

# Reimagining the Utility's Role with IE Customers: EE Focus

June 10, 2019

# Agenda

**01. Study overview & objectives**

**02. Insights & Opportunities**

**03. Next Steps**

01

# Study overview

# Reimagining the utility's role with income-eligible customers

We can better serve these customers and their communities, and as a public utility are uniquely positioned to serve vulnerable customers through comprehensive assistance programs that drive real results for our customers, for our communities, and for ComEd.

These programs will better serve customers through a combination of options and outreach designed to be:

***Proactive*** to communicate, engage, and enroll customers early, before the need arises

***Responsive*** with the right, bundled programs and services to meet needs along the customer journey

***Community-based*** to drive early, trusted engagement with customers through partnerships

# Study objectives

## 01

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Better understand customer needs, behaviors, mindsets and current-state EE participant experience

## 02

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Identify opportunities for ComEd to better service income-eligible customers in light of existing programs.

## 03

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Envision a clear path by which ComEd can strategically – and feasibly – address these opportunities.

02

# Insights & Opportunities

# WHO WE SPOKE TO

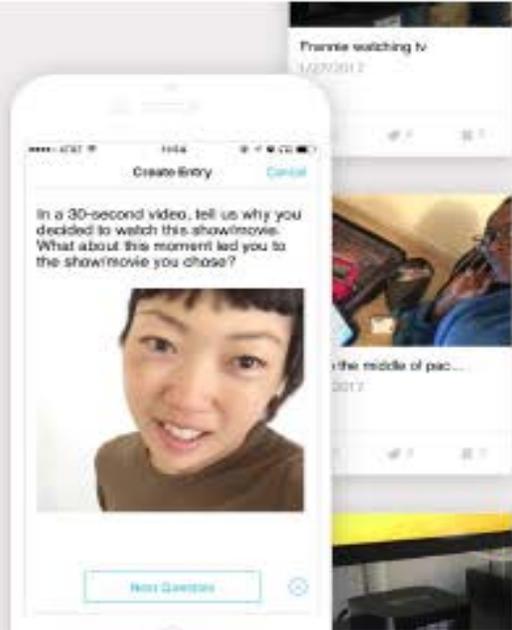
10 one-on-one ethnographic sessions

Conducted in-person conversations and observations with ComEd customers to gather additional data to compliment the dscout study



32 dscout digital diary submissions

Gathered data from ComEd customers on their perceptions of energy efficiency and what an ideal customer experience would look like



9 internal/external stakeholder interviews

Spoke with ComEd employees and key external stakeholders to understand the challenge from those closest to the customer



# Broad Insights

Finding the **path to stability** depends on the customer's current **financial state** and **how empowered** a customer is to improve his/her situation.

## Financial means

- Salary / wages
- Retirement income
- Financial aid
- Monthly bills and expenses

## Empowerment

- Economical living habits  
(e.g. energy efficiency measures, money management)
- Quality of relationship with expense sources  
(e.g. landlord, cable provider, ComEd)
- Visibility, access to, and engagement with their community and local support

# Energy Efficiency Insights

- 1 The promise of free energy efficiency assistance from ComEd initially causes **contradicting feelings of interest and doubt** from customers, often related to how both they and ComEd [mutually] benefit from the program.
- 2 Customers are **unsure of the exact savings** and impacts their practices have because they lack tangible evidence.
- 3 Customers often feel that their attempts at being energy efficient could be **adversely affected by actions from other household members**.
- 4 Customers often have **difficulties recognizing they had “participated in programs”** that help them to be more energy efficient.
- 5 Customers often **turn a blind eye to imperfect experiences because the service was offered for free**.
- 6 Customers have a **mental model for energy efficiency**, made up of specific products and practices, and they understand their energy efficiency (evidence) through this lens.
- 7 Current energy efficiency programs fall short with effectively supporting and influencing a spectrum of income eligible customer mindsets.

# Insights led to 6 main opportunities for improving the EE customer experience

**Build Trust**

Build trust with income eligible customers

**Stay Connected**

Improve upon customer engagement throughout the customer journey

**Increase Transparency**

Increase transparency into programs and processes

**Show Impact & Value**

Show impact and value of energy efficient practices in a tangible way

**Drive EE Behaviors**

Drive energy efficient behavior in income eligible customers

**Boost Personalization**

Improve service experience for all customer mindsets by personalizing to each customer

# From research to road-mapping

Abstract

Concrete

Where we are today

Research findings (insights)



Rapid ideation (opportunities)



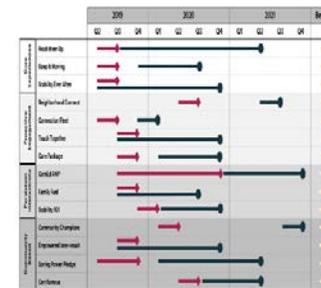
Experience concept worksheet



Exploring experience concepts



Prioritization & road-mapping



42 customer & stakeholder interviews

+6 opportunities to explore

2 co-creation sessions

10+ review/working sessions with ComEd stakeholders

Additional road-mapping workshops

70 digital diary completions

9 preliminary concepts

60 participants

Concept Prioritization

3+ customer journeys

Future state journeys

4 customer motivations

Implementation roadmap

# Connecting this to broader efforts

**POWERING PEOPLE** is a series of initiatives in a broader assistance effort to help protect customers against fraud, offer more transparency around competitive energy choices and provide assistance to the most vulnerable customers

**INFORM**

**Customers on  
How to Spot  
Scammers**

**EMPOWER**

**Customers with  
Information on Choosing  
Energy Suppliers**

**ASSIST**

**Our Most Vulnerable Customers  
with Additional Financial Support**

**We are helping protect our customers by:**

- ✓ Making customers aware of how ComEd does and does not contact customers
- ✓ Working with community partners to share data on the types of reported scams
- ✓ Giving customers tips on what type of behaviors should raise red flags
- ✓ Sharing information on how customers can report any kind of fraud

# Thank you!