ENERGY STAR Partners Conference
“Consumer Mindset” Panel

November 8, 2011

Seth Kiner
Director, Customer Experience & Marketing
Southern California Edison
Sarah and Derek check in to coordinate plans for their dinner party tonight.
Sarah and Derek

Later at work, Sarah receives a peak event alert. She decides to pitch in by changing a few settings directly on her phone.
Arriving home, she plugs in her electric vehicle. She likes to keep it fully charged.
Sarah and Derek

Inside, the home monitor shows that it is currently peak time and she’s about to go over her energy budget. No problem! She sets the house to run on the EV battery until peak time passes.
Sarah and Derek

As their guests arrive, they check out the Smart Home sign indicating energy their house has saved and generated by solar panels.
Sarah and Derek

Over a glass of wine, Derek describes their path to Green Maven status and their four star CTAC home. Edison SmartConnect™ has rewarded their behaviors all along the way.
Sarah and Derek

One guest notices the home monitor is glowing green and wonders how they maintain such a status while hosting a dinner party during peak hours.
Sarah and Derek

After saying good night to guests, they glance at the home monitor and feel proud. The Green Plan and the Smart Home help them make a difference they can share with others.
Sarah and Derek

At the end of the day, the couple is asleep while Edison SmartConnect™ is working for them, using low cost energy for their appliances and charging their EV.
Evolving Technologies Change How We Serve Customers

- How people use energy is changing
- How people manage their usage is changing
- Where people get energy is changing
- The network is changing
Evolving the Relationship Toward a Higher Level of Customer Engagement

Starting with this

This is where we’re headed

Establish a Valued Two-Way Relationship with Customers
How Will We Transform The Customer Relationship?

The Six Step Customer Journey

- **ANTICIPATION**: The moment is a first introduction. Curiosity is sparked.
- **DISCOVERY**: Awareness is raised and potential significance becomes apparent. Interests in learning more grows.
- **HONEYMOON**: The relationship becomes familiar. Connection between actions and impact are understood.
- **HITTING STRIDE**: A routine around new behaviors is established. There is comfort in the routine.
- **READY FOR MORE**: The relationship is meaningfully integrated. Receptiveness to new opportunities for engagement exists.
- **REFLECTION**: The relationship has evolved. Learnings are shared with others.