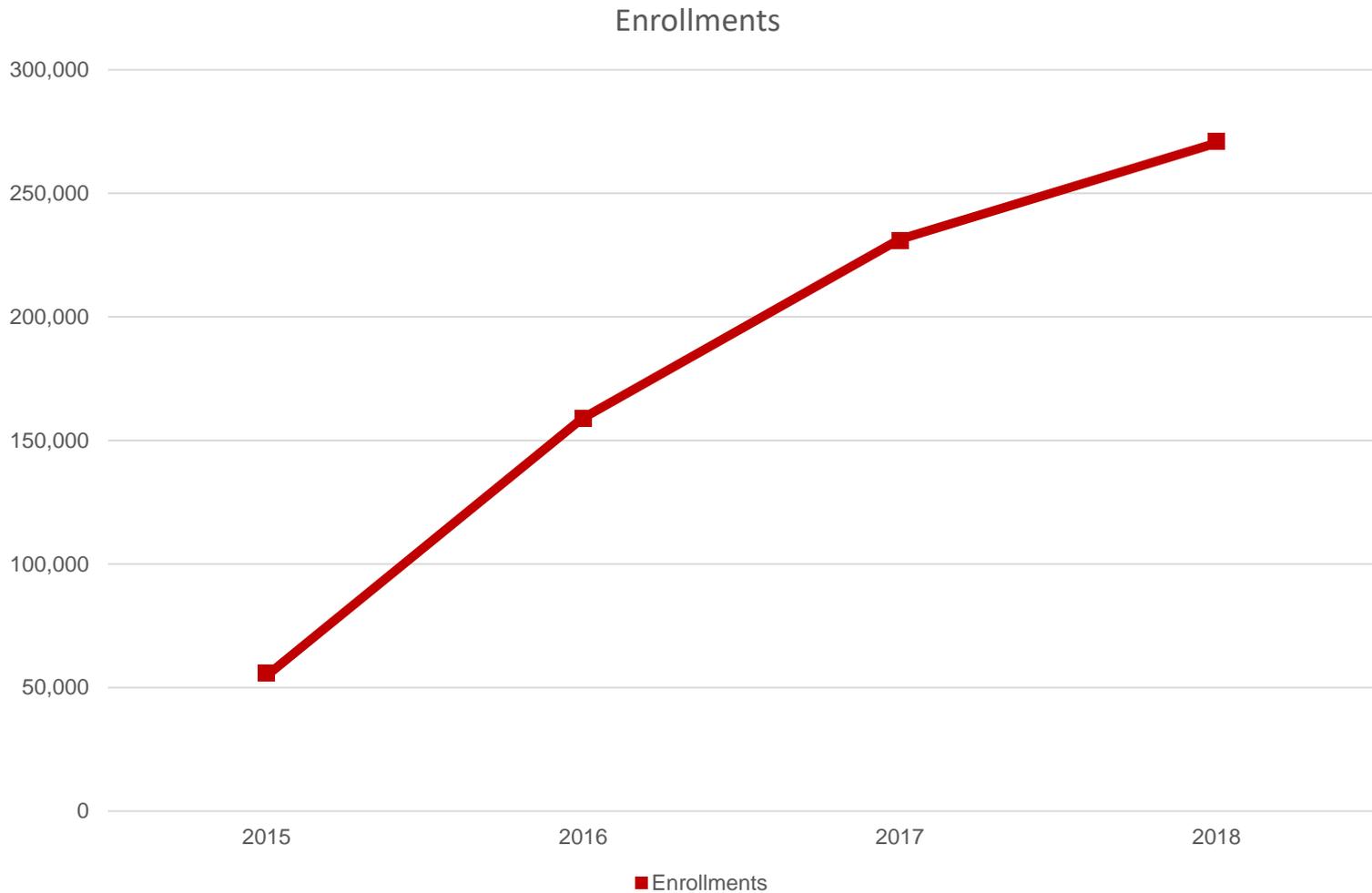
ComEd's Most Successful New Program Launch Ever!



ComEd's Most Successful New Program Launch Ever!



ComEd's Most Successful New Program Launch Ever!



#1. Market Research is Worth 10 Times What You Spend



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ComEd[®]

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- ✓ Customers weren't always sure whether or not they had a smart meter
 - 2/3s of focus group participants were aware of their home's smart meter

- ✓ Customers mistook “earning bill credits” for “earning points on their ComEd account.”
 - Copy was changed to “earn a credit which will appear as actual dollars off on your next electric bill” which conveyed the proper dollars-and-cents benefit.

- ✓ Customers perceived “peak usage time” as the time they used peak amounts of electricity
 - “Peak time” was 6 – 9 p.m. (when they're home from work and watching TV)

- ✓ Customers were turned off by complicated messaging and lots of copy
 - Customers wanted certain communication elements in order to aid comprehension
 - FAQs, step-by-step instructions, timelines, informational graphics
 - Give me a place to go online for more information if I choose

- ✓ Customers wanted:
 - More than three to five savings opportunities per summer
 - Day ahead notification
 - Ability to know how much they could earn per event and what they would need to do
 - An online calculator that could help them estimate what their bill credit could be
 - Spanish language materials (if Spanish was the customer's primary language)

#2. Segmenting Your Audience Pays Dividends

Marketing Segment	Sent	Response Rate
New Meter Installs (control)	217,675	7.6%
PRIZM (control)	71,793	5.8%
Hourly Pricing	6,401	17.9%
Movers	15,968	18.5%
Happy & Change Averse (HCA)	46,888	5.7%
Unrealized Green Potentials (UGP)	47,207	5.0%
Tomorrow's Conservationists (TC)	49,157	6.1%
Cynical Suburban Affluentials (CSA)	48,440	5.8%
Disengaged High Users (DHU)	51,435	4.6%
OPower Day	47,551	4.1%
OPower Evening	47,978	4.6%
TOTAL	650,493	6.5%

#3. Your Value Proposition Must Be Clearly Defined

“We pay you back for not using electricity.”



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#4. Be Sure Your Comm Channels Remain All Aligned

AMI Customer Comm Sequence

- Bill Insert
- Pre Mailer
- Door Hanger
- Robo Call
- Post Mailers



Advertising/Media



- Radio
- OOH
- Print
- Online
- Public Relations

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Social Media

- Facebook
- Twitter
- Instagram
- YouTube



Co. Executives



Education



- Field Trip Factory to Training Centers
- Youth Ambassadors
- Student Power
- Retiree Ambassadors

Website



- ComEd.com/SmartMeter
- ComEd.com/BizSmartMeter

Company Comm



Stakeholders



- City of Chicago
- Municipal Outreach
- Town Halls
- ISEIF Grantees

Digital Media



Events



- Street Teams
- Events
- #SmartMeetsSweet Truck

Workshops



- Senior Centers
- Community Centers

#5. Make It Easy to Enroll and to Participate



- ComEd.com/PTS (unauthenticated)
- Through the customer's MyAccount Preference Center (authenticated)

The screenshot shows the ComEd website's 'Ways to Save' section. The header includes the ComEd logo, 'powering lives', and navigation links for Outage, Pay Bill, Moving, Español, and Contact Us. A search bar and a 'Sign In' button are also present. The main navigation menu includes My Account, Outages, Ways to Save (highlighted), Smart Energy, and Safety & Community. On the left, a sidebar lists various services like 'For Your Home', 'Energy Assessments', 'Rebates & Discounts', 'Recycling', 'My Account Online Tools', 'Manage My Energy', and 'Hourly Pricing'. The main content area is titled 'Peak Time Savings' and contains the text: 'Enroll to participate in Peak Time Savings, manage your current Peak Time Savings notifications, or opt out of the program entirely.' Below this text is a red 'Manage PTS' button.

The screenshot shows the ComEd website's 'My Account' preference center. The header is identical to the previous screenshot. The main navigation menu includes My Account (highlighted), Outages, Ways to Save, Smart Energy, and Safety & Community. The user's account information is displayed: Name: TONY BUSTAMANTE, Account #: 5495729000, and Status: Active. A sidebar on the left lists account management options: My Bill & Usage, My Service, My Profile, My Wallet, My Account Profile, My Home Profile, My Alerts & Notifications (highlighted), and Customer Support. The main content area is titled 'Alerts & Notifications' and features a 'View by Category' dropdown menu set to 'List All'. Below this, there are icons for Outage, Payment, Billing, Usage, and News. The 'Usage' section is expanded, showing two notification preferences: 'Peak Time Savings Hours' (6 delivery methods selected, ON) and 'Weekly Usage Report' (Email: tony.bustamante@comed.com, ON).

#5. Make It Easy to Enroll and to Participate



- 844-852-0347 (ComEd Business Customer Service Team)



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#6. Feedback is Crucial – Don't Think That It Ain't!

My Bill Usage | Neighbor Comparison | **Peak Time Savings**

Peak Time Savings History



ComEd will credit your bill for reducing electricity during Peak Time Savings Hours.

- Peak Time Savings Hours typically occur for a few hours between 11am-7pm on three to five days during the summer.
- You will be notified on the day Peak Time Savings Hours occur. Update notification preferences [here](#).
- You are credited \$1 for every kWh reduced during Peak Time Savings Hours. [Learn more](#)

▲ [HIDE DETAILS](#)

BILL CREDITS AVERAGE HOMES

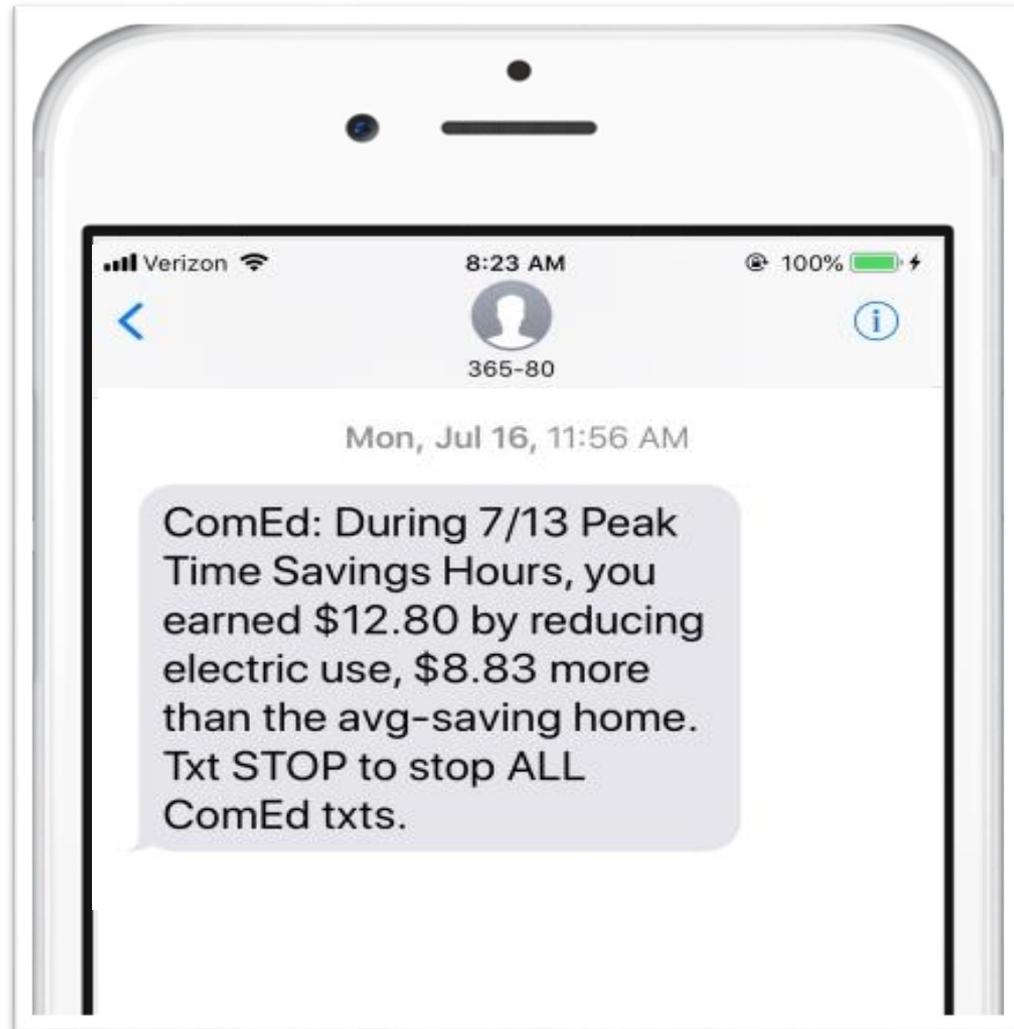
Summer 2017



Day	Date	Credit Amount
Day 1	8/30	\$8.00
Day 2	9/15	\$5.50
Day 3	9/22	\$10.90

Total bill credits
\$24.40

[How is this calculated?](#)



#7. Be Attentive and Engage with Customer Replies

GET NOTIFIED
CONSEJOS CÓMO GANAR

EARN CREDITS
CONSEJOS CÓMO

REDUCE & SAVE
CONSEJOS CÓMO
ET LICIPIS AS EVER

2018

PEAK TIME SAVINGS IS APPROACHING

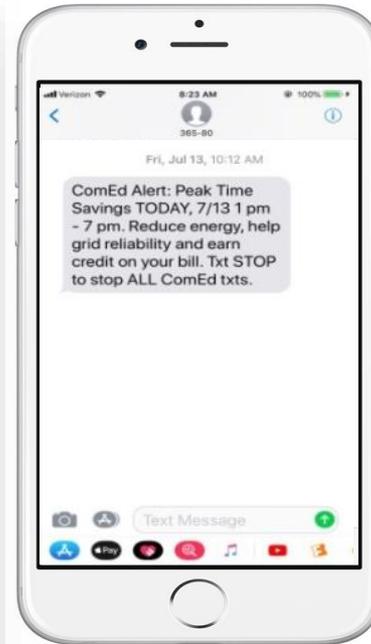
Get ready to save this summer!

You're already enrolled.
Now just reduce your use and save.

PUR SIT PRORIBUS ITATEST FUGA ET IL IDUCIENT.
Mod ea volupta temped que vendant liquo berrum aut.
Gias quassum quis maio qui veligni hillabo.
Nam sedit qui conectas prorro to conectiis

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powering lives



ComEd | @comEd | Aug 19
Peak Time Savings Hours are in effect! Participants earn \$1/kWh reduced between 1-7PM today. [ComEd.com/PTS](#)

Peak Time Savings Participant

Angelique T.
CHICAGO

"There's nothing to lose."

ComEd.com/PTS

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▲ [HIDE DETAILS](#)

BILL CREDITS AVERAGE HOMES

Summer 2018

Day	Amount
Day 1 6/29	\$10.70
Day 2 7/13	\$12.80
Day 3 8/14	\$12.30
Day 4 ---	

Total bill credits
\$35.80

[How is this calculated?](#)



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RYAN
Acct # *****1030

Aug 30 Peak Time Savings Hours

Congratulations, you earned \$5 for saving 5 kWh.

During the Peak Time Savings Hours on Wednesday, August 30 between 2 pm – 5 pm, you used 1.5 kWh of electricity, which is 5 kWh less than your typical use. You earned \$1.00 for each kWh you saved. Look for the credit on your electric bill.



From: Dorothea
Sent: Thursday, August 31, 2017 2:36 PM
To: PTS
Subject: Re: Your earnings for August 30 Peak Day

I earned that latte :)



You sure did!
With a double-
shot!
Keep up the good
work!
The ComEd PTS
Team



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From: Jude
Sent: Tuesday, September 19, 2017 12:12 PM
To: PTS
Subject: Re: Your earnings for September 15 Peak Day

I'm always home during the day so electricity is being used. I was out of town so only the fridge and one light was on so i cant see how I could have used more electricity.



Hey Jude,

Don't forget that our estimating of your "normal" usage is just that: an estimate. There's bound to be margins of error in our best calculations. That alone could explain things.

"Hey Jude, don't be afraid..." there's no penalty for not reducing energy usage during Peak Time Savings Hours. If you'd like to earn larger incentives next summer, be sure to read about the energy-saving tools & tips at ComEd.com/WaysToSave "... then you can start, to make it better."

Na-na-na-NA-NA-NA-NA... NA-NA-NA-NA, hey Jude let us know if you have any more questions...

The ComEd PTS Team

#8. Leverage the Value Technologies Provide

Trouble viewing this email? [View in your browser.](#)

IT'S PEAK TIME SAVINGS SEASON!

Never miss Peak Time Savings Hours again with IFTTT.



if this then that

Meet IFTTT. "If This Then That." A FREE web-based applet that works with your smart thermostat to help you control your energy use during Peak Time Savings Hours.

CONVENIENCE

AND SAVINGS

MADE SIMPLE!



ComEd

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- ✓ It's all about "execution"
- ✓ The Direct Load Control (DLC) offer (pilot) in Season 1 depressed response
- ✓ Be prepared for delays in mail processing
- ✓ Call events as early in the season as possible to engage customers
- ✓ Be clear about actions to take and savings to be expected as a result... manage expectations
- ✓ Very few low-earning PTS participants accepted our recommendation to switch to Central AC Cycling in Season 4
- ✓ Customers who are "already in the dance" are more likely to take another step
- ✓ "Recency" has a huge impact on response rate
- ✓ Confirmed: frequency of communication helps improve response rates
- ✓ The biggest motivator to take action during PTS hours continues to be financial.
- ✓ PTS continues to have a positive impact on the value customers place on their smart meter.

Market research is worth 10 times what you spend,
Segmenting your audiences pays dividends.

Your value proposition must be clearly defined,
Be sure your comm channels remain all aligned.

Make it easy to enroll and to participate,
Feedback is crucial, don't think that it ain't.

Be attentive and engage with customer replies,
Leverage the value technologies provide.

These are eight strategies to provide some insight,
My presentation is over, I must go catch a flight!

Thank you!

Tony Bustamante

New Product Development Technology Manager, ComEd

Tony.Bustamante@ComEd.com

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