

CUSTOMER ENGAGEMENT THROUGH DEMAND SIDE MANAGEMENT

ISO-NE CONSUMER LIAISON GROUP
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AGENDA

- Why is More Customer Engagement Needed
- What is Customer Engagement through Demand Side Management (CEDSM)
- How can CEDSM be Valuable for C&I (and Residential) Customers



WHY CUSTOMER ENGAGEMENT?

WHAT HAPPENS WHEN EVERYONE HAS LED'S?



<https://www.scienceabc.com/eyeopeners/can-small-led-lights-impact-health-negatively.html>

MOVE FROM PUSH(Y) PROGRAMS TO PULL



<http://www.doortodoormastery.com/new-door-door-sales-must-read/>

WICKED SMAHT METER AND OTHER BIG DATA

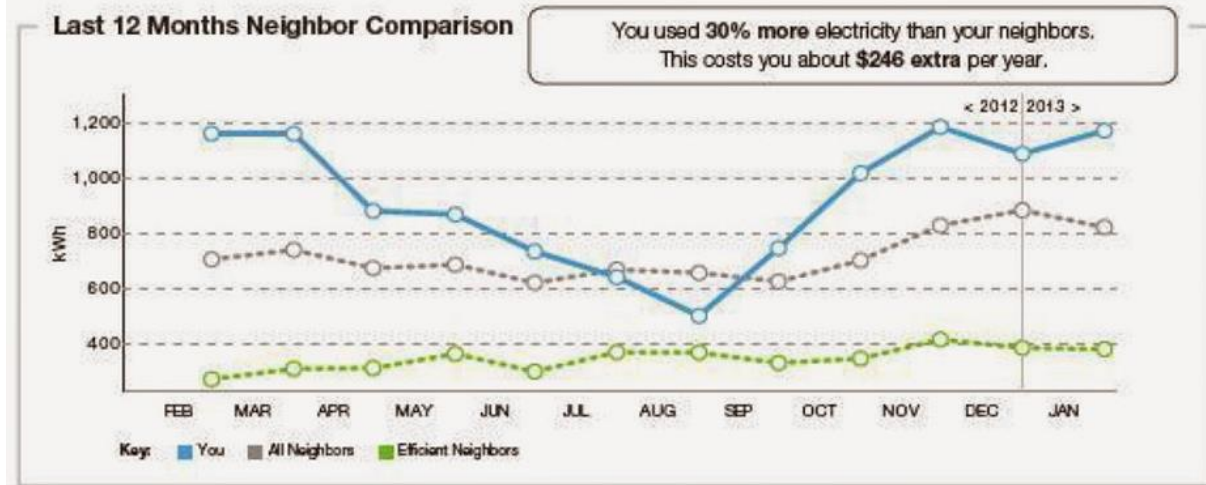
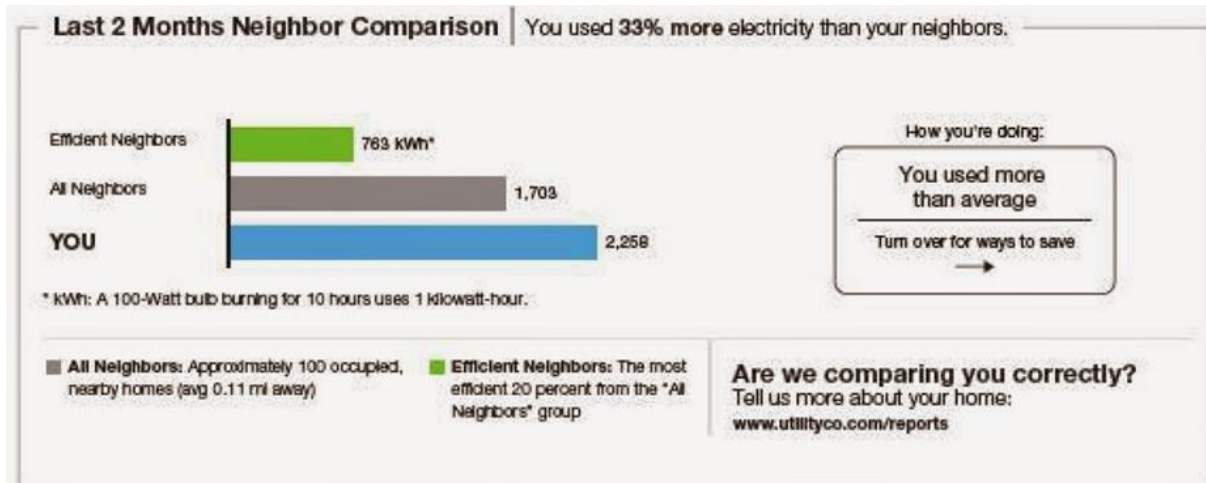


<https://www.metering.com/regional-news/europe-uk/enel-110000-smart-meters-romania/>



WHAT IS CUSTOMER ENGAGEMENT THROUGH DSM?

HOME/BUSINESS ENERGY REPORTS



(Source: Oracle)

VIRTUAL ENERGY AUDITS




(Source: FirstFuel)

UTILITY/VENDOR MARKETPLACES

The screenshot displays the ComEd Marketplace website. At the top, a red banner reads "FREE SHIPPING ON ALL ORDERS OVER \$49". Below this, the "ComEd MARKETPLACE" logo is on the left, and navigation links for "Account", "Products", "Buyer's Guides", "Support", and "Cart" are on the right. The main banner features a wooden background with the text "PROTECT YOUR ENERGY BILL" and "Advanced power strips offer your electronics protection and can help lower your monthly power bill." A "SHOP NOW" button is present. To the right of the text is an image of a white power strip with green outlets. Below the banner, a section titled "FEATURED ENERGY-SAVING PRODUCTS" lists three items:

Product	Price	Discount
ECOBEE4 WIFI THERMOSTAT W/ BUILT-IN ALEXA VOICE SERVICE	\$149	After a 10% Instant Rebate (up to \$100)
NEST THERMOSTAT E	\$84.50	After a 10% Instant Rebate (up to \$100)
3RD-GEN NEST LEARNING THERMOSTAT - STAINLESS STEEL	\$149	After a 10% Instant Rebate (up to \$100)

(Source: Simple Energy)



HOW CAN CUSTOMER ENGAGEMENT ADD VALUE?

THE 3 “TION”S OF ENERGY CUSTOMER ENGAGEMENT

- Automation
- Gamification
- Amazon-ification

AUTOMATION



(Source: Nest)

GAMIFICATION



<https://www.androidcentral.com/should-you-buy-fortnite>

AMAZON-IFICATION

The screenshot displays the Con Edison website interface for a Nest Thermostat E. The top navigation bar includes links for 'Rebate & Purchase FAQ', 'Find Rebates', and 'Con Edison Home Page'. The main header features the Con Edison logo, a search bar, and links for 'Sign in' and 'Go Solar'. The product listing for the Nest Thermostat E includes a 4.7 star rating and a \$50 instant rebate. A 'Buy it Now!' section shows the MSRP of \$169, a \$50 rebate, and a final price of \$119. A 'Product Details' section is partially visible at the bottom.

Rebate & Purchase FAQ Find Rebates Con Edison Home Page

conEdison explore all categories Search... Sign in

< browse all thermostats

Nest Thermostat E

- Programmable: Yes
- Touch Screen: No
- Color Category: White

4.7 star rating

- With 397 reviews from 2 retailers

Get a \$50 Con Edison instant rebate!
Get the instant rebate without any forms, applied at time of purchase.

An additional \$85 rebate is available

Buy a Con Edison-approved wifi-thermostat and receive an additional \$85 rebate for each smart thermostat you enroll.

Buy it Now!

MSRP	\$169
Con Edison Instant rebate	-\$50
\$119	

Offer applies for customers of Con Edison only.

Add to Cart

\$5.99 Flat Rate Shipping

Product Details

(Source: Enervue)

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