

Engaging with Residential Customers on Energy Efficiency – Is it Monsters Inc Part 2?

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Who is ENTERGY

- Based in New Orleans LA
- Electric and natural utility with 6 operating companies in 5 states
- 2.7 million electric and 400,000 natural gas customers
- 30,000 MW of generation (large industrial load)
- 2nd largest nuclear generator
- Diverse customer footprint: Cajun country, Texas, and deep South (north of I-10)

Entergy's EE Programs

- Provide a variety of on-line EE programs – 5 yrs:
 - Energy education and information
 - Free customer self-service audits w/ report
 - Customer feedback application
 - Residential and commercial customers
- Micro-site branded as ENsight

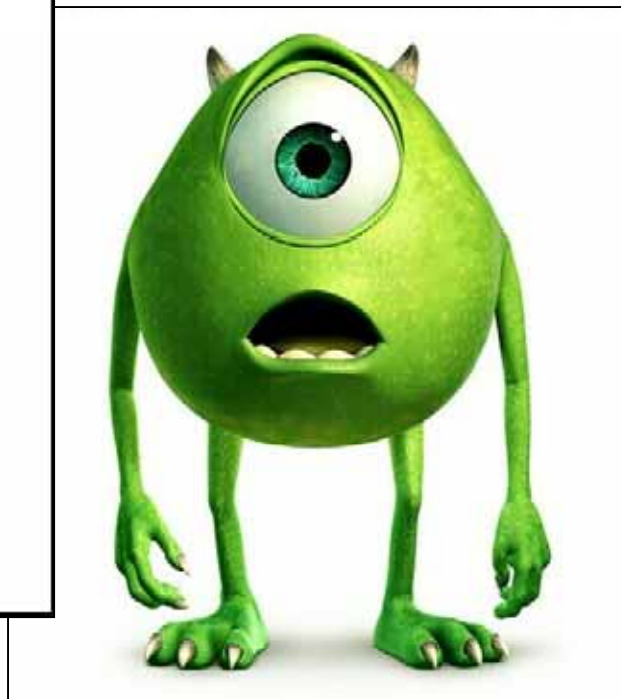
Times are Challenging

- Hurricane Katrina devastation in Big Easy
- Customer capabilities still low – expectations are rising (all Opco's)
- Entergy has implemented a system:
 - Different strategies to engage and dialog
 - Monitored results using analytical tools
 - Adapted to respond

Some Key Questions

- How do you effectively engage customers today?
- What will we need to do tomorrow?
- Why are some reluctant to dialog with their customers?
- What are the risks and are they worth it?

Recognize these Characters?



Step 1: New Initiative in 2008

- Active customer feedback vs. passive
- Both with and without reward
- Responses grew: 1-2/yr to 3-4/week





ENTERGY ARKANSAS, INC.

- Your Home
- Your Business
- Our Community
- Economic Development
- About Entergy Arkansas
- Entergy.com

[Home](#) > [Home Energy Calculator](#)



HOME ENERGY CALCULATOR

CUSTOMER SURVEY

First Name <input style="width: 90%;" type="text"/>	Last Name <input style="width: 90%;" type="text"/>
Address <input style="width: 95%;" type="text"/>	City <input style="width: 80%;" type="text"/>
State <input style="width: 40%;" type="text" value="▼"/>	Postal Code <input style="width: 80%;" type="text"/>
Phone <input style="width: 80%;" type="text"/>	Account No. <input style="width: 80%;" type="text"/>

How did you learn about the Residential Calculator?

Was the Residential Calculator useful to you? Yes No

Would you like to receive occasional email from Entergy regarding the Home Energy Calculator or the Ensignt web site? Yes No

If yes to the question above, please enter your Email address

Please give us your comments:

Thank you for participating. We want to serve you better.

More [Energy Conservation Tips](#) and [Billing Options](#)

NOTE TO CUSTOMERS:

Due to current volatile fuel prices, the calculator will be updated monthly beginning in November 2005. An average of the three most recent months' fuel prices available (includes an approx. two month delay because of government source (EIA) data posting delays) will be utilized in the calculator to provide better estimates of actual/recent energy costs and savings. Before November 2005, annual average figures were utilized in the calculator and updated once per year.

*If your house is more than 20 years old and significant improvements have been made to it, such as replacing air conditioning or improving the insulation in your attic, consider your home age as the number of years since those improvements.

Estimates are based on a number of factors, including your geographic location, predicted weather, and usage trends. Actual results may vary and the estimate provided may be substantially different from actual usage and actual bill amounts.



Results - 1

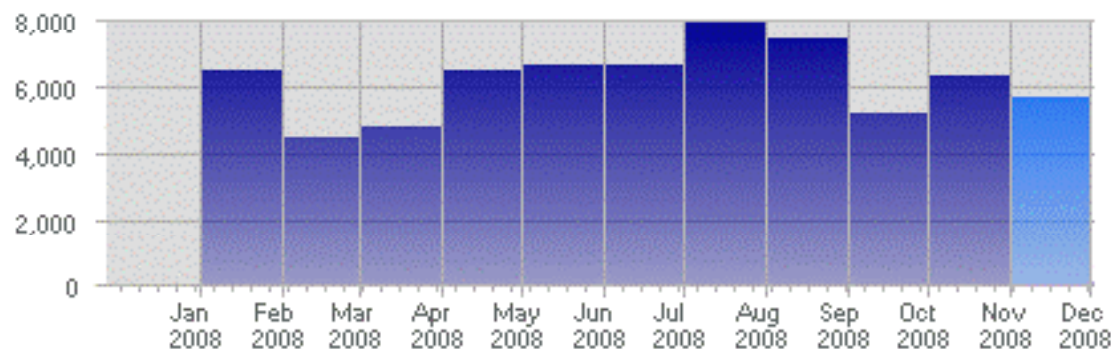
- 30 user surveys received first month (Nov 2008)
- 0% negative comments with respect to the pop-up
- 40% of responders provided their email address
- 100% of responders stated their experience was positive (while that drops a little in the future, the percentage remains high)
- 22% of responders provided comments – all were positive or neutral regarding their on-line experience

User Comments - 1

- “Very cool.”
- “This is a very good web site, with lots of information. Thanks”
- “I was trying to check your rates but could not find that data.”
- “I would like some suggestions. My light bills have taken my whole check this year to pay.”
- “When the account is current I think you should be able to get a representative to run a new meter loop sooner than 4 days from request.”

Web Analytics - 1

Visits to the ENsight pages



- Peak in summer as expected
- Uptick in Nov when survey initiated
- Entergy responded to all comments

Step 2: Free On-line Audit Icon



- Added to all OpCo home pages – March 09
- Dramatic impact immediately
- Visits to ENsights jumped by 3X!

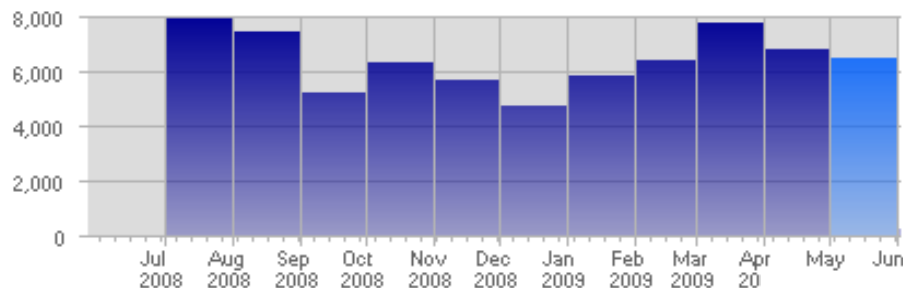
Results - 2

- 108 survey responses were received in March 2009 (3X the number in November)
- 47% of responders provided their email address
- 94% of responders stated their experience was positive
- 27% of responders provided comments – some were positive; some comments were negative; some comments were very interesting;

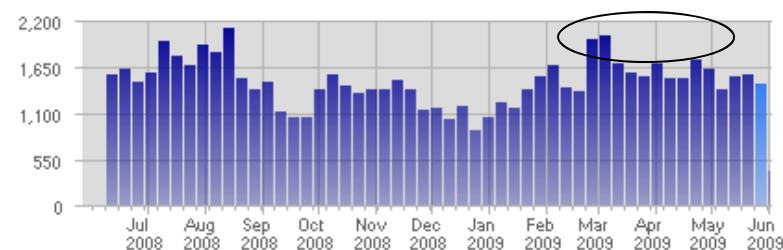
User Comments - 2

- (Positive) “Helpful and informative.”
- (Positive) “Very valuable tool.”
- (Interesting and confused) “This reaffirms my assumption that our bill is not being read. This is the account for our outdoor building, which was not used during the last billing cycle, yet this was our highest bill to date. There is no valid explanation other than we are being robbed by the most expensive provider in the state. Please analyze the information entered in the calculator. This makes no sense! Also, fuel is the lowest it has been in years. Surcharges above our actual use charge seem illegal and abusive.”

Web Analytics - 2



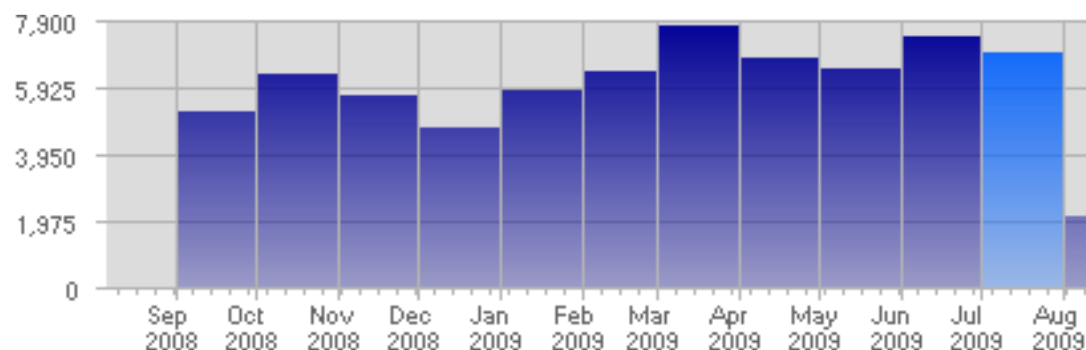
Visits to the ENsight pages



- Conclusion: well place (appealing) icon with provocative wording works well!

Step 3: Employee Feedback Loop

Visits to the ENsight pages



- Implemented in April 2009
- Get the employees involved – grass roots
- Sustained jump in traffic

Step 4: Feedback & Bribes

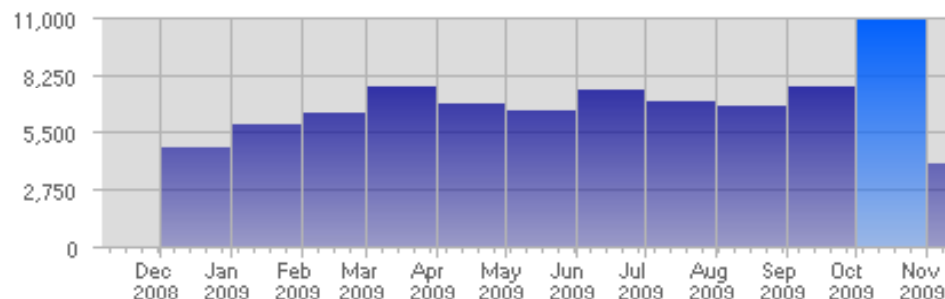
- Implemented: end of Oct 2009
- Entergy MS
- Offer of EE kit if on-line audit and survey completed



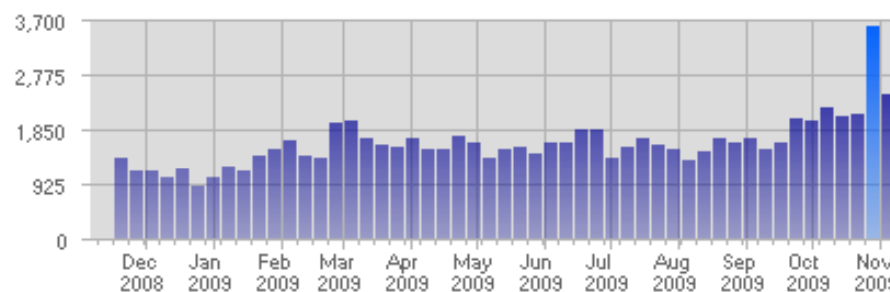
The screenshot shows the Entergy Mississippi, Inc. website's Home Energy Calculator page. A red oval highlights a promotional banner for the 'Simple Steps' program. The banner text reads: 'Receive a FREE Weatherization kit by performing an audit of your home. Fill out the inputs for your home below. Press "Calculate Your Base House Energy Use." Follow the instructions on the pop-up form.' A note below the banner states: 'Note: Customers must complete energy calculator and pop-up survey to receive free weatherization kit.'

The main form is titled 'Describe Your Home' and includes various input fields and dropdown menus for home characteristics such as Home Type, Year Home Built, Sqft Heat/Cool, Occupants, Heat Type, Heat Setting, Air Conditioner, Cool Setting, Big Screen TVs, Lighting, Pool, and Spa. A 'Calculate Your Base House Energy Use' button is located at the bottom of the form. To the right of the form, there are 'INSTRUCTIONS' and 'Tips' sections. The 'Tips' section includes a bar chart titled 'Your Approximate Energy Costs' and a 'Reset to Defaults' button.

Results - 4



Visits to the ENsight pages



- Combination with media campaign
- Extraordinary results – 3,700 visits – 1 wk

Conclusions

- Dynamic user survey (good)
- Dynamic customer and employee survey combined (better)
- Dynamic user survey combined with icon/link on home page (even better)
- Dynamic user survey combined with incentives (gifts) and major marketing efforts (best)

Conclusions

- The preponderance of responses - very positive.
- Users indicated they gained value from audit
- Email address: provided by 30 – 40% (connection)
- Comments: provided by 15 – 20% (valuable feedback)
- Some responses were tangential
- Responses provided valuable feedback

Contact us with Questions

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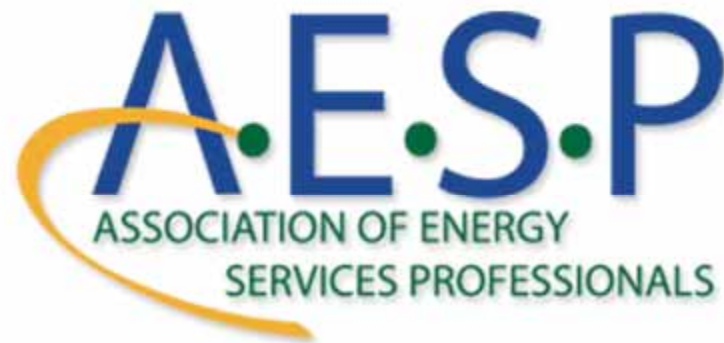
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