

The Uninformed Customer: *Does Customer Awareness Really Matter?*

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Introduction

Duke Energy

- Providing electric and gas services in a sustainable way that is affordable, reliable and clean
 - 28,000 MW (US)
 - 4,000 MW (Latin America)
 - 47,000 sq miles
 - Serving 5 states in US
 - Fortune 500 Company
 - \$50 Billion in assets
 - 4 million customers

** note: as of 2010*



Charlotte, NC

Introduction

Advanced Energy

- Non-profit consulting firm
- Energy efficiency experts:
 - Applied Building Science
 - Industrial & Commercial
 - Plug-in Transportation
 - Electric Motors & Drives
- Independent electric motor testing laboratory
- Drive energy efficiency solutions into the marketplace



Raleigh, NC

Introduction

Collaboration

- Various energy projects:
 - Develop trainings
 - CEM Webinars
 - Building Science Workshops
 - Motors & Drives Workshops
 - Conduct energy assessments for industrial and commercial facilities
 - Provide consulting to manufacturers on industrial process heating improvements
 - Host guided tours of The Envision Center (Smart Grid Education)



The Envision Center



One Energy Plaza

The Envision Center



Kitchen in a Smart House

The Envision Center



Garage for a Smart House

The Envision Center

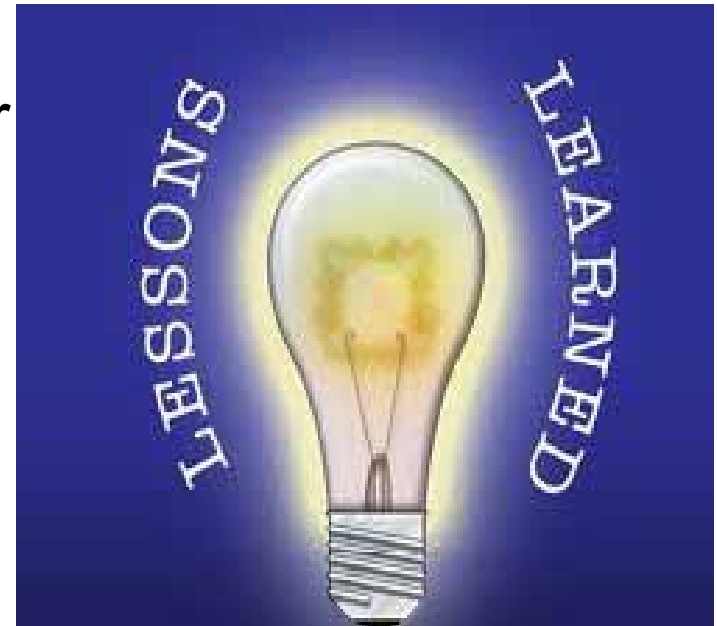


Duke Energy's Power Delivery Work Center

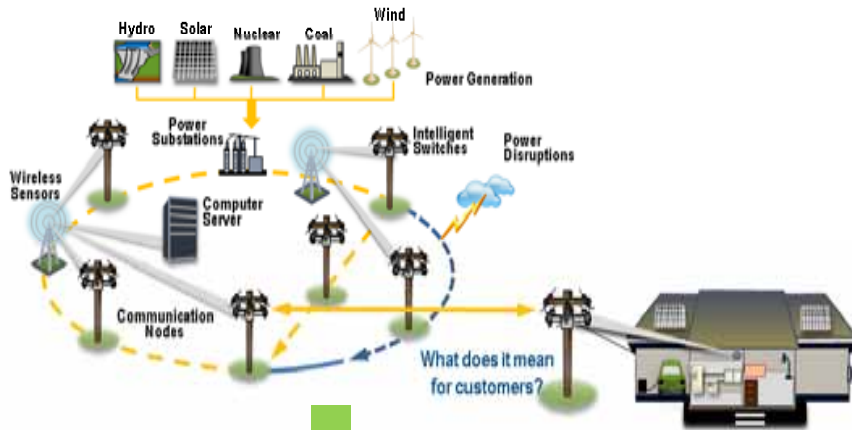
The Envision Center

Consumers are:

- Busy living their lives; generally uninterested in our cool technology
- Unaware that digital smart grid technology exist
- Somewhat interested in modernization of grid, but some hesitancy
- Have mixed reaction to new programs developed



Duke Energy's Smart Grid Program



System Modernization

SYSTEM BENEFITS

Enhanced system operations & reliability through:

- Outage assessment & reduction
- System voltage control
- Self-healing circuits
- Remote customer-requested connects / disconnects
- Elimination of manual reads
- Integration of renewables



SMART GRID PROGRAM ELEMENTS

Advanced Meter Infrastructure	Distribution Automation
Enabling Technologies/Systems	
Communication Network	

Extending "Beyond the Meter"

CUSTOMER BENEFITS

- Improved reliability
- Improved convenience
- Daily usage information
- New pricing options
- Flexible billing & payment options
- New products & services

“Smart Grid”



*Who are the audiences?
What do they want to know?
What do they need to know?*

Duke Energy's External Communication Strategy

- Targeted vs. Mass Market
 - Primary Audiences
 - Decision makers / community leaders
 - Affected customers
 - Industry / other utilities
 - Those who are interested

Communication Strategies

- Target primary audiences with information that is:
 - Direct
 - Specific
 - Demonstrative
 - Benefits focused
- Leverage multiple communication channels
 - existing and emerging – to reach target audiences

Communication Structure



Decision Makers



Demonstrate



Envision Center
face-to-face



Customers



Inform



direct mail
telephone outreach
grassroots outreach
Envision Center



Industry / Peers



Promote



National media
Online publications
Blogs
Envision Center
Conferences

Save the Date



22nd National Conference & Expo

February 6-10, 2012
Hilton San Diego Bayfront

