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# E Source Toolbox for Residential and Business Marketers

Luke Currin

forum

# Residential and business marketers

- Aim to understand customers as well as they possibly can to reach the right audience, with the right message, through the right channel
- Success means more program enrollments, increased revenue, and improved customer experience
- Big-picture thinkers, data hungry, persistent, connected, collaborators

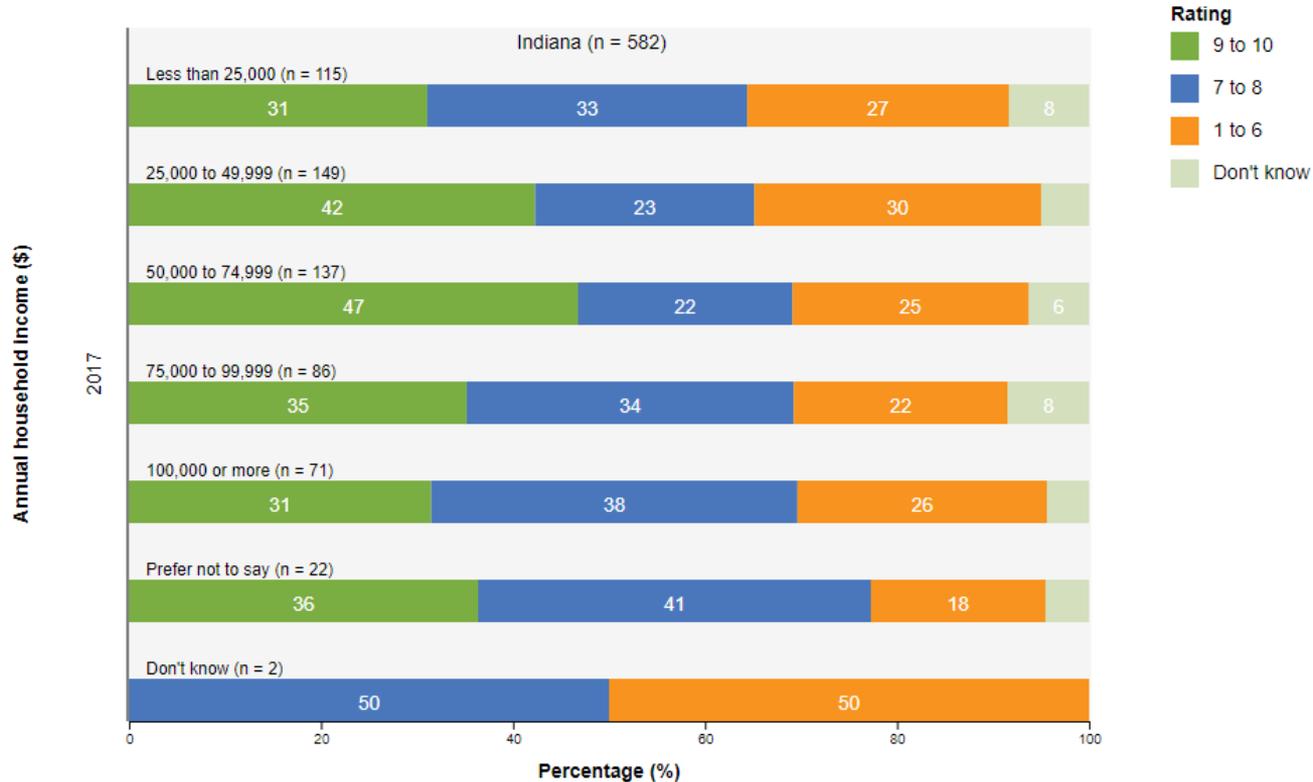




How can we better reach and serve our low-income customers?



## Electric utility is trustworthy (A10)



© E Source (Residential Customer Insights Center)

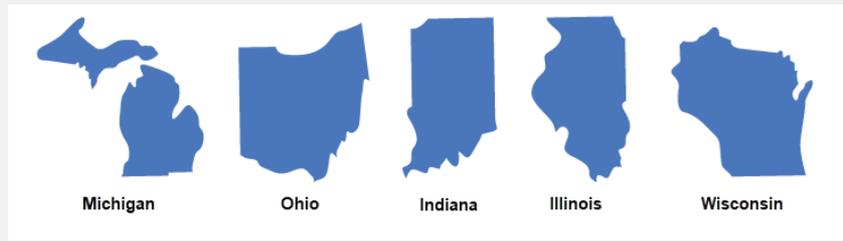
# Low-Income Segmentation: East North Central Census Division Profile

Meredith Ledbetter

NOVEMBER 8, 2017

Figure 1: The East North Central division by state

We explore characteristics of low-income populations in the East North Central states of Michigan, Ohio, Indiana, Illinois, and Wisconsin.



## American Classics

The American Classics segment comprises 5.76% of the East North Central's low-income population, and these residents are living the American Dream of homeownership.

### Segment characteristics:

- Older and retired homeowners
- Median household income of \$45,000
- Live mostly in city metro areas
- Have some college education
- Demonstrate below-average technology use
- Prefer to get their entertainment from outside the house

### Program participation

To increase participation in a program or to encourage certain customer behaviors, you should target two groups:

- Those who have participated in a program or modified their energy behavior
- Those who have a higher likelihood than the national average to participate in a program or modify their behavior

© E Source ([Low-Income Segmentation: East North Central Census Division Profile](#))

# Advertising insights



**Budget Billing**  
Average out your bills  
for a predictable monthly  
payment

**ENROLL TODAY »**

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 Together, Building  
a Better California

**Who says you can't  
predict the future?**

Know what your energy bill will be  
with PG&E's Balanced Payment Plan.

**Learn more**



 Together, Building  
a Better California

**Like managing your money?**  
You'll like PG&E's Balanced Payment Plan.

**Learn more**



Source: Pacific Gas and Electric Co.



We'd like to identify partners to help us reach small and midsize business customers. Who would customers trust most?



# How Can Utilities Better Serve Up Energy-Efficiency Programs to Small Restaurant Owners?

Sarah Howie, Rachel Cooper, Joy Herbers



**Southern California Gas Company (SoCalGas)**  
May 30 · 🌐

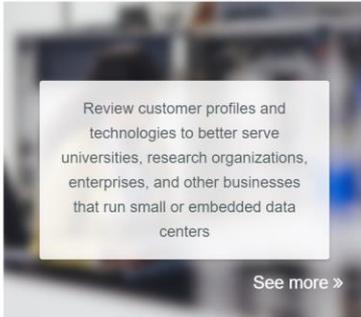
Fire it up! Whether you're a professional chef or just love to cook at home, natural gas is vital to creating a favorite flavor profile. Watch Chef Rosie O'Connor of Provecho Grill pour her creativity into her culinary creations. #NaturalGas #Cooking

48K Views  
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© E Source (How Can Utilities Better Serve Up Energy-Efficiency Programs to Small Restaurant Owners?)

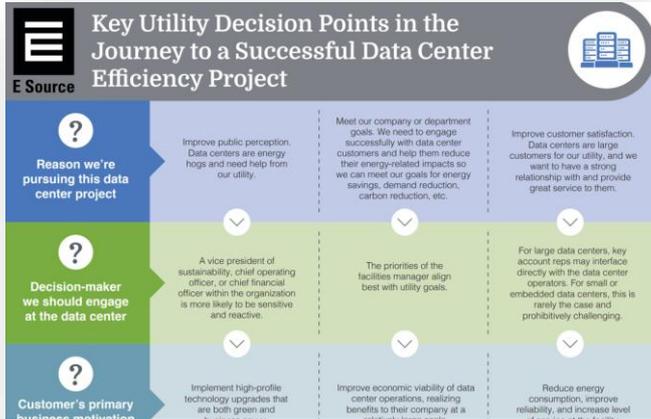
# In-depth research



Small or Embedded Data Centers



Midsize Nonhospital Healthcare



## Challenges and Solutions for Advancing Projects

There are three main challenges to advancing data center energy-efficiency projects at small and midsize research organizations. We recommend solutions based on our interview.



**Cost savings aren't a motivator for IT staff.** The data center manager we interviewed said many IT and data center staff don't care about the cost savings from efficiency projects because power is so cheap in most places. To many, cost savings alone aren't a strong enough motivator to move projects forward.



**Focus on reliability improvements.** The data center manager we interviewed emphasized that reliability improvements are something that IT and data center professionals care about. If you frame efficiency projects as a way to boost reliability and save money (not the other way around), you're more likely to get buy-in from IT. From our other interviews for the Business Customer Research Project, we learned that IT staff tend to trust people who are "fluent" in IT, who understand their world. If you're having trouble getting traction with them, find a champion who knows IT and appreciates the importance of energy efficiency.



**IT is not open to efficiency projects, despite potential improvements in reliability.** Before taking over his organization's data center, the data center manager we interviewed had no IT experience and faced an intense culture shock when he joined the department. He has strong feelings about IT staff's aversion to outside ideas and change, and he believes that resistance poses a huge challenge to advancing energy-efficiency projects.



**Bypass IT and approach senior leadership.** Our data center contact suggested avoiding IT altogether and going straight to executives with data center efficiency proposals. Sell them as initiatives that will make the organization look good, will save the company money, and will improve data center reliability. Get senior leaders to approve the project's benefits, and then have IT execute the work.



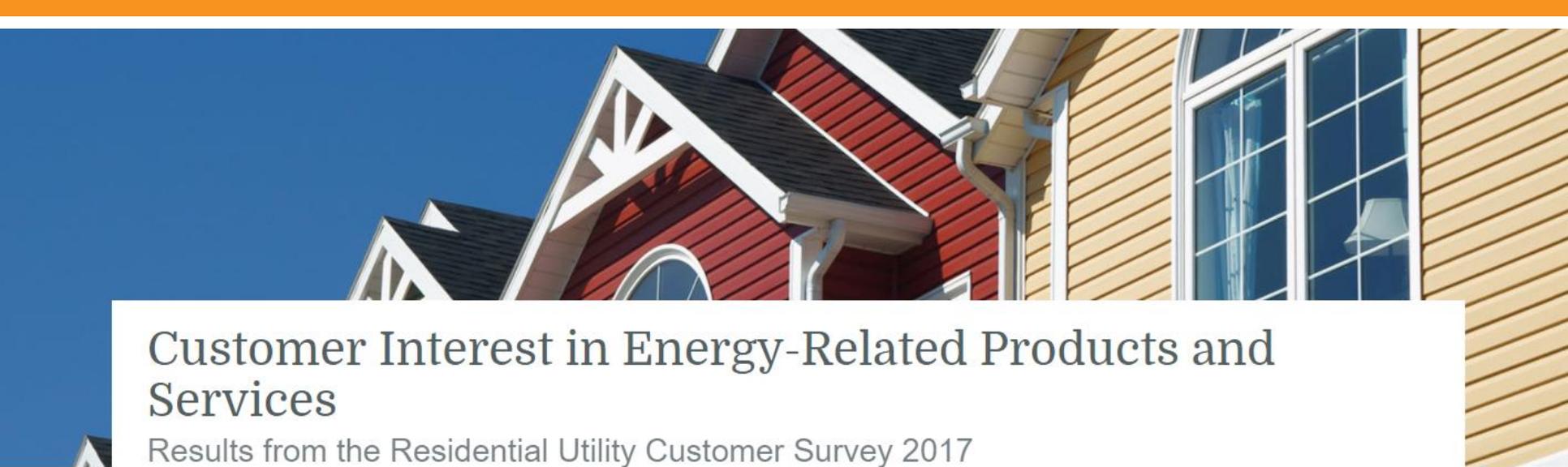
**The data center manager is having a tough time finding reliable contractors.** The data center manager we interviewed said one of his biggest challenges is finding the right contractor who can provide a quality turnkey solution.



**Make sure data center managers are aware of your trade ally network.** Utilities verify and recommend quality trade allies. The data center manager we interviewed said a network like this would be extremely helpful. Data center managers will likely be looking for



We're exploring some new products and services, and we're curious about which ones customers want.



# Customer Interest in Energy-Related Products and Services

Results from the Residential Utility Customer Survey 2017

Abbas Madad, Luke Currin

JANUARY 26, 2018



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To counteract declining revenue, utilities are diversifying their product and service offerings beyond electricity and gas to include behind-the-meter technologies, connected home devices, and efficient appliances. In this report, we analyze data from our Residential Utility Customer Survey to identify residential customers' interest in a variety of products and services, and offer tips for promoting the right offerings to the customers who are most likely to purchase them.

## RELATED CONTENT

[Top 20 Technologies and Trends of 2017](#)

© E Source ([Customer Interest in Energy-Related Products and Services](#))

### 3. HEM Systems

Considering purchase  
24%

#### PREFERRED PROVIDER

1. Utility (35%)
2. Major hardware retailer (25%)

#### PREFERRED PAYMENT METHOD

1. Initial, full purchase (39%)
2. Ongoing, monthly payment (23%)
3. Rent or lease (23%)

#### Potential adopters

- Male
- Under 45 years of age
- Have conducted a home energy audit
- Have worked with a trade ally
- Have an online account

#### Other products and services in order of most purchased

- Energy-efficient products
- Heating or air-conditioning systems
- Home weatherization services
- Backup generators

Market HEM systems to residential customers who meet these criteria or have purchased these other products or services

**Base:** All respondents (n = 1,026). **Question S6\_2:** Which stage in the purchase process are you for each of the following energy-related products and services? **Base:** Those who are somewhat/very familiar with HEM systems (n = 652). **S6\_4:** Regardless of your current situation, please select up to three preferred providers for each of the energy-related products and services below. **Base:** Those considering HEM systems (n = 244). **SS\_1:** What is your gender? **SS\_2:** What is your age range? **S2\_4:** Do you have an online account with your utility? **S3\_3:** Did you conduct a home energy audit? **S7\_1:** Have you ever worked with an authorized utility contractor to purchase, install, or service any household equipment or appliance? **S6\_2:** Which stage in the purchase process are you for each of the following energy-related products and services? **S6\_3:** What would be your preferred method of payment for each of the energy-related products and services you are considering purchasing for your home?

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### 4. Rooftop Solar

Considering purchase  
24%

#### PREFERRED PROVIDER

1. Solar power company (43%)
2. Utility (23%)

#### PREFERRED PAYMENT METHOD

1. Initial, full purchase (37%)
2. Ongoing, monthly payment (30%)
3. Rent or lease (19%)

#### Potential adopters

- Male
- Under 45 years of age
- Live in a single-family home
- Have worked with a trade ally
- Have an online account

#### Other products and services in order of most purchased

- Energy-efficient products
- Heating or air-conditioning systems
- Home weatherization services
- Outdoor lighting installation and repair
- Backup generators

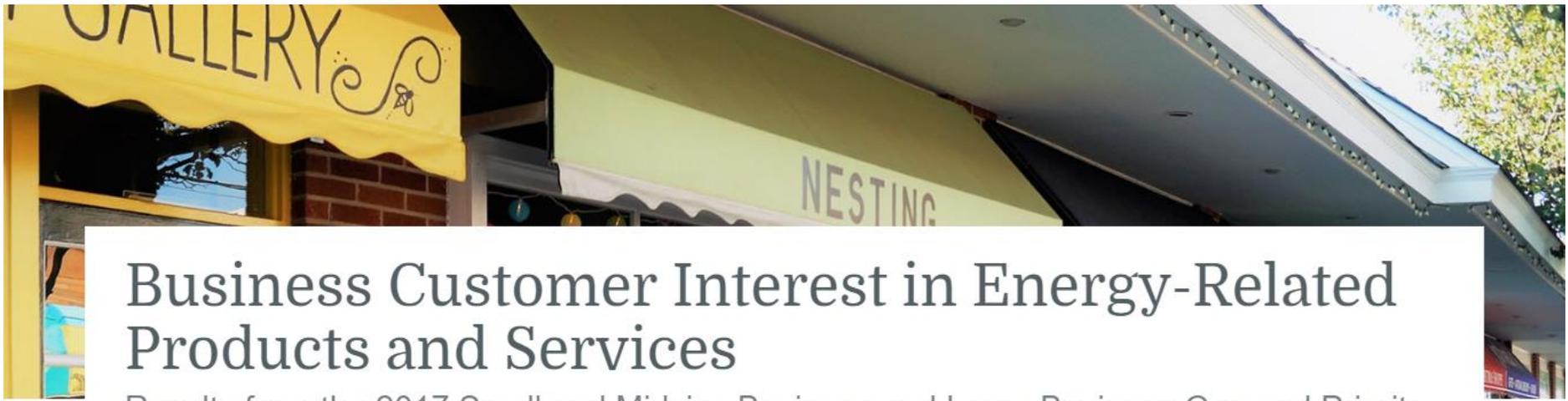
Market rooftop solar to residential customers who meet these criteria or have purchased these other products or services

**Base:** All respondents (n = 1,026). **Question S6\_2:** Which stage in the purchase process are you for each of the following energy-related products and services? **Base:** Those who are somewhat/very familiar with rooftop solar (n = 744). **S6\_4:** Regardless of your current situation, please select up to three preferred providers for each of the energy-related products and services below. **Base:** Those considering rooftop solar (n = 244). **SS\_1:** What is your gender? **SS\_2:** What is your age range? **S2\_4:** Do you have an online account with your utility? **SD\_8:** Which of these best describes your residence type? **S7\_1:** Have you ever worked with an authorized utility contractor to purchase, install, or service any household equipment or appliance? **S6\_2:** Which stage in the purchase process are you for each of the following energy-related products and services? **S6\_3:** What would be your preferred method of payment for each of the energy-related products and services you are considering purchasing for your home?

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# Business Customer Interest in Energy-Related Products and Services

Results from the 2017 Small and Midsize Business and Large Business Gap and Priority Benchmarks

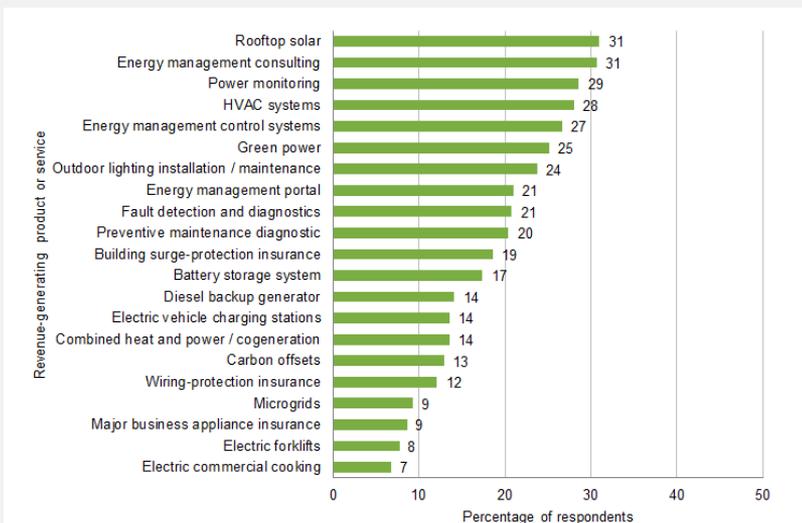
Lane Ginsbern, Daniel Doutre

JULY 18, 2018

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## Figure 1: Small and midsize business customer interest in utility-provided products and services

According to the 2017 E Source Small and Midsize Gap and Priority Benchmark, more than 30% of respondents expressed interest in participating in rooftop solar.

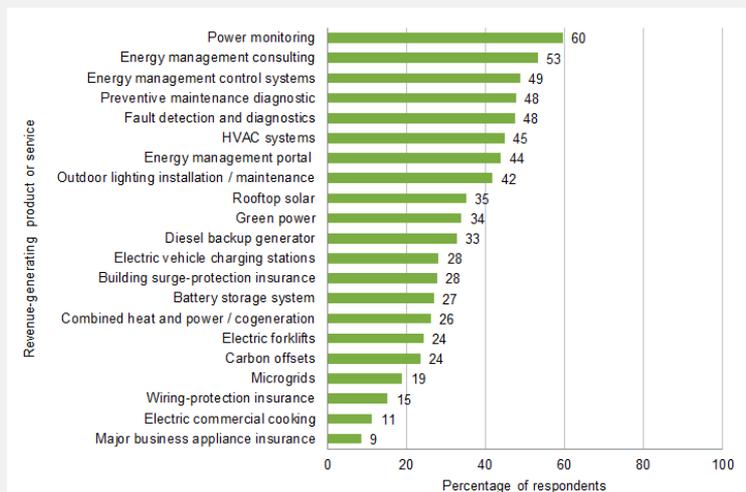


Base: Small and midsize business customers included in the 2017 benchmark who answered this question (n varies from 1,486 to 1,645). **Question S6\_1\_Int:** Please tell us how interested your business is in purchasing or participating in each of the following utility-provided products or services.

© E Source (Small and Midsize Business Gap and Priority Benchmark 2017)

## Figure 5: Large business customer interest in utility-provided products and services

According to the 2017 E Source Large Business Gap and Priority Benchmark, more than 50% of large business customers are interested in purchasing or participating in utility-provided power-monitoring services.



Base: Large business customers included in the 2017 benchmark who answered this question (n varies from 924 to 1,070). **Question S5\_1\_Int:** Please tell us how interested your business is in purchasing or participating in each of the following utility-provided products or services.

© E Source (Large Business Gap and Priority Benchmark 2017)



Does our marcom org structure look like others? What's worked and what hasn't?

# Utility insights

## Organizational Structures for Utility Marketing Departments Challenges and Lessons Learned from Reorganizations

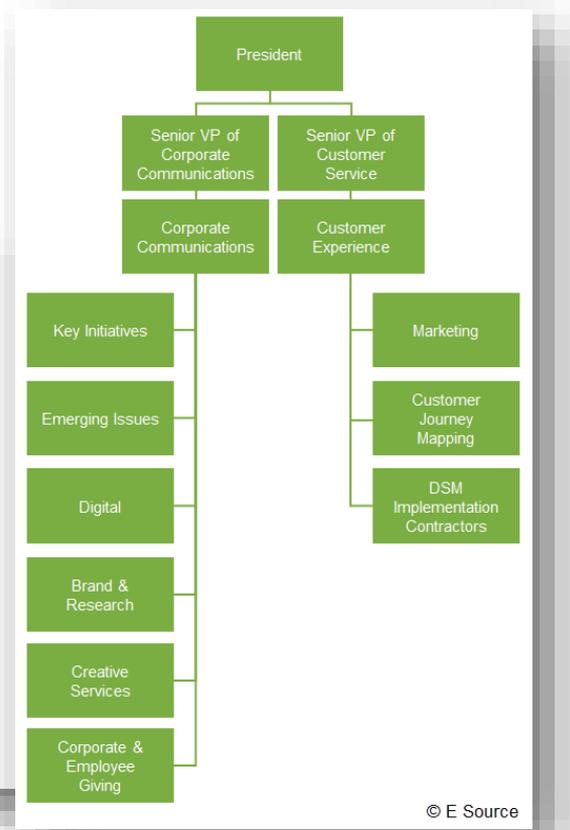
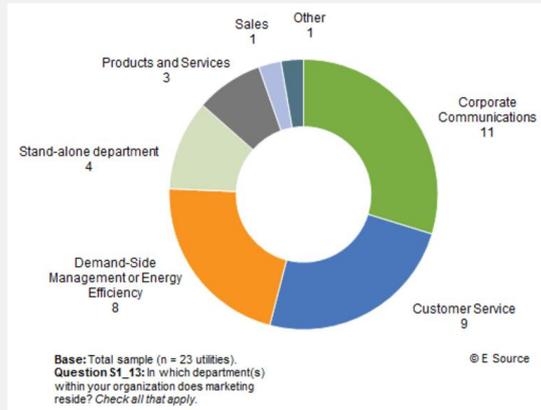
Meredith Ledbetter

March 25, 2016

Each utility has a different organizational structure. We will dive into how eight utilities from the US and Canada have organized their marketing departments and the story that got them there. We will explore the efficiencies. MEDIA 1: Marketing org structure at a utility. Power, ... and decentralized structure While supporting California ... Contents Changing Structures for C

FIGURE 1: Marketing's many homes at utilities

Results from the E Source Utility Marketing Survey 2015 show that the utility marketing department can live in various organizational homes at utility companies.



© E Source (Organizational Structures for Utility Marketing Departments)

# E Source offerings for marketers

- E Source memberships:
  - [Residential Marketing Service](#)
  - [Business Marketing Service](#)
  - [Corporate Communications Service](#)
- **Tools:**
  - [Residential Customer Insights Center](#)
  - [Business Customer Insights Center](#)
- [Consulting:](#)
  - Residential customer segmentation support in partnership with Claritas
  - Business customer segmentation support

# Next steps

 Visit the Learning Lab to try these tools

 Schedule a meeting at the Forum with Luke or a Customer Success Director

 Attend an upcoming online meeting; check out [www.esource.com/events](http://www.esource.com/events)

 Call us after the Forum to schedule a time for us to meet with your team

 Subscribe to monthly newsletters and weekly alerts

# For More information



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