

SimpleEnergy

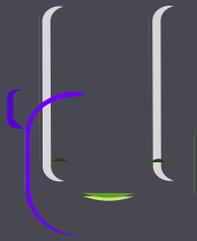
How people and energy engage.

Getting Customers to Act as Though They Care

Myths

Motivations

Platforms



SimpleEnergy

How people and energy engage.

Achieve
measurable and
verifiable energy
efficiency results

Increase program
participation

Stimulate dynamic
pricing participation
& load shifting

Improve customer
satisfaction

Myths

(about customer engagement)

#1 - Customers Care About Saving Energy

(and bar charts, pie charts and line graphs that go with it)



Would
change how
they use
energy



Results

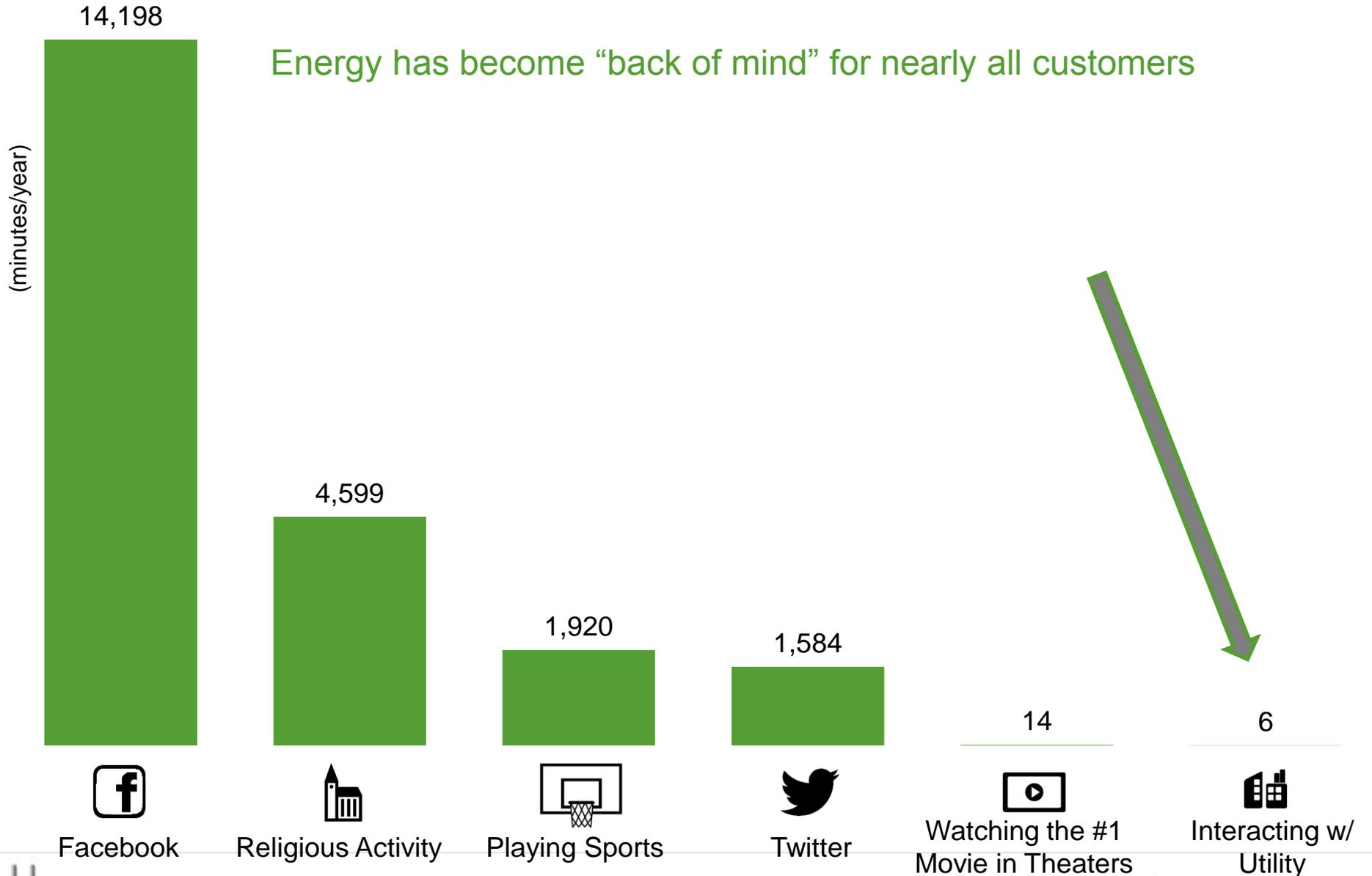


< 5%

of customers engaged

Average number of minutes spent by Americans per year

Energy has become “back of mind” for nearly all customers



UTILITIES



Reduce your usage!

Change your light
bulbs!
Switch pricing plans!

SMART GRID
SMART GRID
SMART GRID

“CityVille Is
AMAZING!”



CUSTOMERS

Breaking through barriers of consumer indifference takes engaging customers in the ways they want to be engaged.

#2 – More Interactions Equates to a Better Customer Relationship

(unless the user is confused)

It's actually about user value...

1) Popularity

- Clicks, Links, Users, Visits

2) Activity

- Click Depth, Visit Time

3) Loyalty

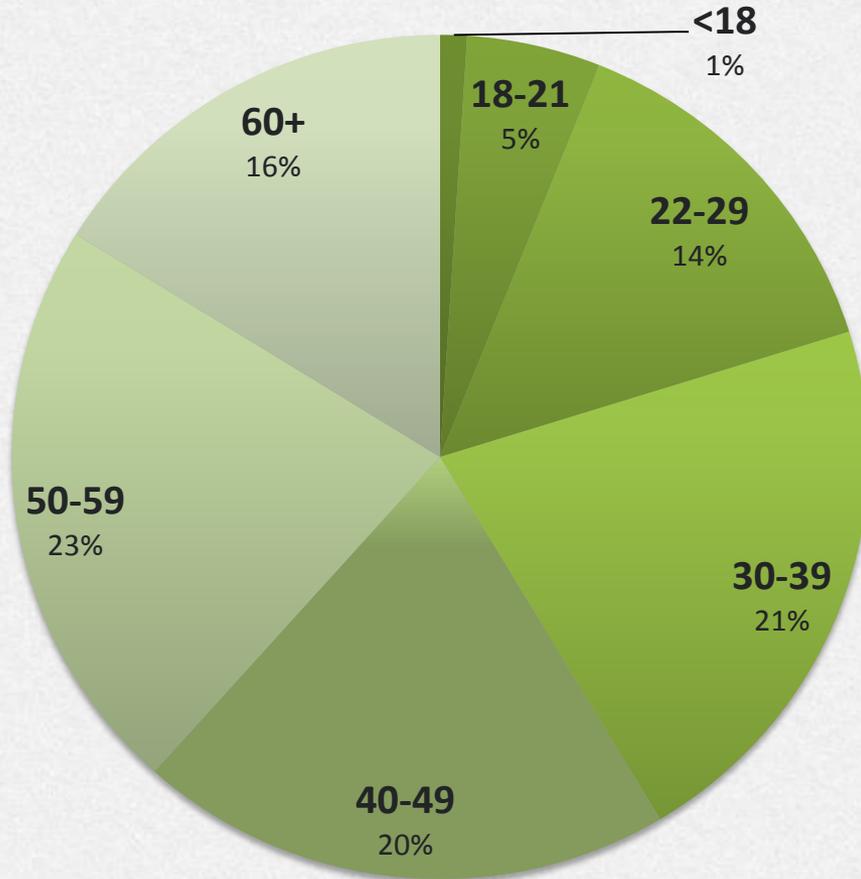
- Active Time, Return Rate

#3 – Mobile & Social Are For Kids

(....or something like that)

Social Gaming | Demographics

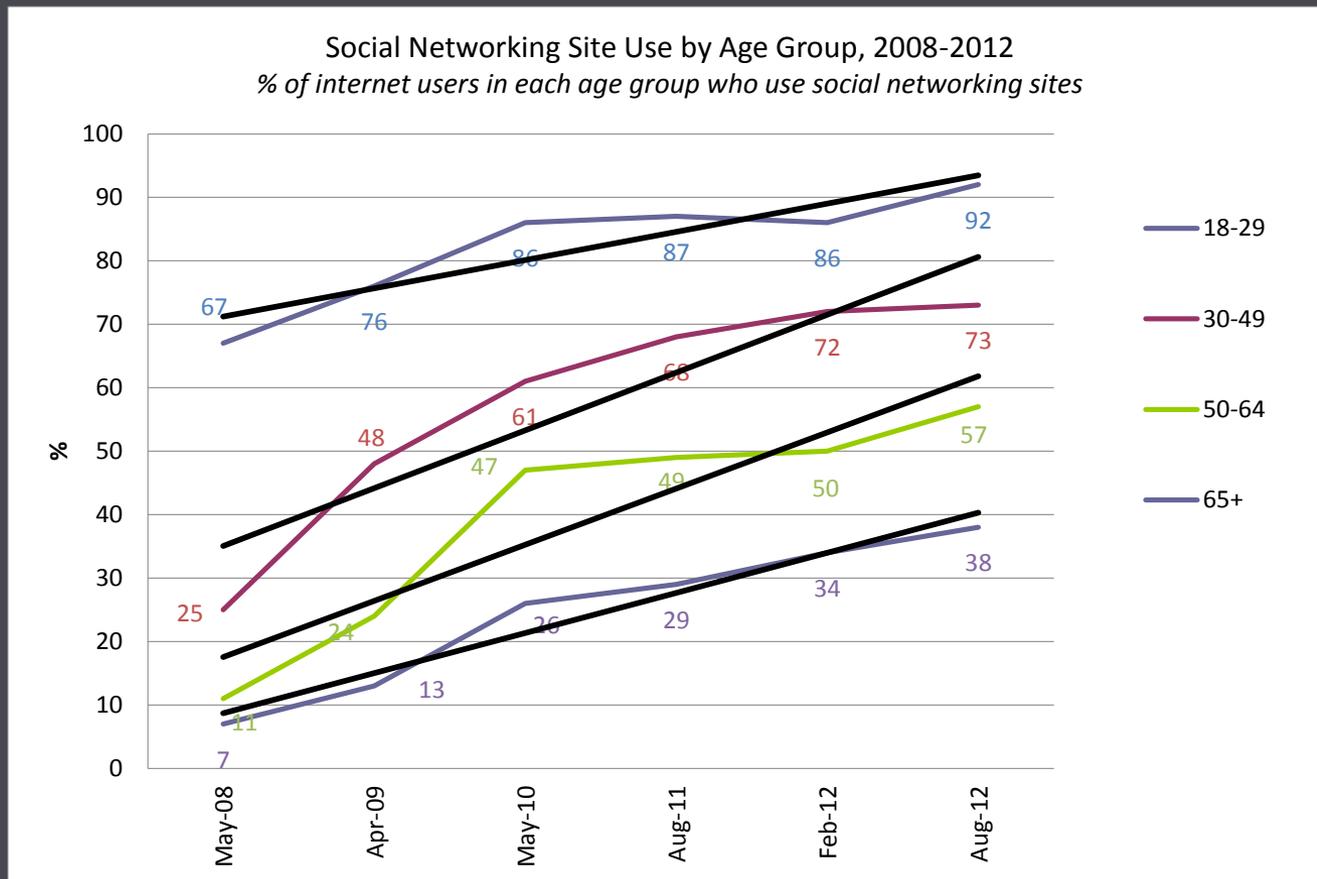
Users by Age Group



Average Social Gamer:
43 year old woman

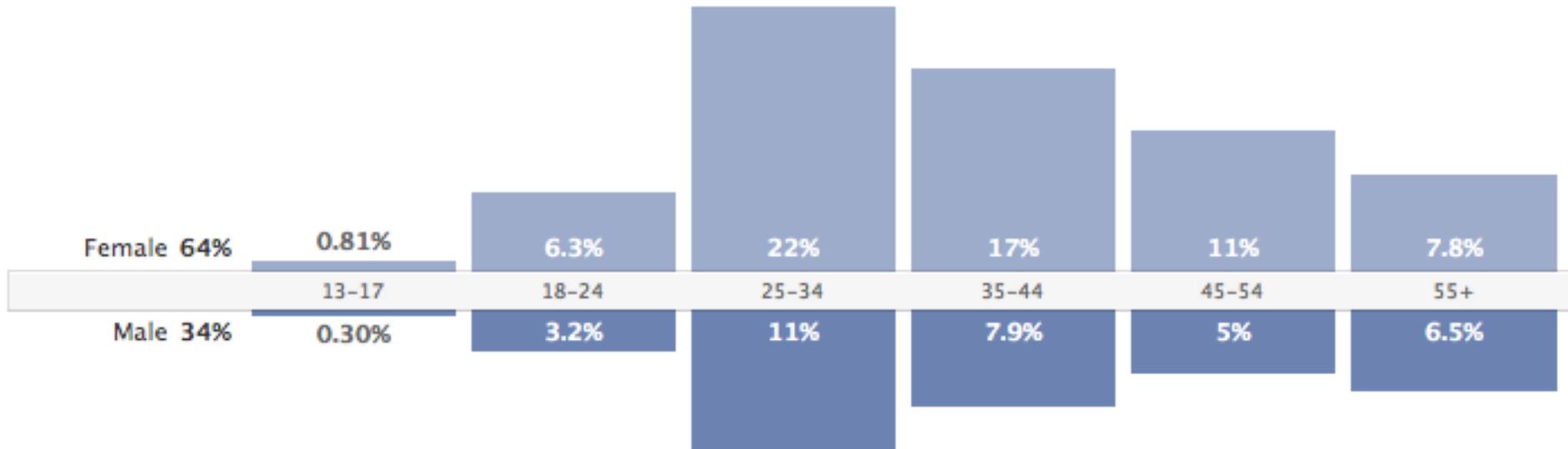
Contrary to common misconception, social gamers span age groups and demographics, with the average social gamer being a 43 year old woman. Social gamers map well to the target demographic for most EE programs.

Yes, kids dominate the population, but...which is growing the fastest?



Active User Demographics

Gender and Age⁷



**So what is being done,
Today?**

Utilities want to change people's behavior



**Customer
Motivation**



**Engagement
Platform**

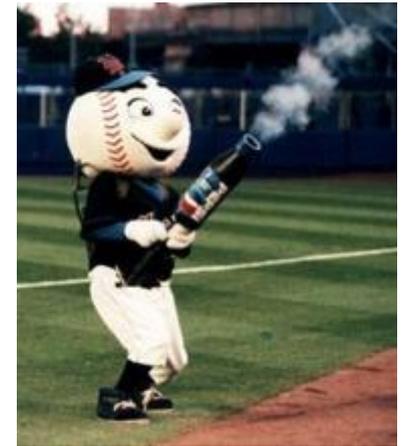
“Game Mechanics” are Behavior Motivators



Supersized Incentives



Social Pressure



FREE!!!



Social Comparison



Accomplishments

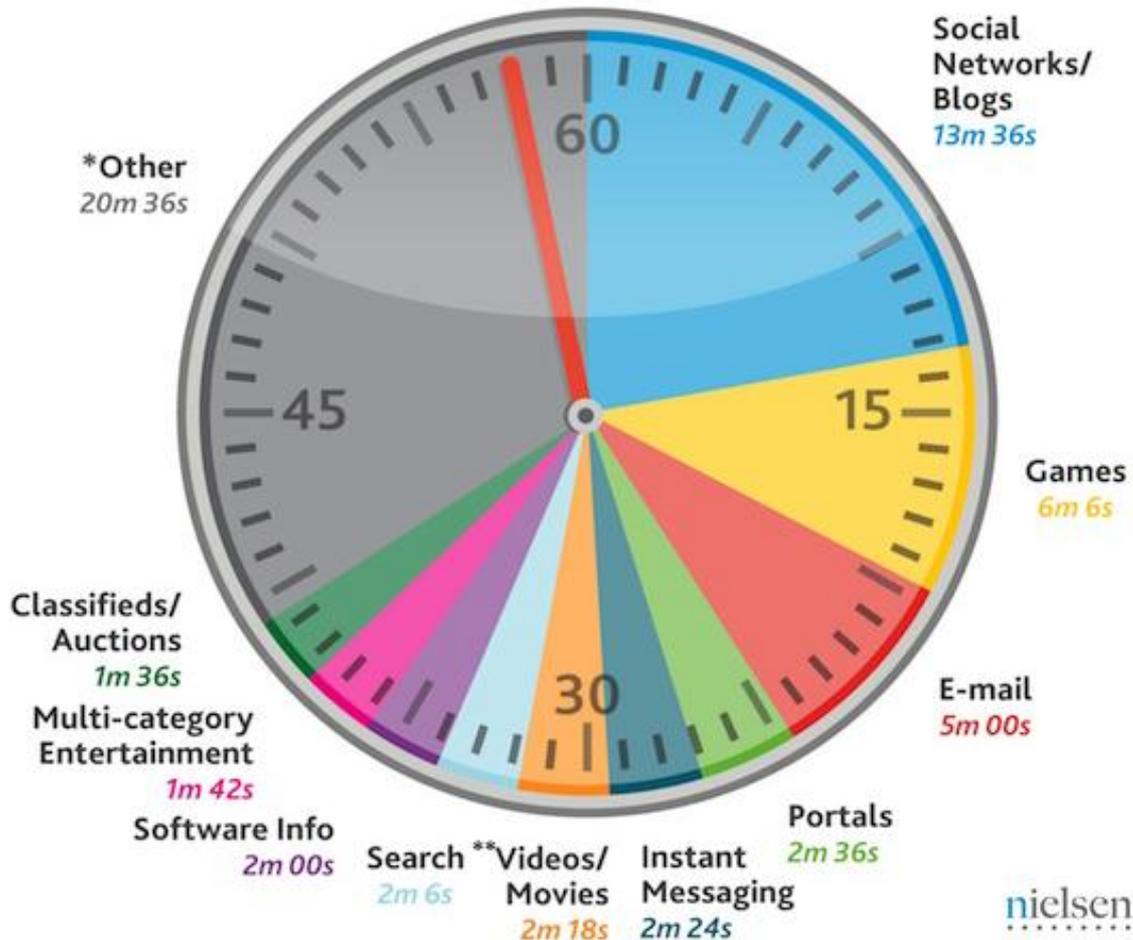


“Free Lunch”

How Are People Spending Their Time Online?

18

If all U.S. Internet time were condensed into one hour, how much time would be spent in the most heavily used sectors?



1 - Social

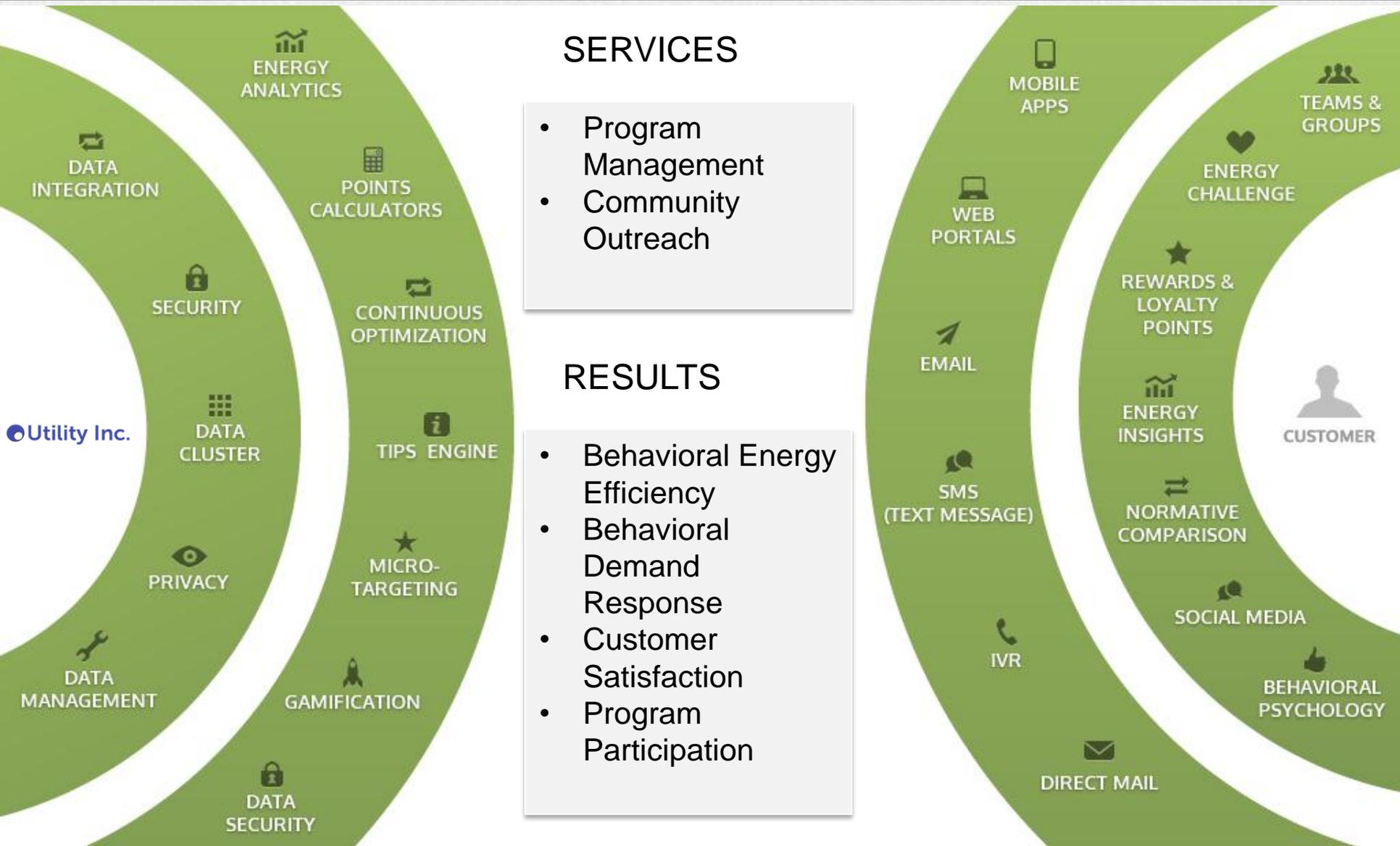
2 - Games

3 - E-Mail

4 - Portals

nielsen

The Simple Energy Platform | The Future of Customer Engagement



“Every time I see that there are other people on the leaderboard saving more energy than I am, I’m motivated to save even more.”

- Josephine G.

Saved 34%



“My attitude toward [Utility] is more favorable now: we feel more like they’re with us instead of against us.”

- Linda H.

Saved 43%

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