



Renewable Choice Made Easy

Renewable Energy Advisor Tool

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MINNESOTA

Overview

Renewable Choice Programs

- All Xcel Energy customers receive **55%** carbon free electricity, with **25%** of energy coming from renewable sources
- Minnesota & Colorado customers can choose from many additional renewable options



The Challenge

How do we speak to customers about their **MANY** renewable choices?

- Questions and concerns
- Hesitations
- Frustrations



The Need

Understand the choices from a customer perspective

- How they make decisions
- Key motivators and drivers
- How they move on to select a program

Customer Journey Mapping

Goal

Understand the residential customer experience as they move through the process of selecting a renewable program.



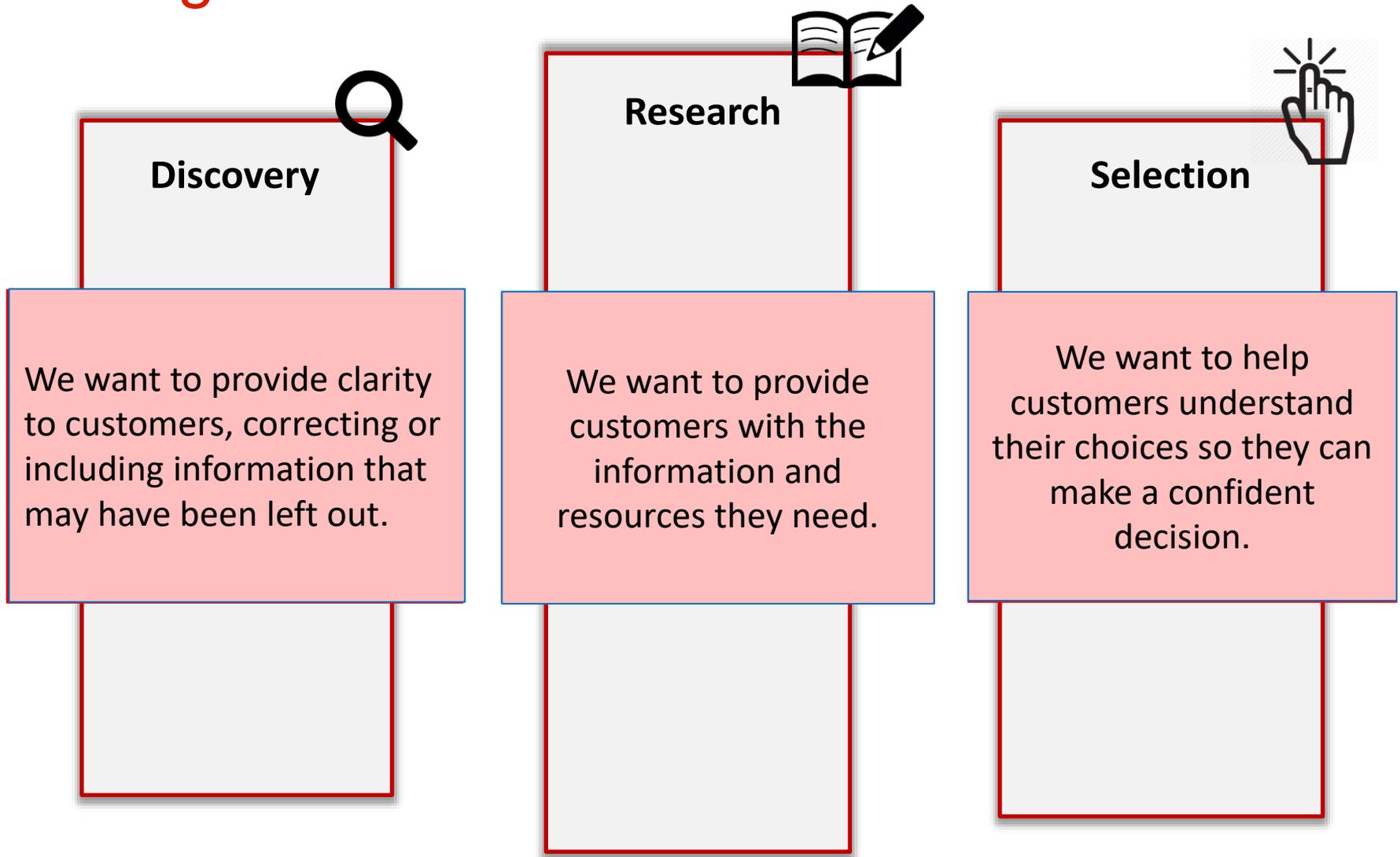
Persona
Development

Current State
Mapping

Future State
Mapping

Tactics &
Next Steps

Findings



Strategic Plan

Proposed Tactics

Develop digital tools

Quiz & comparison
chart mirrors retail
experience

Educate customers early

Increased marketing

Test, then expand

Develop for
businesses

Live Demo

www.xcelenergy.com/renewables

New Renewable Choice Marketing

Social Media

- Paid Facebook
- Video ads

Sponsorship Expansion

- Renewable messaging with sports sponsorships (CO Rockies, MN Wild, others)

Event Sponsorship

- Earth day, family, outdoor living events
- Super Bowl Live! Debut

Search Engine Marketing

- Paid Search & SEO

Communications

- XpressNet, Promos, Community Engagement
- Infographic, webinars
- Cross marketing

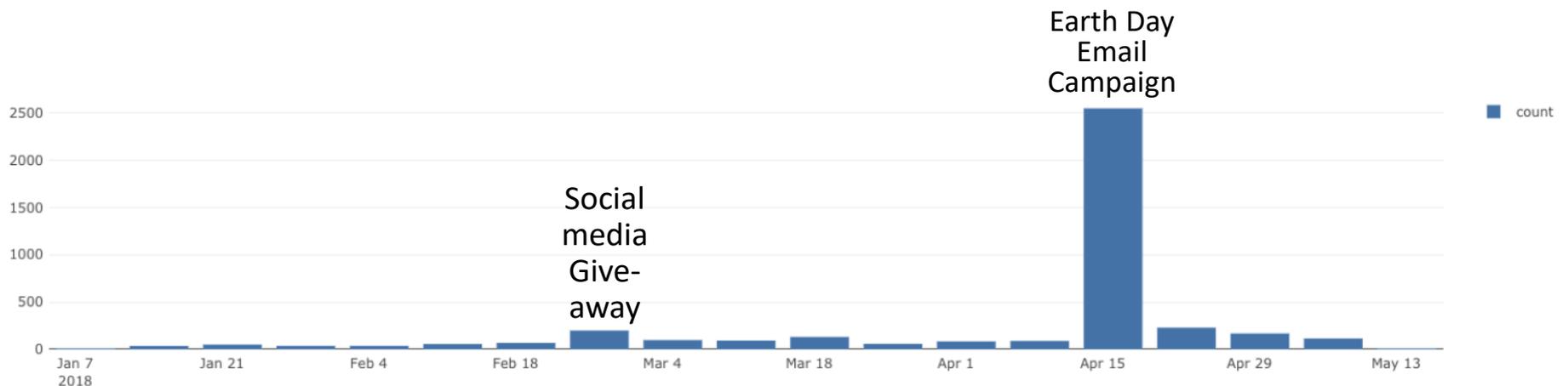
Segmented Email

- Four personas
- Seasonal ties & custom messaging

Early Results

- 92% completion rate for > 9,000 users (Jan to Aug 2018)

Renewable Advisor – Surveys Completed by Week



Questions?

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