

Change as a Constant

A Case for Delighting Your Customers



Wayne Greenberg
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E Source

Grant County Public Utility District
Public Utility District NO. 1 of Chelan County

E Source Public Power Members (sample)



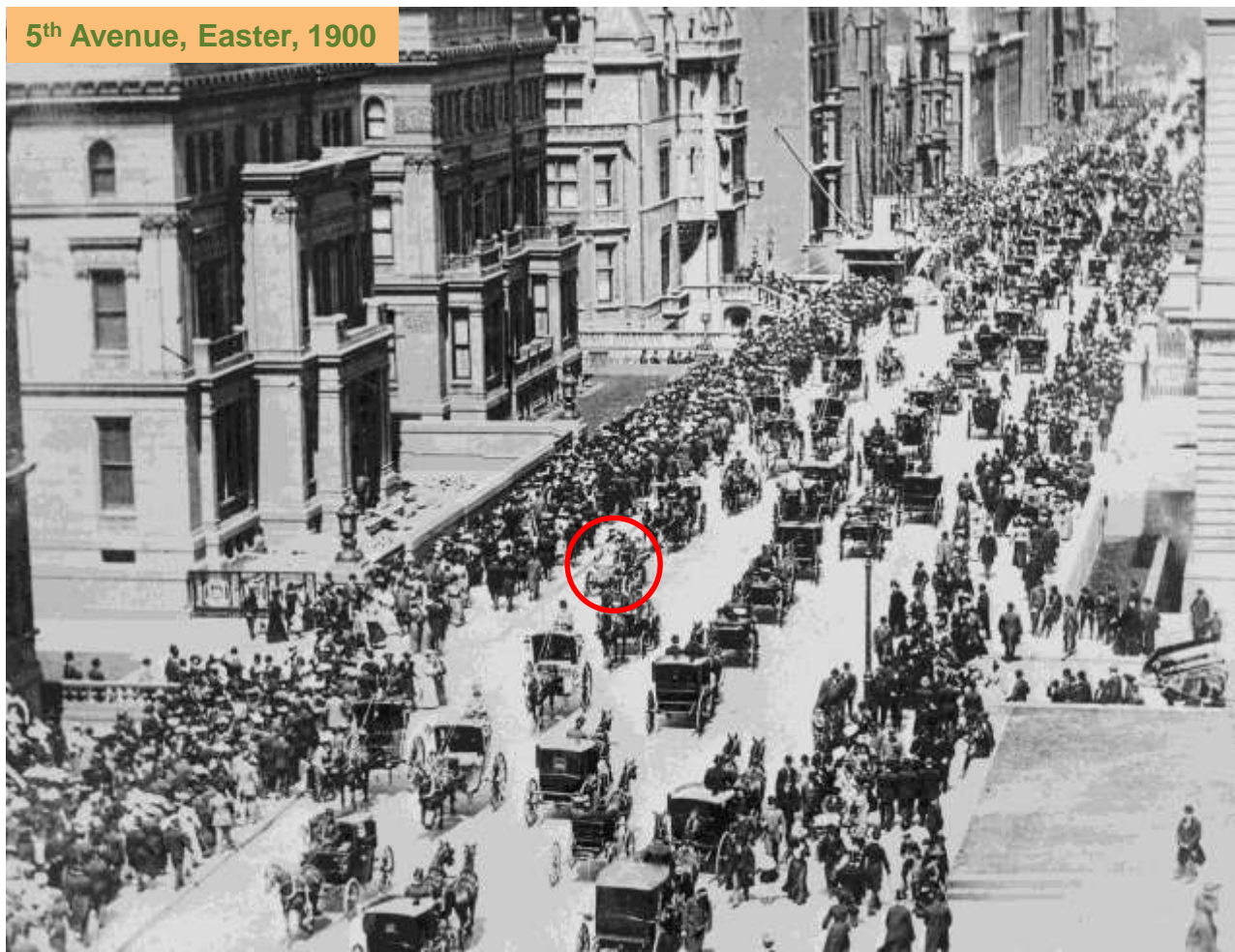
Areas of Research Expertise



5th Avenue, Easter, 1900



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In 1985, in response to Motorola's release of the first cellular telephone, AT&T hired McKinsey to do a market forecast for 2000



McKinsey Estimate for U.S. for 2000:	900,000
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Actual Number of U.S. Mobile Phones in 2000:	109,000,000
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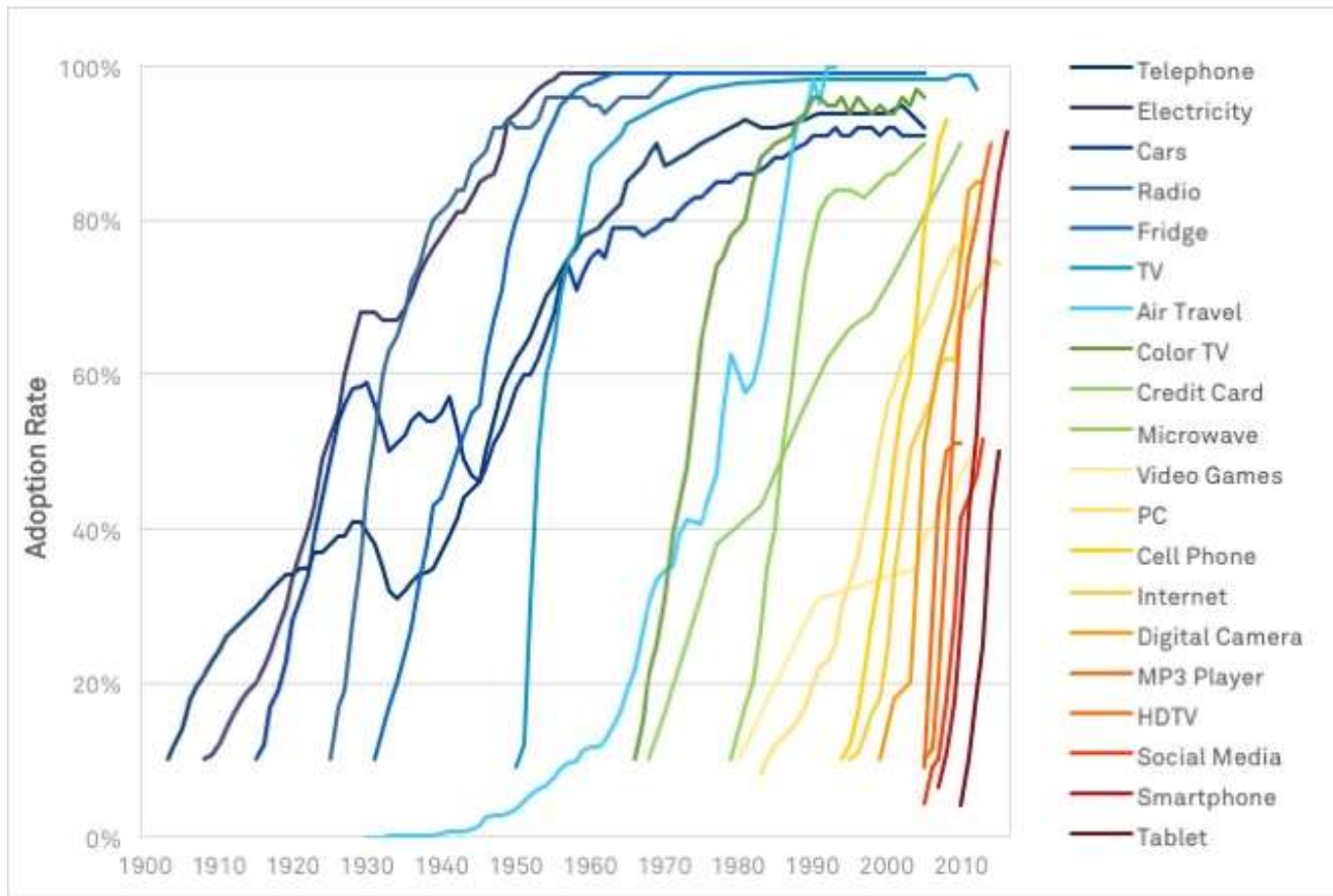


McKinsey Estimate for U.S. for 2000:	900,000
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Actual Number of U.S. Mobile Phones in 2000:	109,000,000
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By 2011 – Global Number Mobile Phones:	5,000,000,000
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Source: Asymco

BLACKROCK®

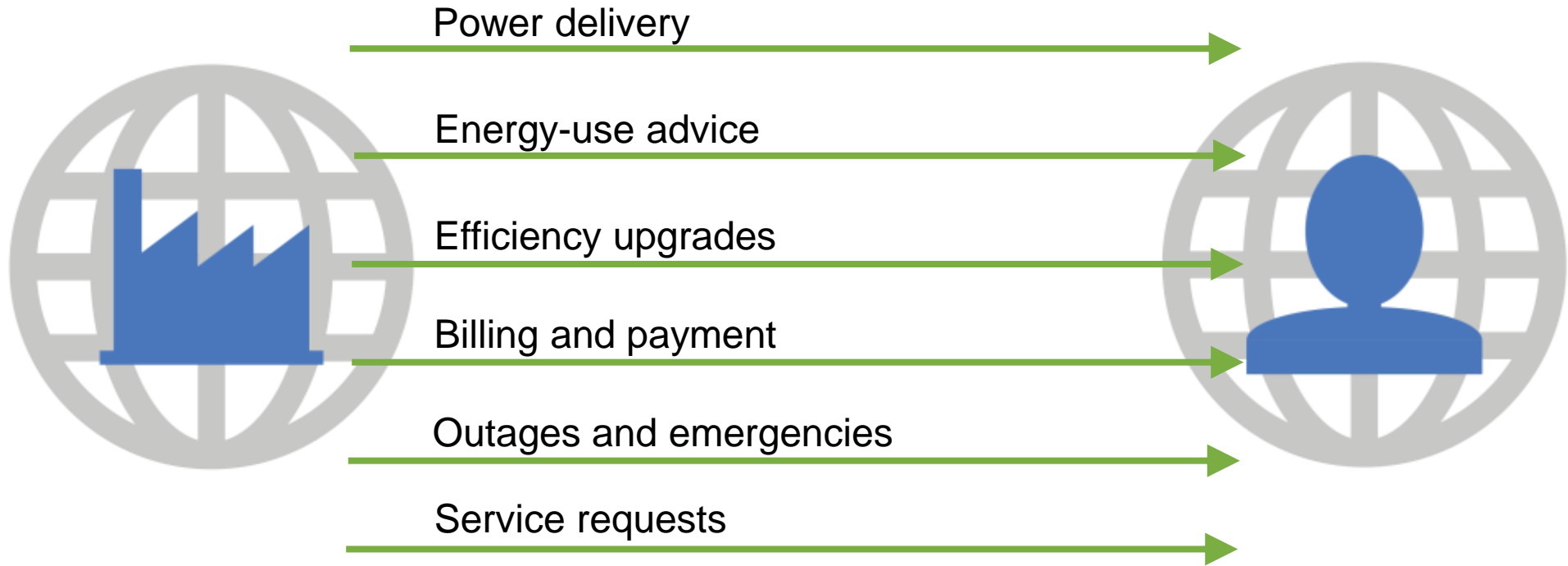




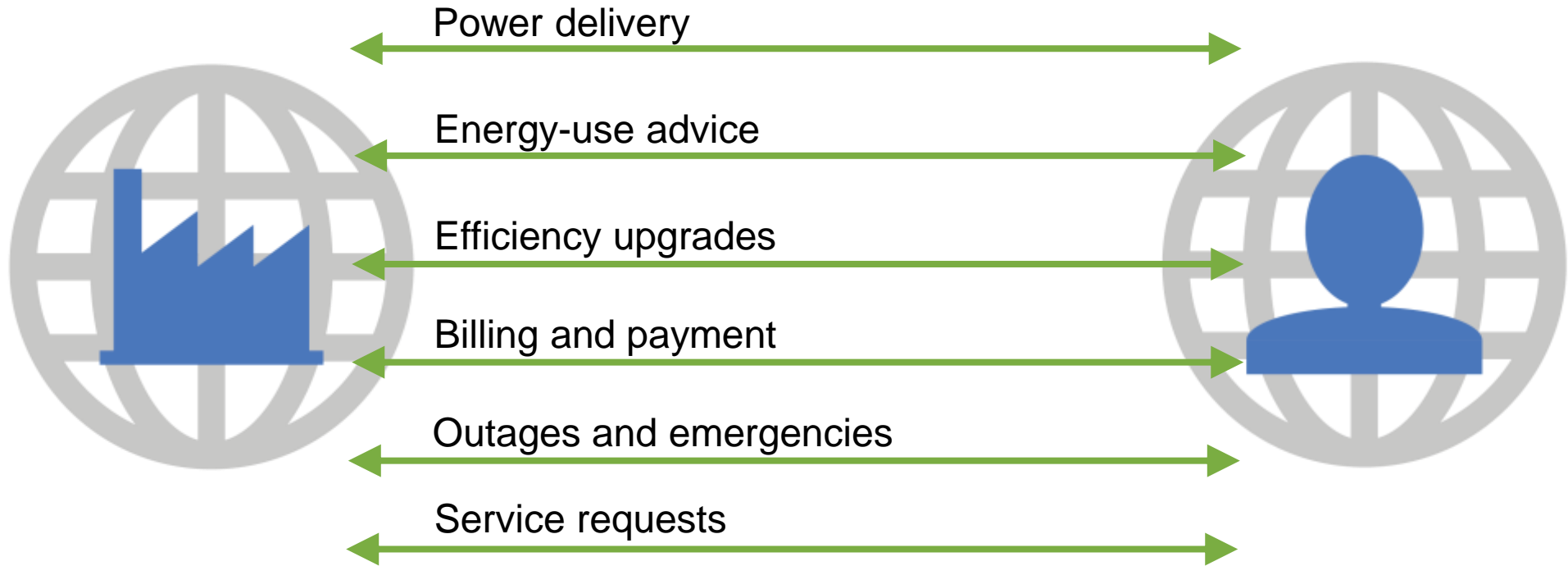
"We won't experience 100 years of progress in the 21st century — it will be more like 20,000 years of progress."

- *Inventor Ray Kurzweil*

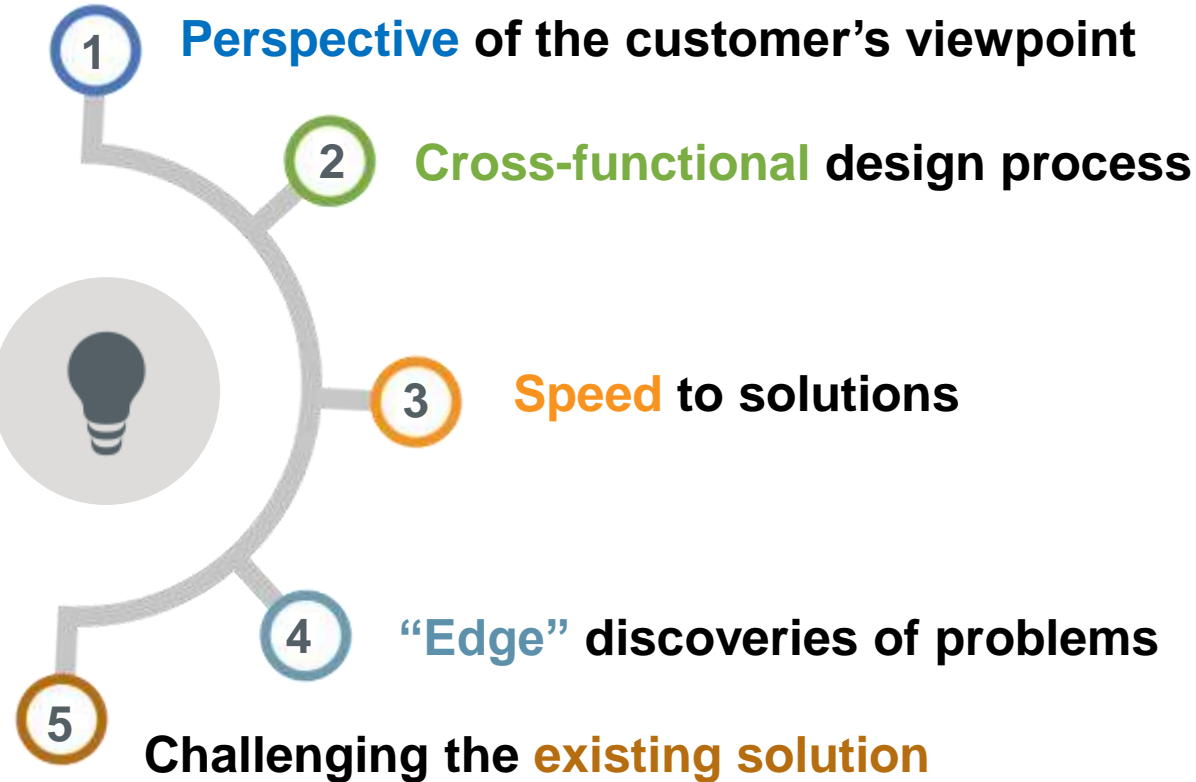
The Utility-Controlled-Experience Paradigm



The Voice-of-the-Customer-Focused Paradigm



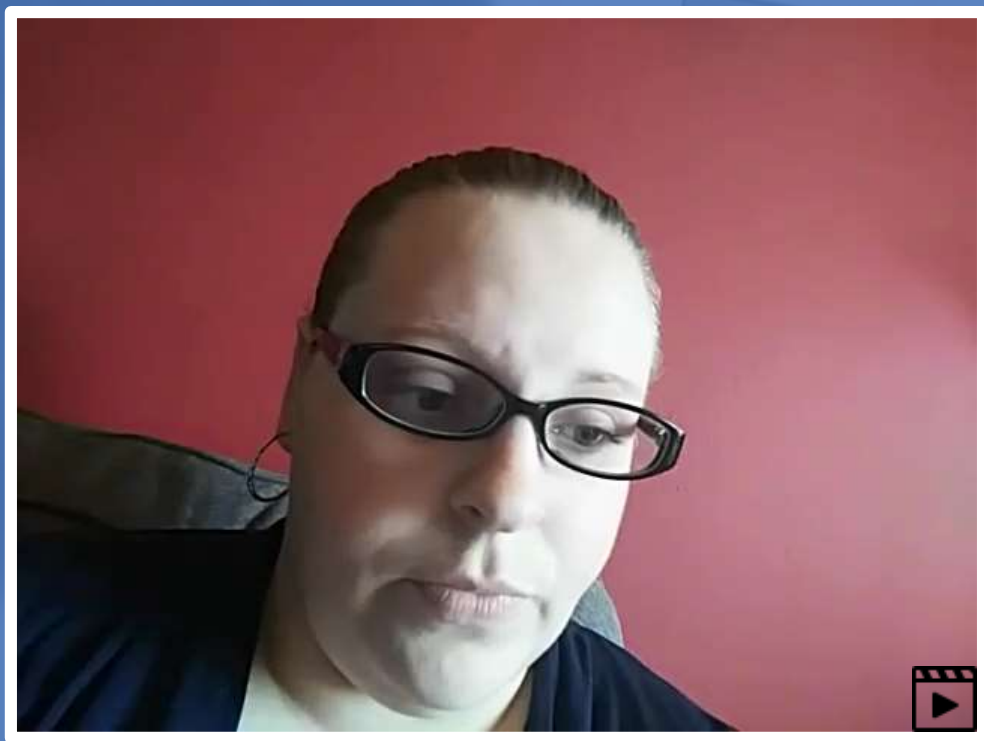
What Design Thinking Gets You



<http://99percentinvisible.org/article/least-resistance-desire-paths-can-lead-better-design/>

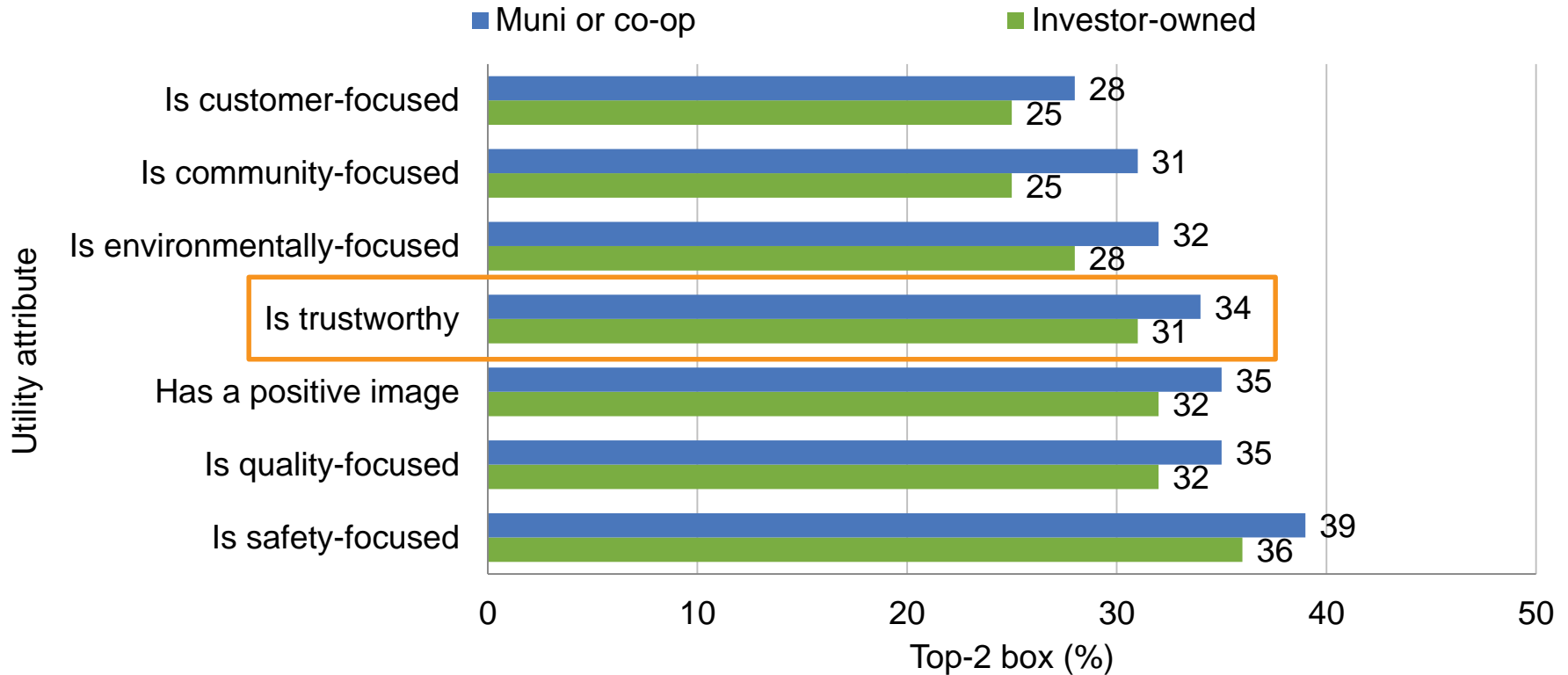
A person is shown from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile with a profile picture and some text. The entire scene is overlaid with a semi-transparent blue filter. The title text is centered within a white rectangular border.

The Opportunity: Developing Trust



The Challenge: Perceived Lack of Transparency

Public Power Versus IOU: Trust

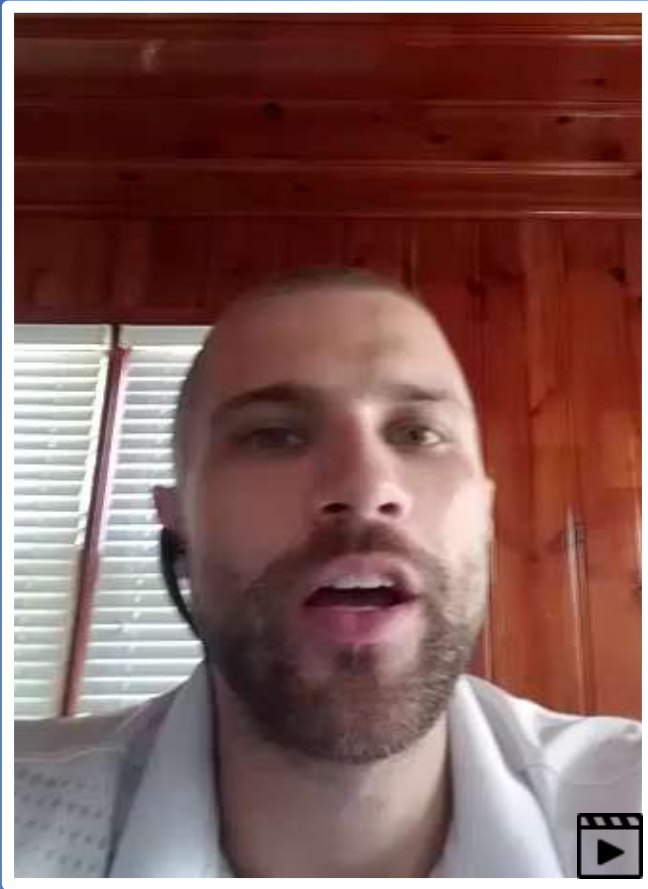


Base: Municipal or cooperative residential customers (n = 2,571); Investor-owned utility residential customers (n = 15,225). **Question A10:** How much do you personally agree or disagree with the following statements about your electricity provider for your primary residence.

© E Source; data from the 2017 Energy Behavior Track Survey

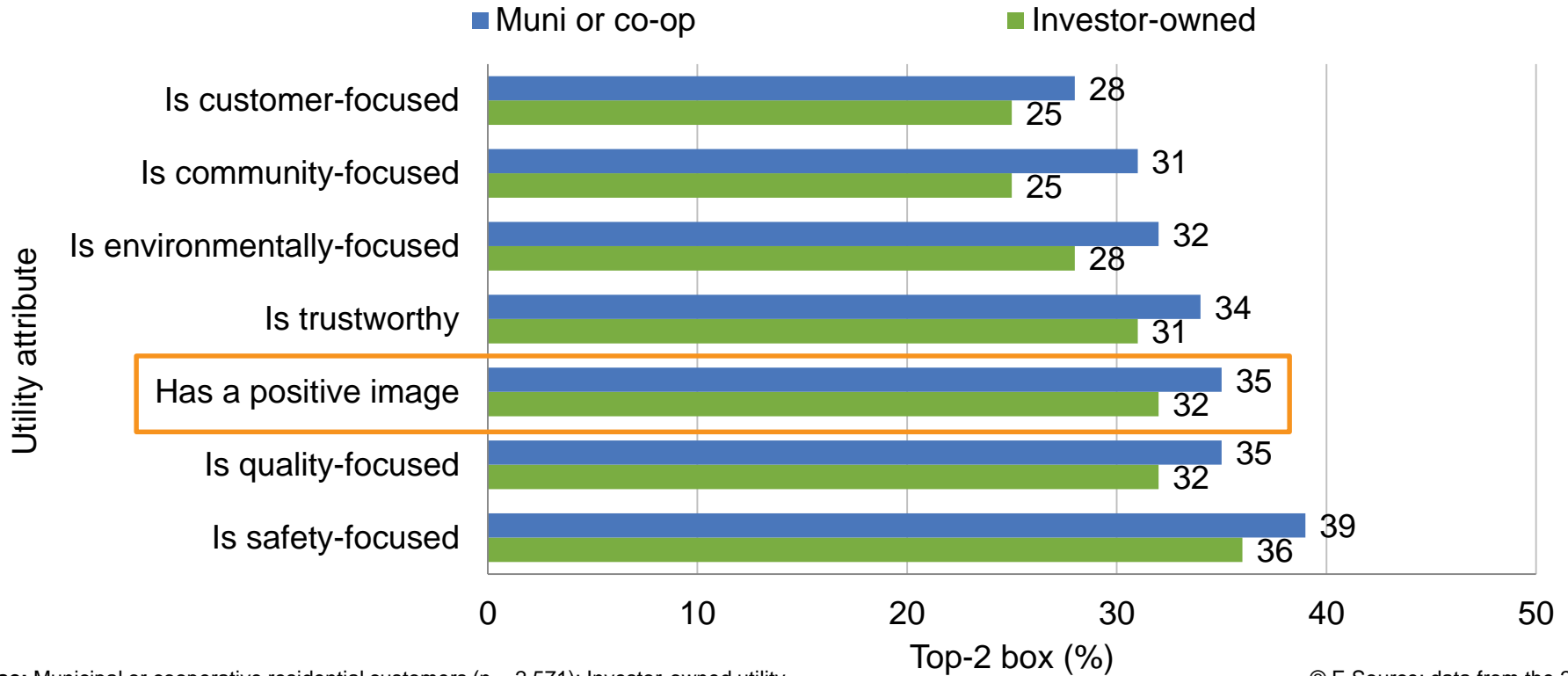
A person is shown from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a profile picture and some text. The entire scene is overlaid with a semi-transparent blue filter. The title text is centered within a white rectangular border.

The Opportunity: Playing Up Local



The Challenge: Utility as a Faceless Monolith

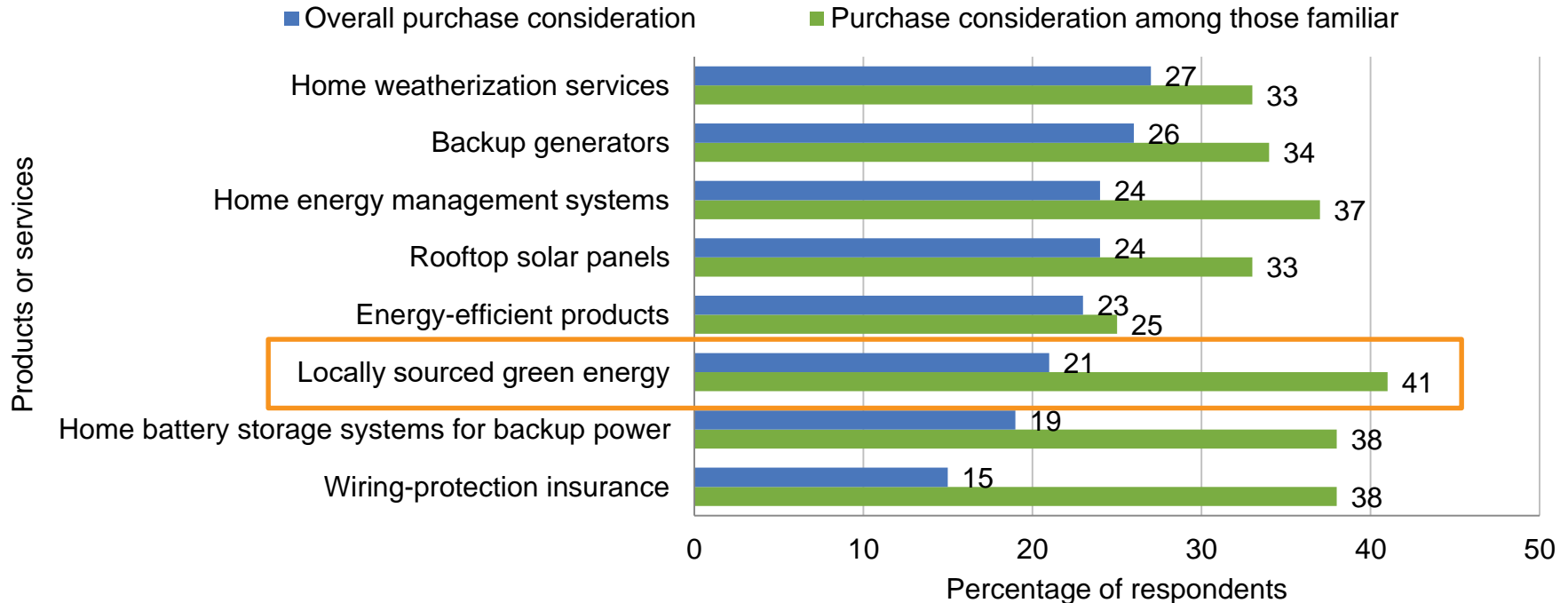
Local Power Scores Better on Brand



Base: Municipal or cooperative residential customers (n = 2,571); Investor-owned utility residential customers (n = 15,225). **Question A10:** How much do you personally agree or disagree with the following statements about your electricity provider for your primary residence.

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Local Power Is a Revenue Opportunity



Base: All respondents (n = 1,026). **Question S6_1:** How familiar are you with each of the following energy-related products and services? **Base:** Those who are somewhat/very familiar with each (n = varies). **S6_2:** Which stage in the purchase process are you for each of the following energy-related products and services?

© E Source (Residential Utility Customer Survey 2017)

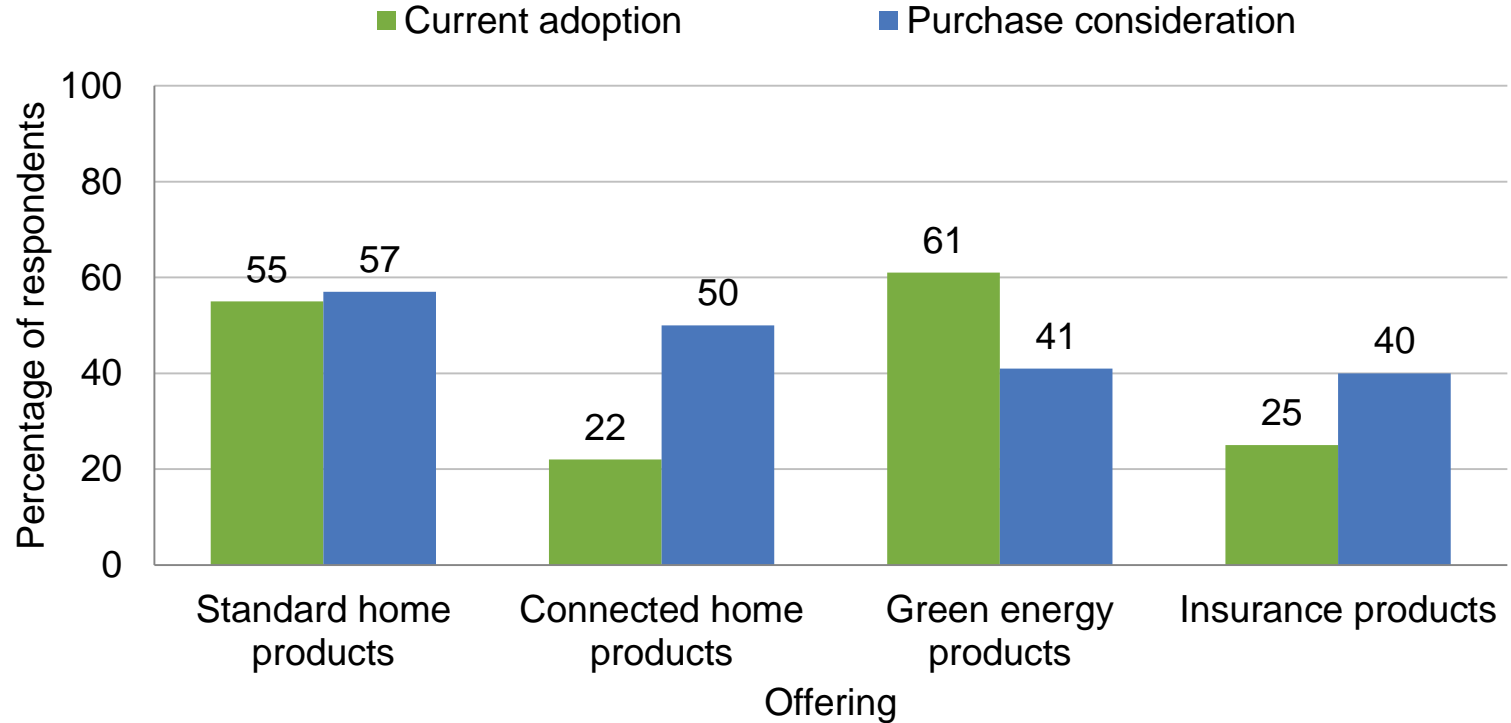
A person is shown from behind, sitting at a desk and using a laptop. The laptop screen displays a website with a profile picture and some text. A large white text box is overlaid on the center of the image, containing the title. The background is a solid blue color.

The Opportunity: Trusted Advisor

The Challenge: Additional Products & Services



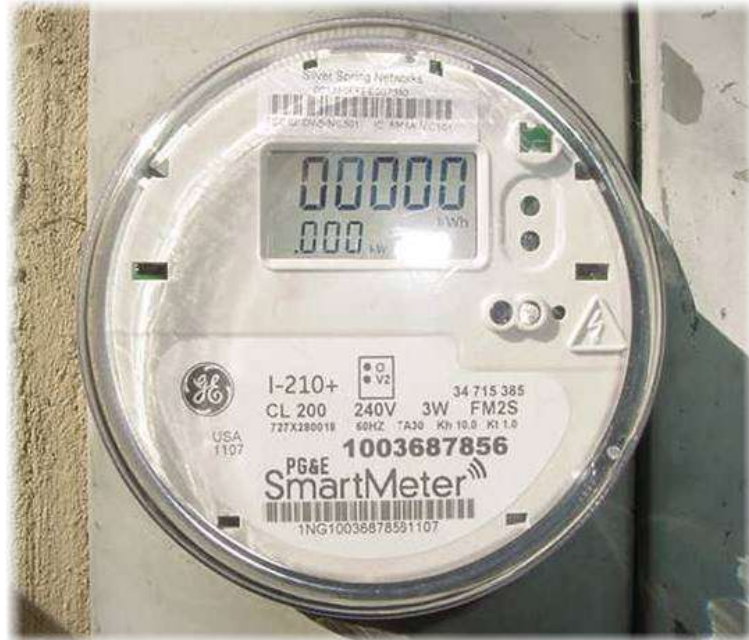
Future Product Opportunities



Base: All respondents (n = 1,026). **Question S6_1:** How familiar are you with each of the following energy-related products and services? **Base:** Those who are somewhat/very familiar with standard home products (n = 965), connected home products (n = 855), green energy products (n = 958), and insurance products (n = 737). **S6_2:** Which stage in the purchase process are you for each of the following energy-related products and services?

© E Source (Residential Utility Customer Survey 2017)

Smart Meter Rollout: What's Different from the Customer Perspective?



Courtesy: <http://electronics.stackexchange.com/questions/169876/how-do-residential-analog-and-smart-meters-measure-power>

Something Simple ... Yet Powerful

Yello Sparzähler online



Invented 3500 BCE



Invented ~1897

“UNITED” sells only best quality Suit Cases and Hand Bags.



No. 262.—Suit Case made of Rexine or heavy leatherette, strong steel frame, Brassed lock and catches, inside straps and pockets, full cloth lined, solid leather corners, - \$2.15

Most People Are Too Close to a Problem to See It as a Problem - 1972



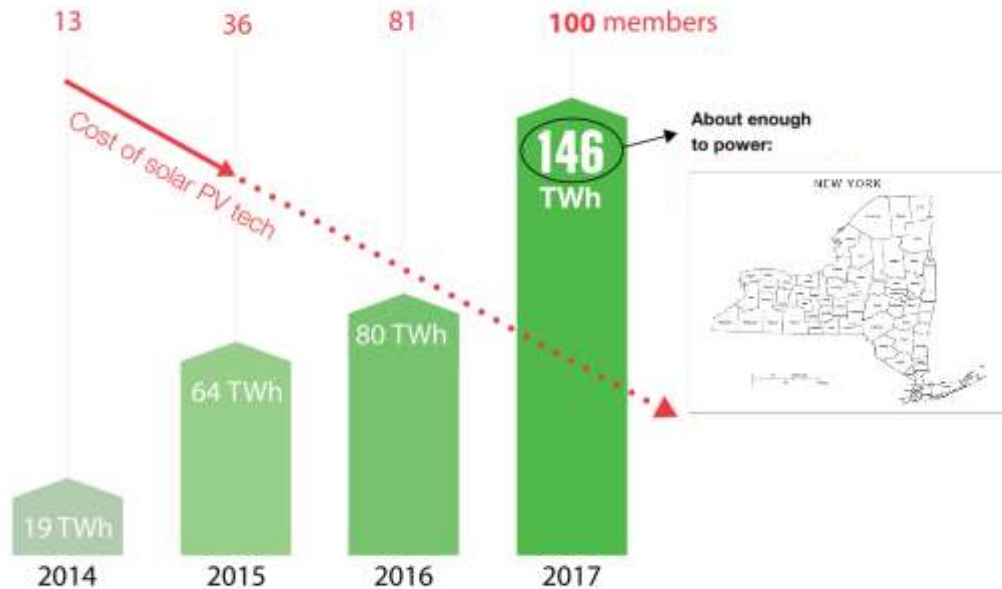
Innovation Doesn't Come Easily to Many Industries and Products



A person is seen from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile with a profile picture of a woman and several posts. The entire scene is overlaid with a semi-transparent blue filter. The title text is centered within a white rectangular border.

A Couple of Notes on C&I Customers

RE 100 THE GROWTH TO 100 MEMBERS



THE CLIMATE GROUP



RE 100 THE 100 MEMBERS' SECTORS



THE CLIMATE GROUP





DIAGEO

RE 100

Kellogg's

citi



MARS

facebook

Johnson & Johnson
FAMILY OF COMPANIES

Google



Walmart

RICOH



PHILIPS



Adobe



Bank of America



Microsoft

EQUINIX

ebay



Infosys

salesforce

ING



ABInBev



BMW GROUP

Bloomberg

Steelcase

Coca-Cola Enterprises

TESCO
hypermarket

Goldman Sachs



Nestle

Schneider Electric



Unilever



PEARSON

WELLS FARGO







Summary

The Trust-Reinforcement Cycle



Which Retailer Gets the Highest Experience Ranking? (Temkin 2017)

- Whole Foods
- Farmer's Insurance
- Sam's Club
- Lexus
- Lowe's

One Size Doesn't Fit All

Can I buy green power from you?

I need help managing my bills

How can I save money?



What I Hope You Consider

- Trust isn't naturally given to utilities; they must earn it.
- A successful launch of a product or service requires trust in the marketplace.
- Listen to your customers to foster trust and create products meant just for them.

Voice & AI - Alexa



Source:
Amazon

Let's remember the question that started it all...

How might we do a better job of delighting our customers?

Our internal wisdom, combined with a detailed pulse on the consumer will give us the answers...and today is the first step in that journey!

Thank You! Questions?



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