



# 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

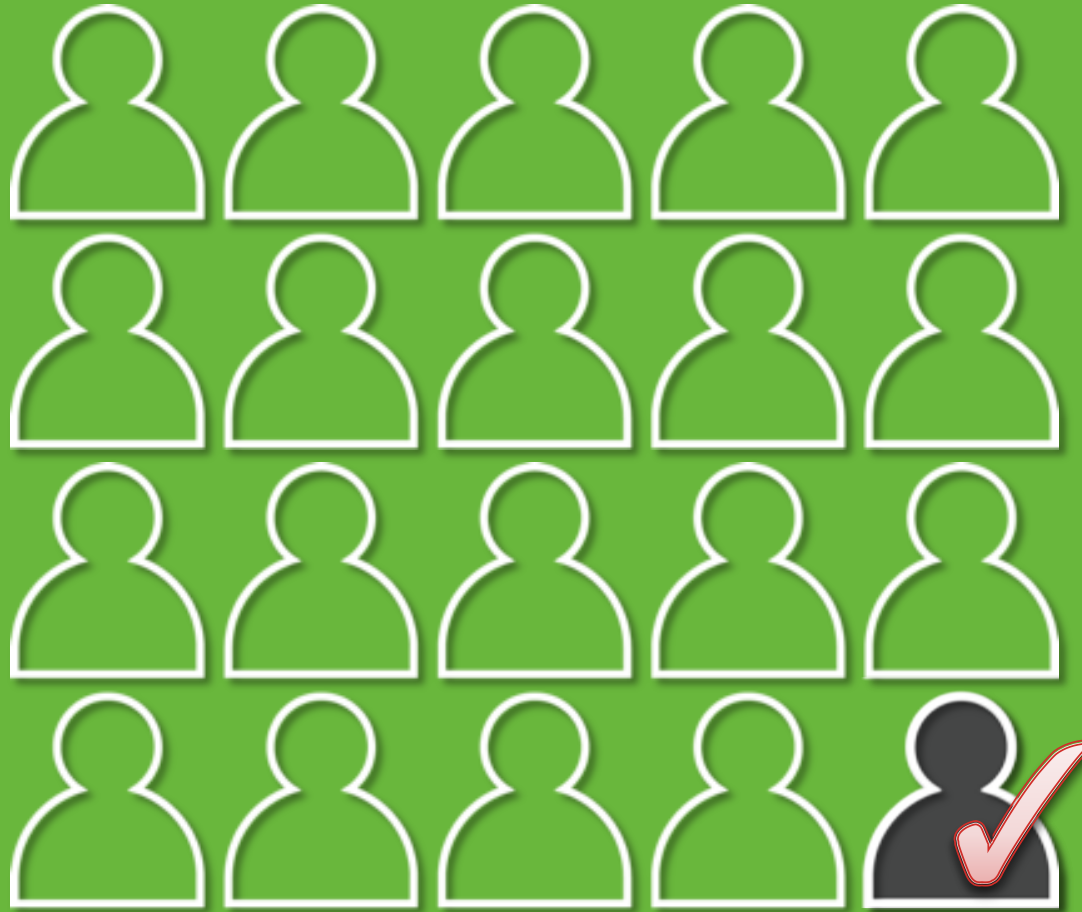
(and bar charts, pie charts and line graphs that go with it)



Would  
change how  
they use  
energy



# Results

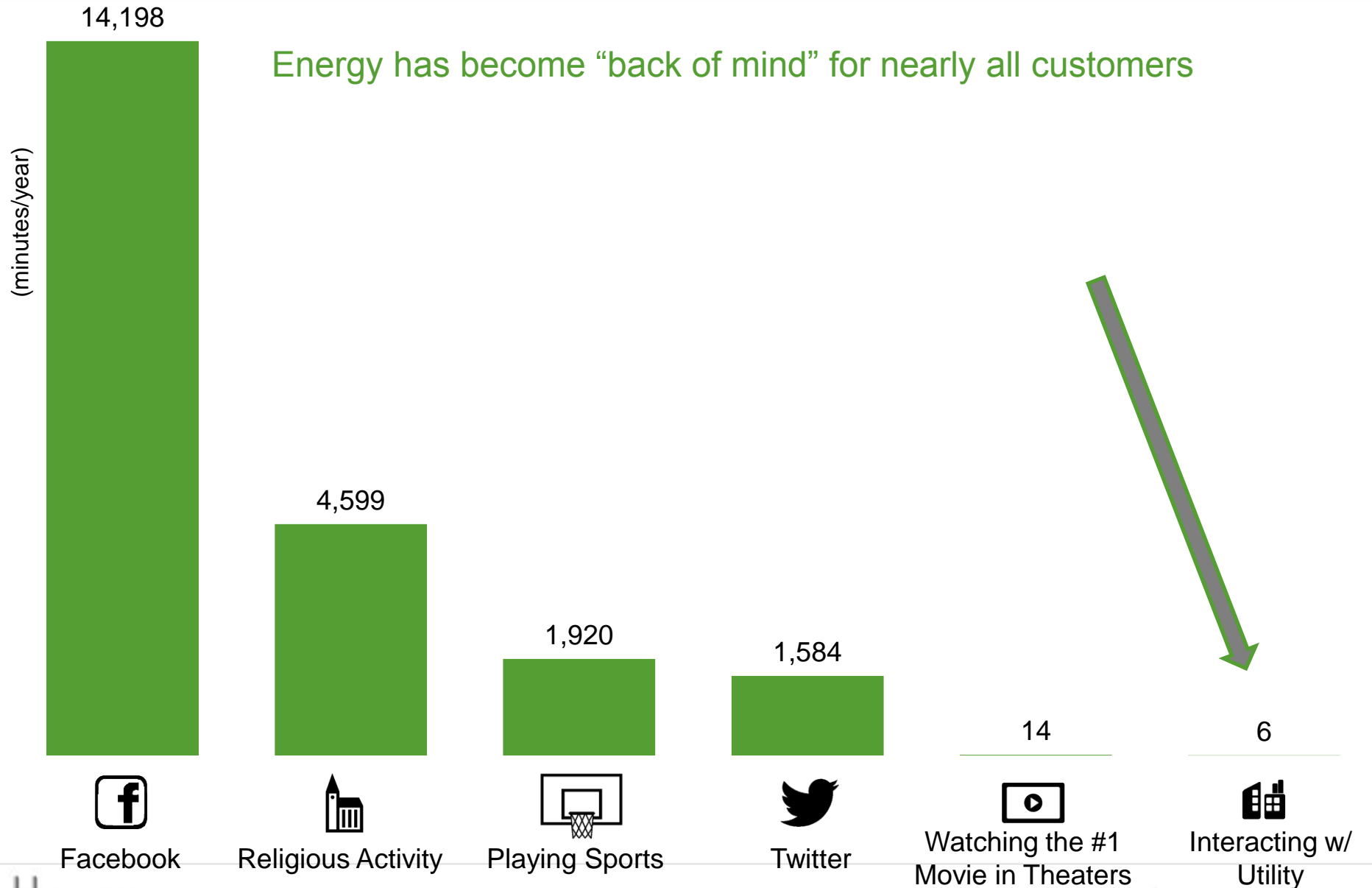


**<5%**

**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

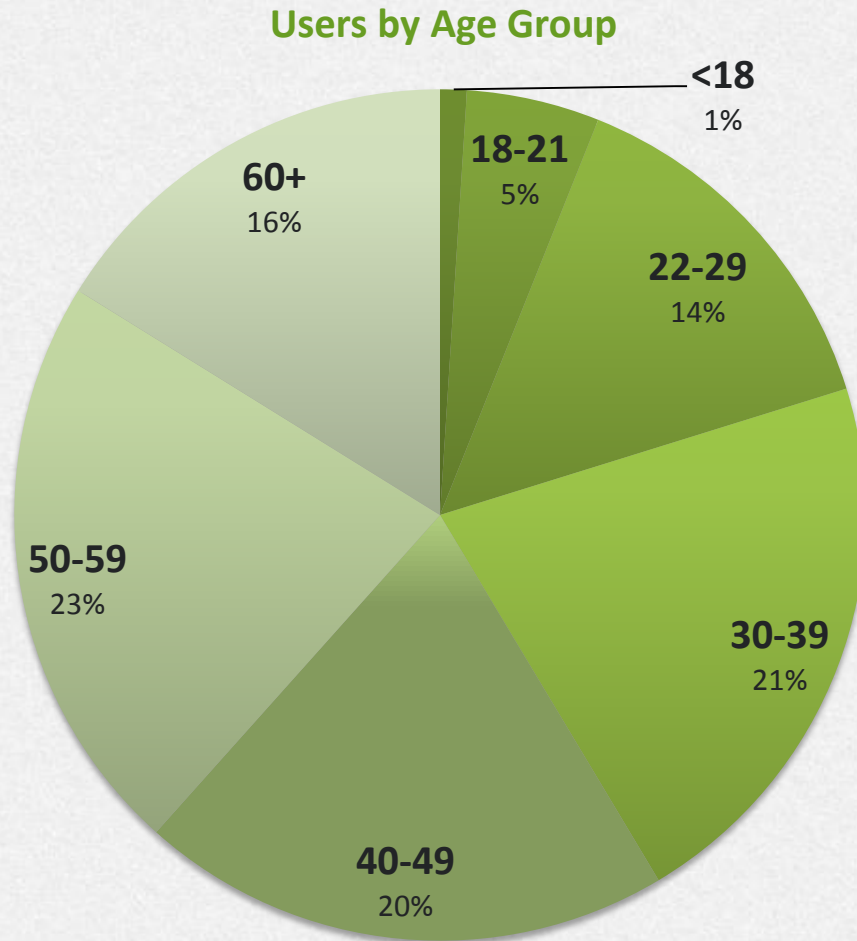
## 3) Loyalty

- Active Time, Return Rate

# **#3 –Mobile & Social Are For Kids**

(....or something like that)

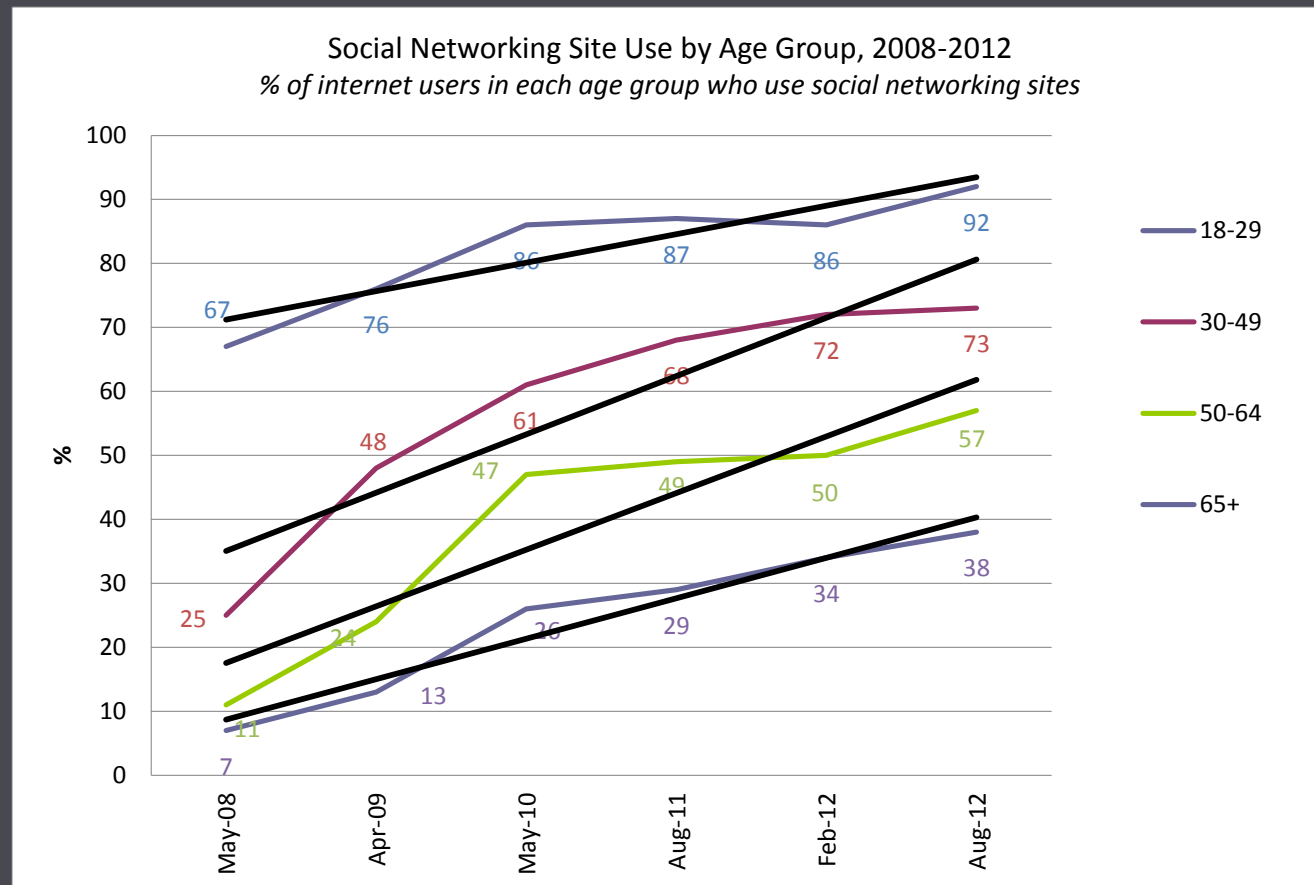
# Social Gaming | Demographics



**Average Social Gamer:**  
43 year old woman

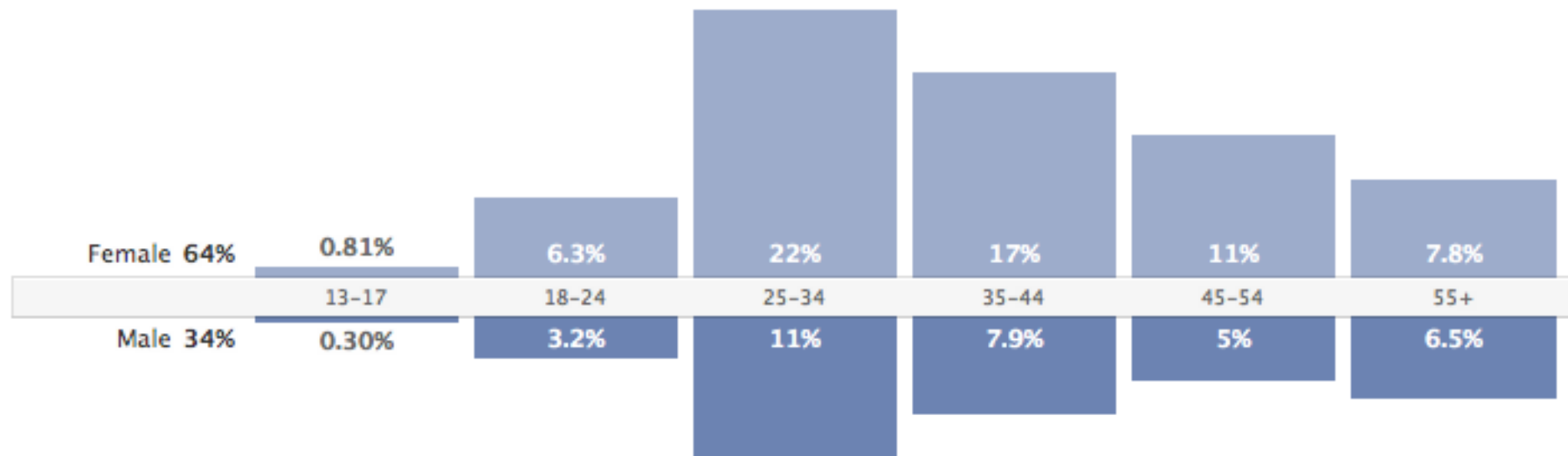
Contrary to common misconception, social gamers span age groups and demographics, with the average social gamer being a 43 year old woman. Social gamers map well to the target demographic for most EE programs.

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



# Active User Demographics

Gender and Age<sup>7</sup>



# So what is being done, Today?

# Utilities want to change people's behavior



**Customer  
Motivation**



**Engagement  
Platform**



# “Game Mechanics” are Behavior Motivators

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Supersized Incentives



Social Pressure



FREE!!!



Social Comparison



Accomplishments

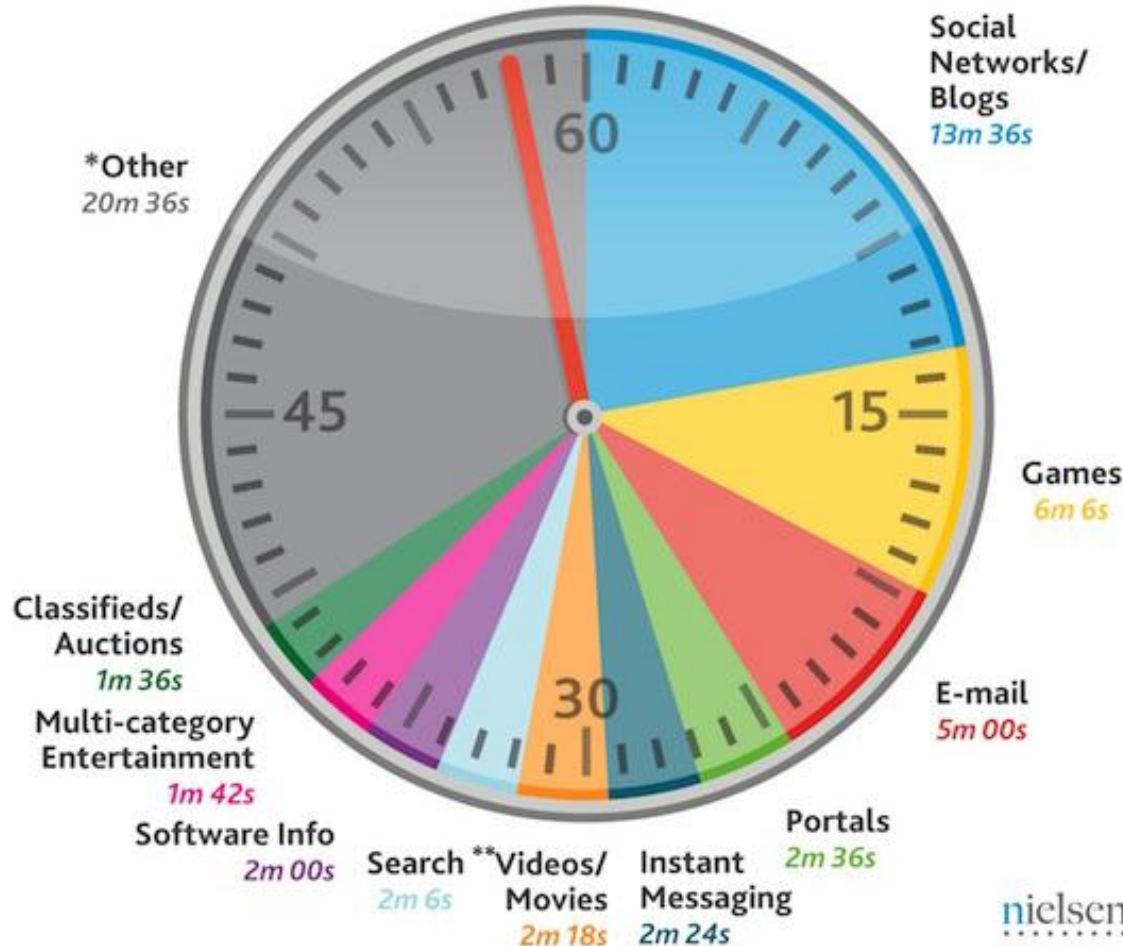


“Free Lunch”

# 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?



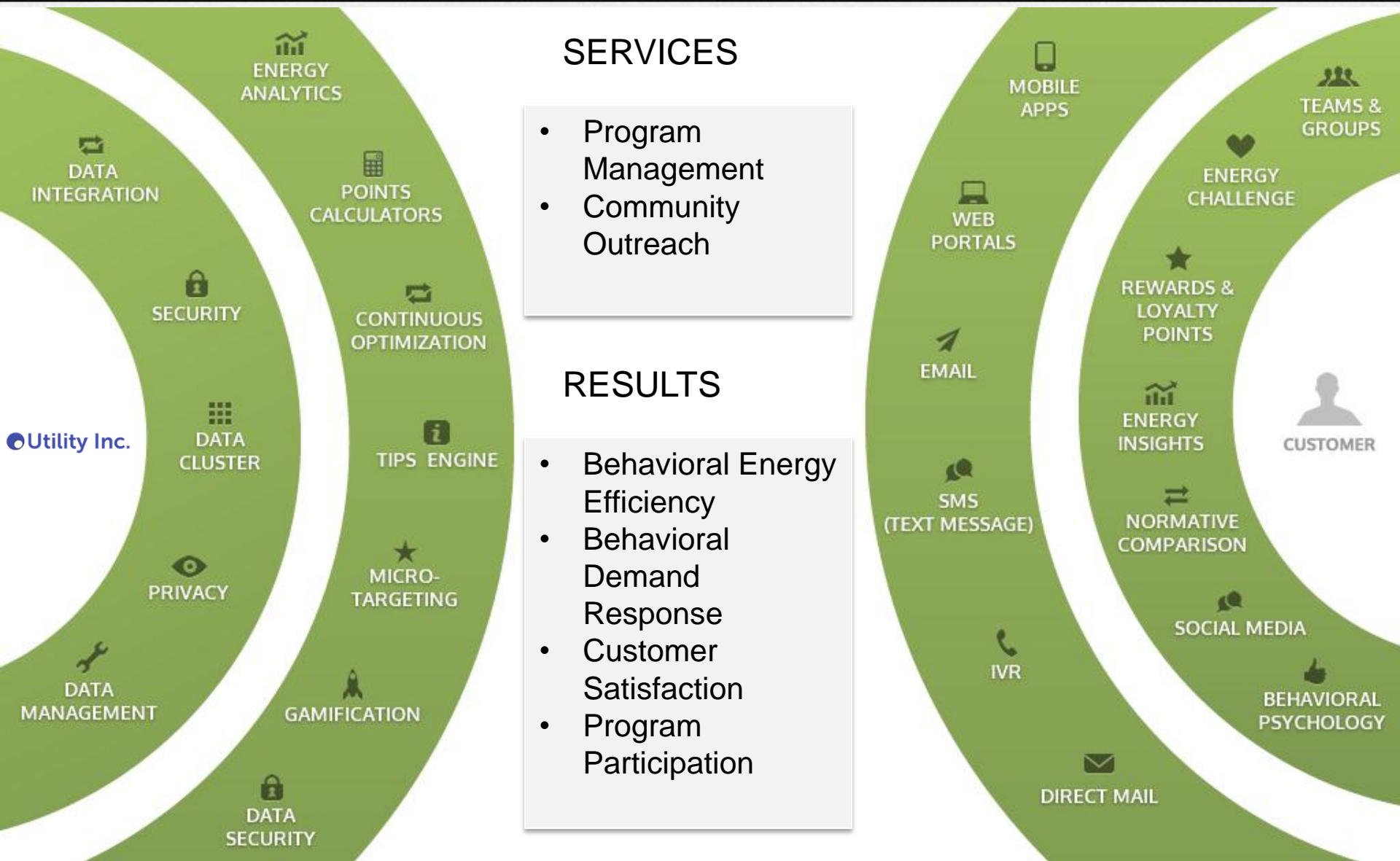
1 - Social

2 - Games

3 - E-Mail

4 - Portals

# 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%**

# Contact Information

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