E Source | ONEINFORM

Optimizing your program portfolio to profitably serve all customers

Case study

Key highlights

Using E Source OneInform, our client:

- Sought to create a profitable business line that provides offers to all customers through a portfolio of 32 programs, including energy efficiency, demand response, billing and payment, and solar
- Minimized the cost of expensive surveys needed to evaluate new programs
- Evaluated every customer against every program
- Identified the ideal portfolio for each operating company that addressed regulatory concerns around market potential, customer equity, geographic coverage, customer satisfaction, load impacts, and carbon reduction

Challenges

A large Gulf Coast utility aspired to improve services for all customers while improving its bottom line. Such a strategy would require regulatory approval in each of its five operating companies. The utility needed to demonstrate that its portfolio of existing and new residential and C&I programs—including energy efficiency, demand response, billing and payment, and solar:

- Was equitable to all customer groups across its entire service territory
- Improved distributed grid operations
- Provided benefits to the environment through carbon reduction
- Increased customer satisfaction

The utility had little time to prepare and limited budgets for seeking customer feedback on new programs to support regulatory filings in each of its five jurisdictions.

Solution

Using OneInform, our artificial intelligence (AI)–powered suite of solutions, we assessed each program in the portfolio with individual customer-level scenarios to measure program performance against objectives over time. Then we used those assessments to help the utility build an ideal portfolio tailored to each jurisdiction.

We combined 650 household and 350 business data attributes with the utility's customer and grid-level data to create an AI-ready dataset. We evaluated each of the utility's 3 million customers relative to their ability to contribute to the performance objectives of individual programs in the utility's portfolio.

For new programs, we helped design sampling techniques and surveys to directly support the data the machine-learning models needed to expedite the new-program design process. The models grouped the best customers for each program into cohorts and added an evaluation of customers' propensity to participate in such a program. The result was a more realistic picture of the program's market potential with a prioritized list of customers to support the utility's go-to-market plan for each program.

Outcomes

Our client used OneInform as a powerful decision-support tool. OneInform delivered curated views of market potential for each program by regulatory jurisdiction, including geographic coverage, customer equity, feeder load impacts, and projected customer satisfaction. Our client also used OneInform's results to measure cost-effectiveness and fed the data into its utility business models to understand the profitability of the program portfolio given potential rate-recovery options. The simulations showed base, high, and low scenarios over time.

OneInform gave our client the detailed customer data needed to support the critical elements of the utility's regulatory filings and intervenor discussions for each operating company. Our client was also able to generate on-the-fly profitability evaluations during rate-recovery conversations. And the utility had the data necessary to personalize its marketing campaigns to cost-effectively acquire the best customer for each program.