

Engaging Customers after the Smart Meter Installation



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Customer Engagement Through Technology



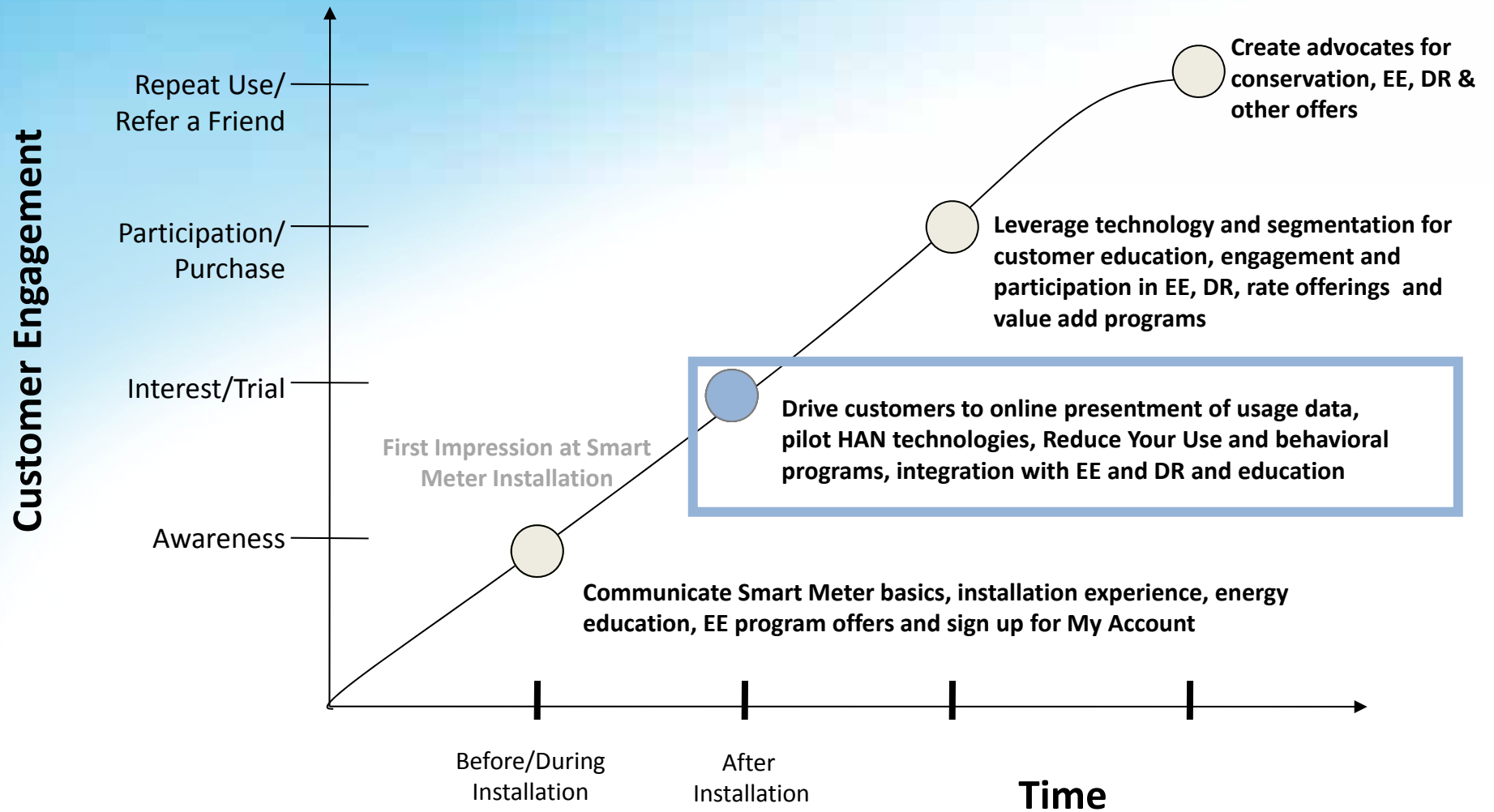
- Smart Meter Program Status

- Meter Installation 98% complete
 - 1.330 million smart electric meters installed
 - 859,000 gas modules installed
 - Hard to reach/install and electric TOU meters completed by YE 2012
- Remote disconnect/connect integrated within 200 amp meter
- Currently upgrading to 2G network (High Data Rate)

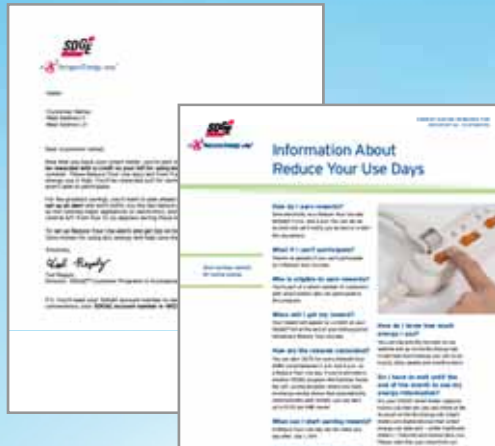
- Customer Engagement

- Implemented “Reduce Your Use” pilot for demand response
- Piloting HAN technologies with various customer segments
- Providing energy management tools
- Customer-centric approach

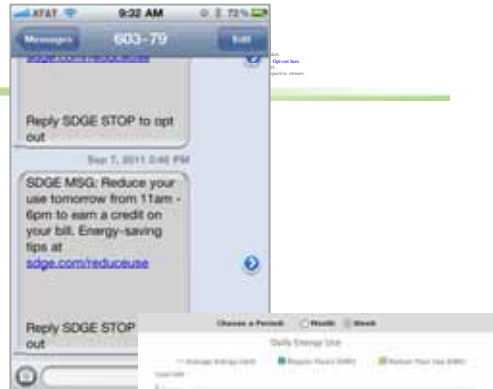
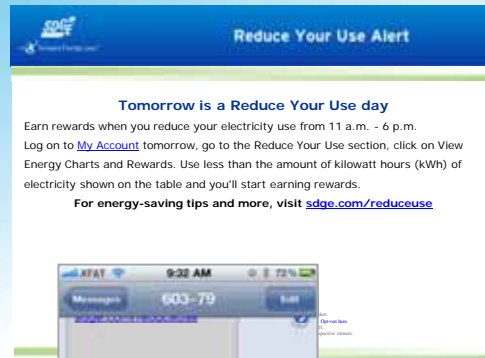
Delivering Value to Customers



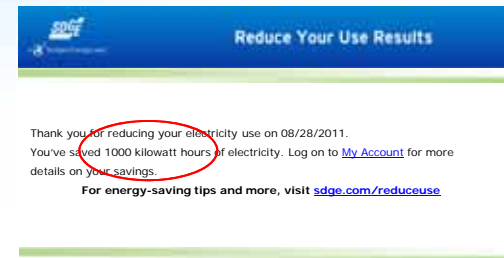
Reduce Your Use Communications Summer 2012



Welcome Letter



Event Notification



Thank you for reducing your electricity use on 08/28/2011. You've saved 1000 kilowatt hours of electricity. Log on to [My Account](#) for more details on your savings.

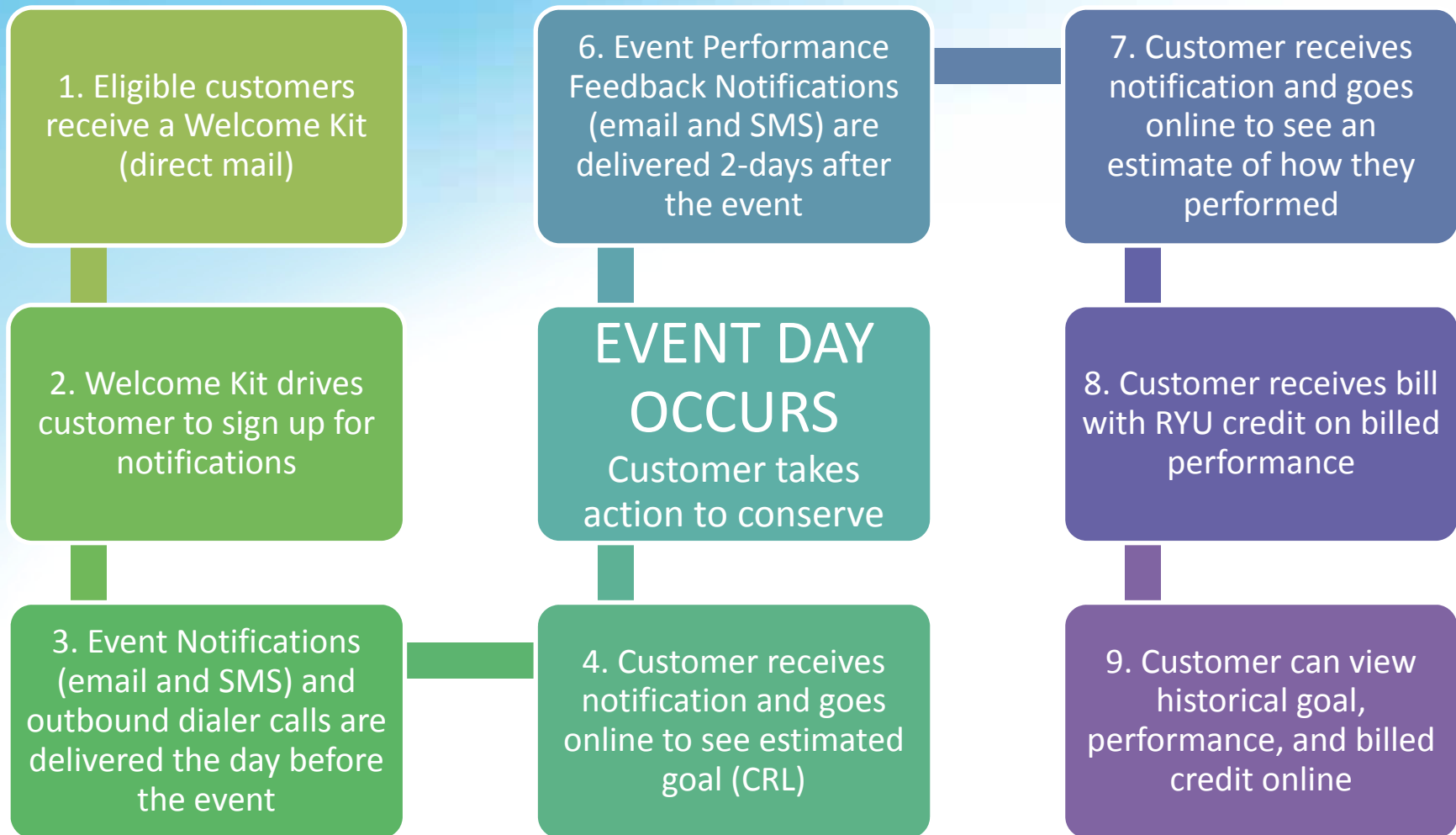
For energy-saving tips and more, visit [sdge.com/reduceuse](#)



Event Results



The RYU Customer Experience



Reduce Your Use Lessons Learned



- Email and text notification enrollment is key for customers to be aware of events and have a better chance to earn a reward
- Web tools are underutilized and must be promoted to be recognized as a reliable source for program information
- Of survey respondents, 66% of customers were aware of the program and 60% reported they're able to do something to conserve energy on event days above what they normally do
- About 5% of customers signed up to receive email or text notifications
- On average 1/3 of eligible customers reduced on each event and earned a reward

Home Area Network Pilots

In Home Display Pilot

- 280 Income Qualified Residential Customers
- Energy Conservation through awareness



Smart Thermostat Pilot

- 60 Income Qualified Residential Customers
- Demand Response



In Home Energy Controls Pilot

- 210 High-use Residential Customers
- Demand Response



Smart Energy Solutions Pilot

- 160 Small Business Customers
- Demand Response



All pilots used a Broadband to Zigbee Gateway

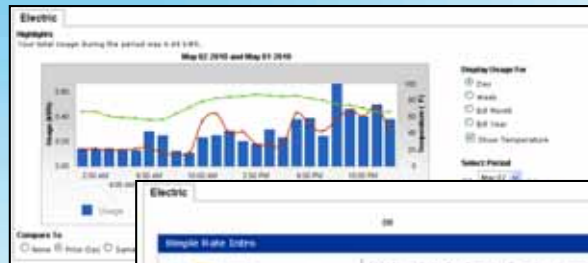
Home Area Network Lessons Learned

- Recruitment and installation need to be closely coordinated
- Installation needs differs by segment and technology
- Multiple decision makers in C&I and with residential renters
- Technology is still nascent and not plug and play
- Of Residential Survey Respondents:
 - 90% said the IHD was very or somewhat useful
 - Two months in, 75% looked at IHD at least once a day
 - 75% turned appliances on/off to see the impact
- Of Small Business Survey Respondents:
 - 50% enrolled in the pilot to save money
 - 70% logged into the online tool to review their usage. Of those, half log in at least once a week.

Energy Management Tools



Smart Plan	Smart Rewards	Smart Rewards Plus
Smart Plan \$25 per month Includes: Smart Meter, Smart Thermostat, Smart Water Meter, Smart Gas Meter, Smart TV, Smart Refrigerator, Smart Dishwasher, Smart Washing Machine, Smart Dryer, Smart Microwave, Smart Toaster, Smart Coffee Maker, Smart Kettle, Smart Toaster Oven, Smart Air Fryer, Smart Slow Cooker, Smart Instant Pot, Smart Pressure Cooker, Smart Rice Cooker, Smart Food Processor, Smart Blender, Smart Juicer, Smart Food Dehydrator, Smart Air Purifier, Smart Humidifier, Smart Dehumidifier, Smart Space Heater, Smart Electric Fireplace, Smart Electric Radiator, Smart Electric Blanket, Smart Electric Heating Pad, Smart Electric Mattress, Smart Electric Pillow, Smart Electric Blanket, Smart Electric Heating Pad, Smart Electric Mattress, Smart Electric Pillow	Smart Rewards \$15 per month Includes: Smart Meter, Smart Thermostat, Smart Water Meter, Smart Gas Meter, Smart TV, Smart Refrigerator, Smart Dishwasher, Smart Washing Machine, Smart Dryer, Smart Microwave, Smart Toaster, Smart Coffee Maker, Smart Kettle, Smart Toaster Oven, Smart Air Fryer, Smart Slow Cooker, Smart Instant Pot, Smart Pressure Cooker, Smart Rice Cooker, Smart Food Processor, Smart Blender, Smart Juicer, Smart Food Dehydrator, Smart Air Purifier, Smart Humidifier, Smart Dehumidifier, Smart Space Heater, Smart Electric Fireplace, Smart Electric Radiator, Smart Electric Blanket, Smart Electric Heating Pad, Smart Electric Mattress, Smart Electric Pillow	Smart Rewards Plus \$35 per month Includes: Smart Meter, Smart Thermostat, Smart Water Meter, Smart Gas Meter, Smart TV, Smart Refrigerator, Smart Dishwasher, Smart Washing Machine, Smart Dryer, Smart Microwave, Smart Toaster, Smart Coffee Maker, Smart Kettle, Smart Toaster Oven, Smart Air Fryer, Smart Slow Cooker, Smart Instant Pot, Smart Pressure Cooker, Smart Rice Cooker, Smart Food Processor, Smart Blender, Smart Juicer, Smart Food Dehydrator, Smart Air Purifier, Smart Humidifier, Smart Dehumidifier, Smart Space Heater, Smart Electric Fireplace, Smart Electric Radiator, Smart Electric Blanket, Smart Electric Heating Pad, Smart Electric Mattress, Smart Electric Pillow



Green Button
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A Renewed Focus on Customers Research



- Better understand our diverse customer base
- Motivations for adopting new behaviors & values that drive decisions
- Desire for new energy management tools, programs and services
- Communication preferences and relevant sources for information

*By offering the **right information** to the **right customers** through the **right channels** at the **right times**, we enable customers to adopt smart energy solutions and make informed energy management decisions*

A New, Customer-Centric Approach



- Smart Meters, interval data and new technologies have created opportunities and complexities in the conversation with customers
- Customers must see and understand the value of new technology, no matter how cool we think it is
- Work toward maximizing simplicity and transparency for customers
- Think like marketers and consumer-software developers
- Support and encourage the marketplace to continue to increase value for the consumer

Thank You