Efficiency by Design: The Customer Perspective

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Northwest Energy Efficiency Taskforce

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Let's be **cool** -- let's be calmly bold

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Our Road to **Cool**

- Invest in our customers' **state of mind**
- Realize that energy isn't merely a product, it's an **experience**
- Recognize building in **efficiency** is the key to better energy experiences
- **Design** more efficient energy experiences

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❶ We Need to Invest In Our Customers' State of Mind

- We may view customers as obstacles, default to the regulators, or ignore them
- If we look into customers, we find them troubled
- Our programs may be helping us, but may not be helping them

➔ Most customers want to be more green

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We need to **invest** in our customers' state of mind

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We may view customers as **obstacles**

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We may default to others: **regulators**, **vendors**, or **utilities**

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We may **not view** customers at all

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We can see customers as a different kind of **infrastructure**

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What do we **see** if we look into our customers?

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Many customers are **anxious**, **uninformed**, **frustrated**, and **confused**

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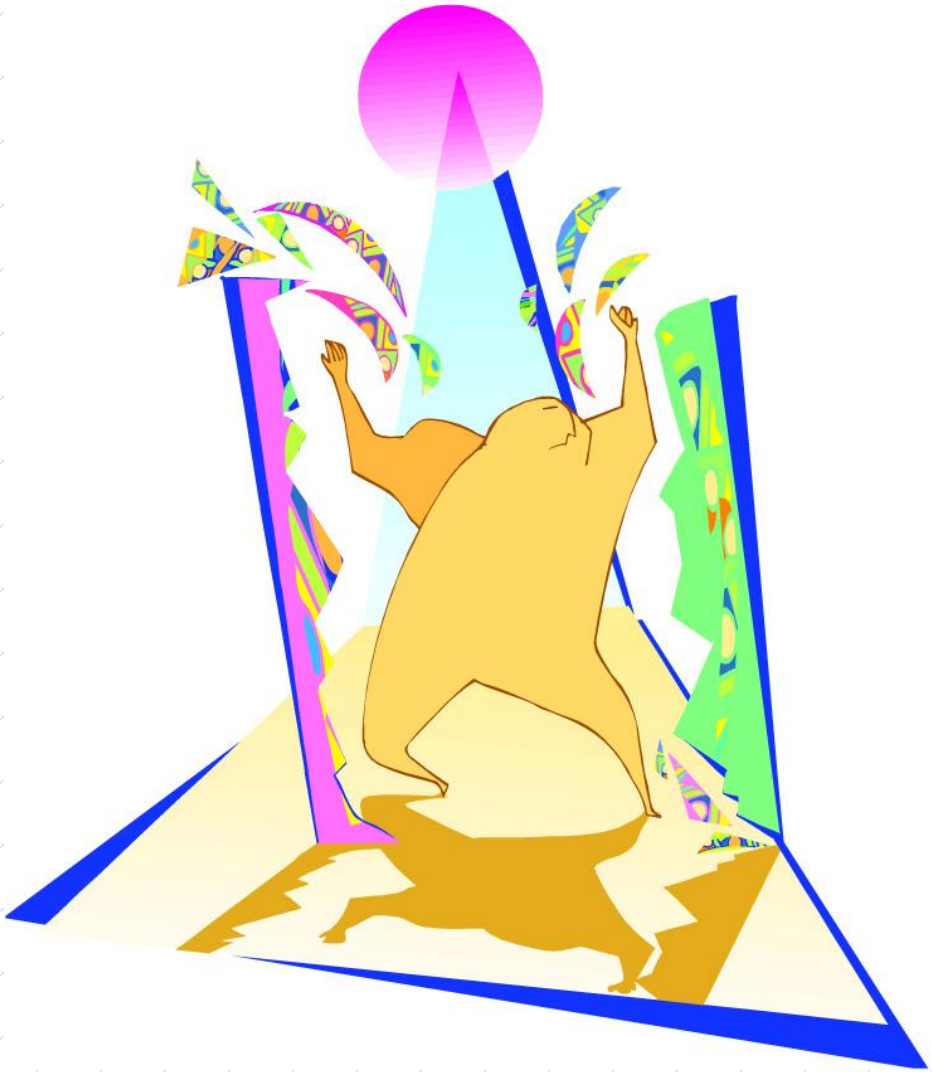

Many customers find programmable **thermostats** neither easy nor responsive

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Many customers find standard **education and training** neither useful nor reliable

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Many customers find variable, volatile **rates** neither easy nor useful

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Most customers want to be more **green**

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Green can be hard for customers to figure out

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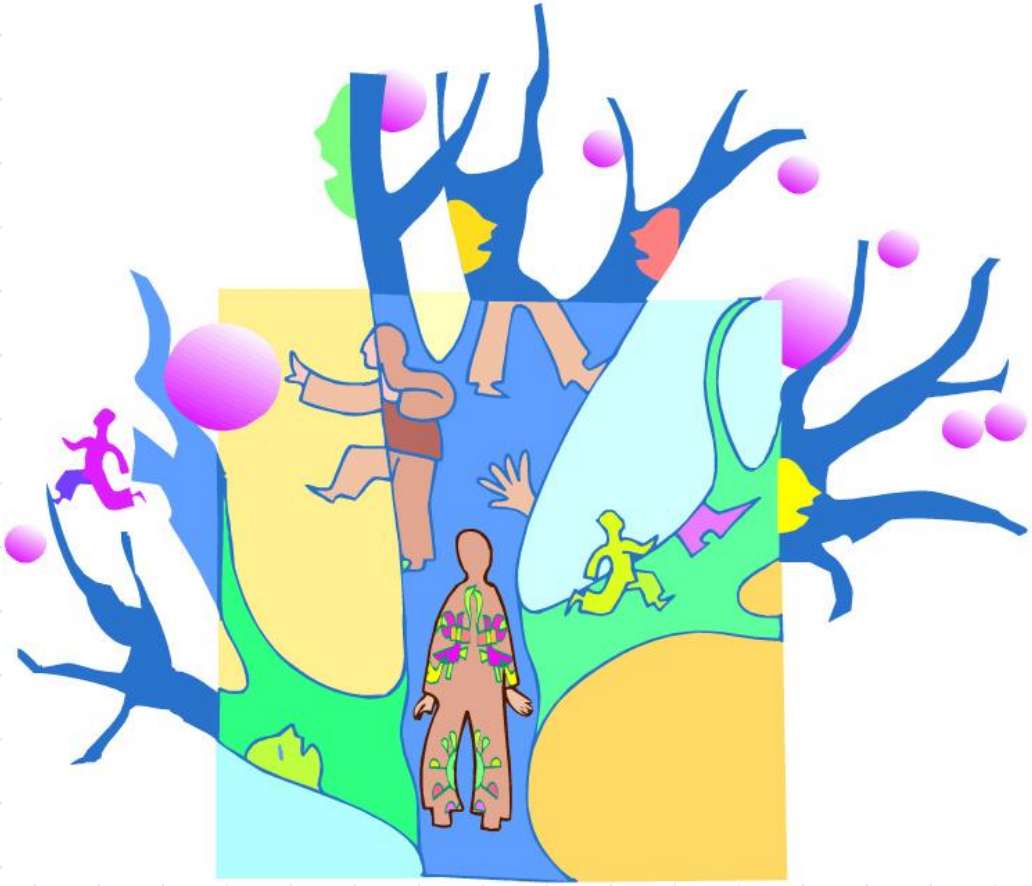
❷ Energy Isn't Merely a Product, it's an Experience

- Utilities see energy as a **product** -- a stream of commodity particles
- Customers **experience** energy in every human activity
- Energy use involves care, and effort **in the background**

➔ Customers want better energy experiences

Energy isn't merely a product, it's an **experience**



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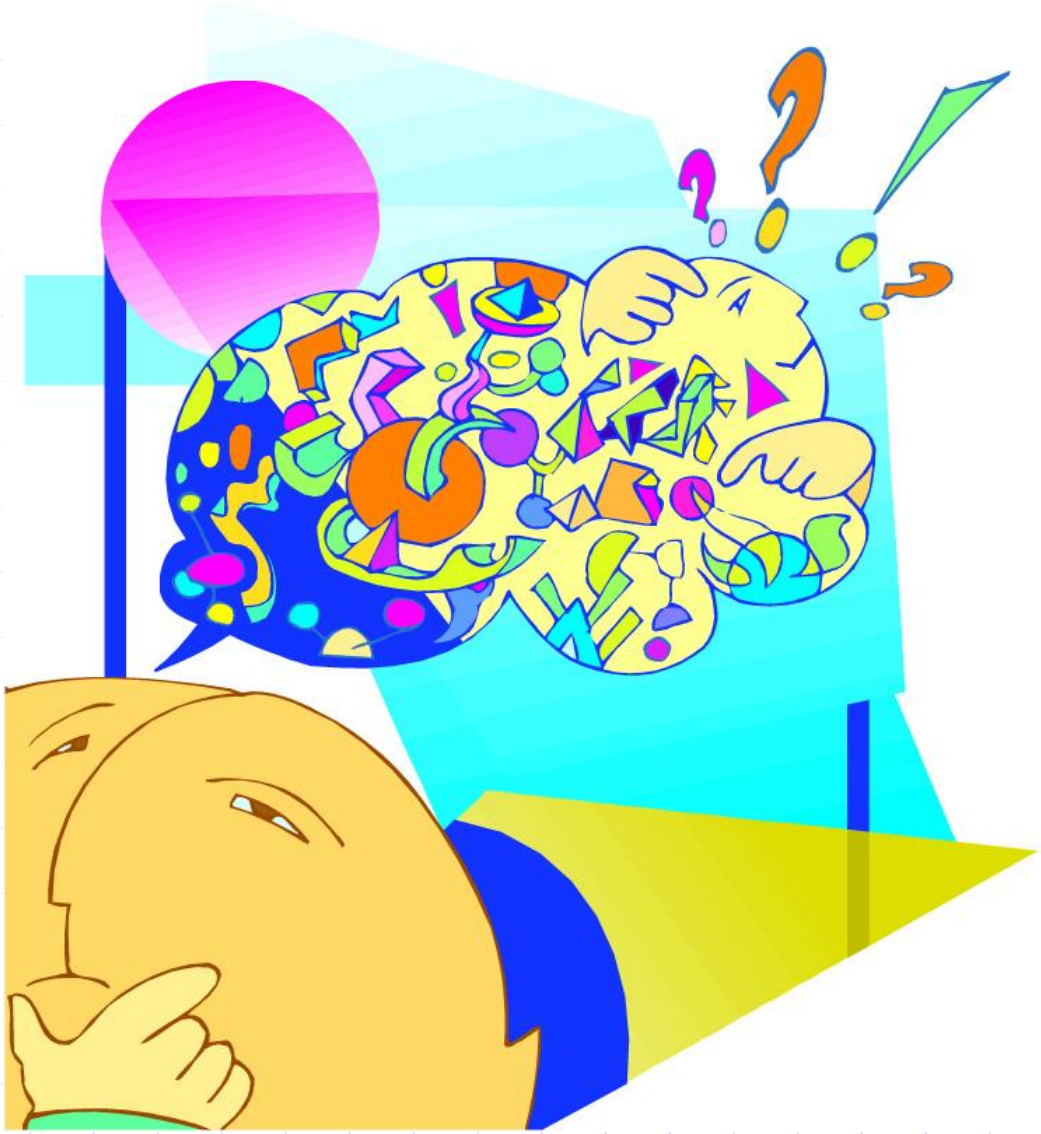
Utilities see energy as a **product** -- a stream of commodity particles



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Customers experience energy in **every** human activity

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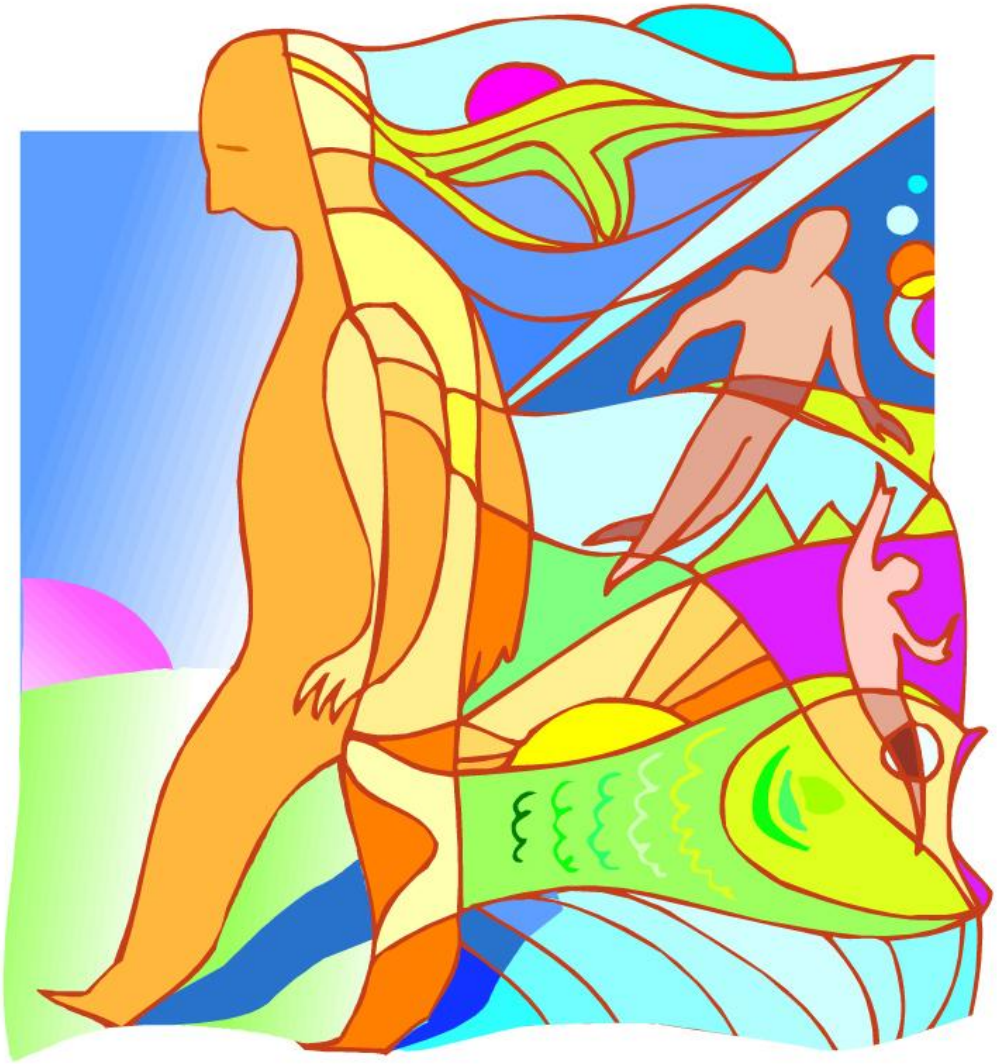
Energy use involves care, money, and effort, **in the background**



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Customers want **better** energy experiences -- not **more demanding** energy experiences

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❸ Efficiency is one feature of better experiences

- Efficiency provides **more value for less**
  - less **expense**: inputs of energy, money, time
  - less **waste**: undesired outputs
  - less **effort**: a process easier to experience, repeat, and enjoy

➔ customers experience inefficiency as **irritating**, and efficiency as **painless**

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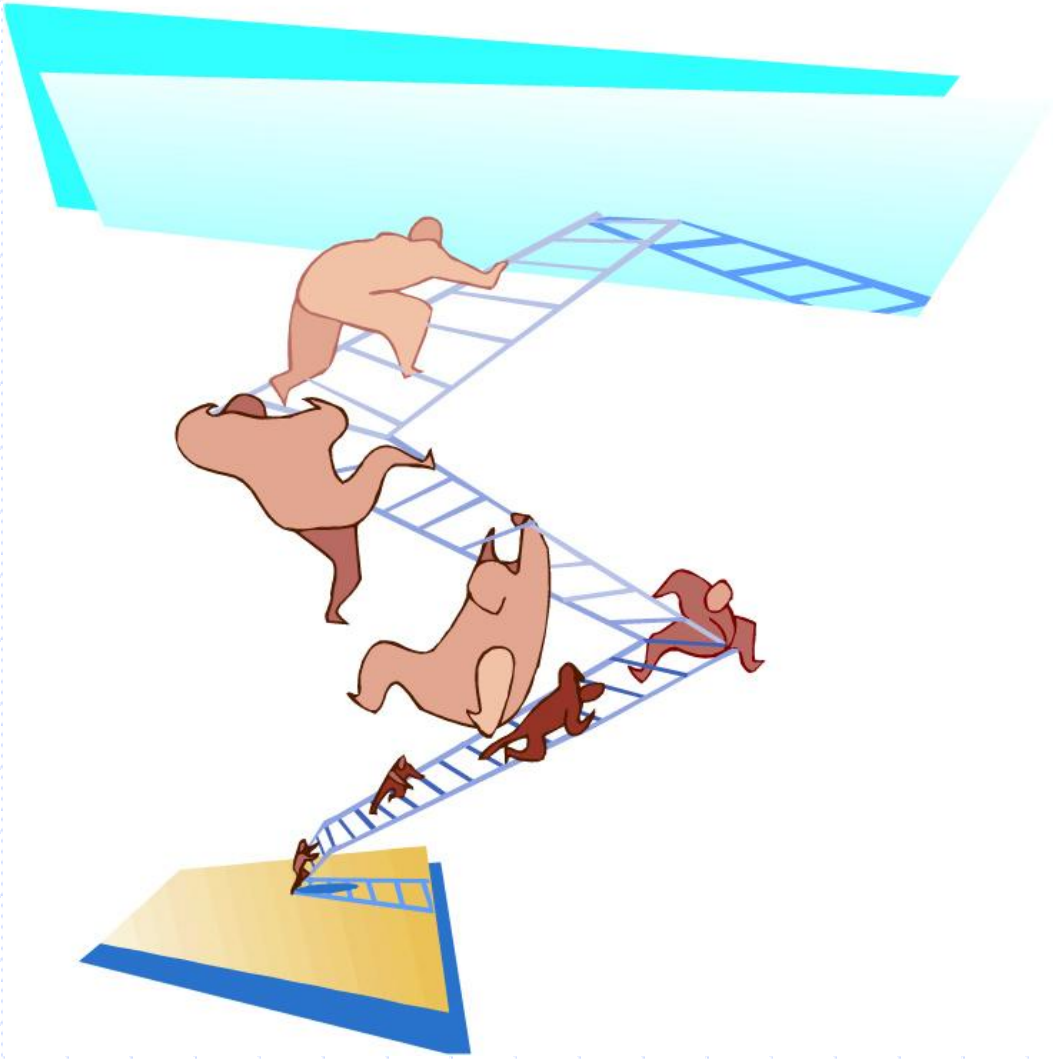
Efficiency is one feature of better experiences: **more** value for **less**



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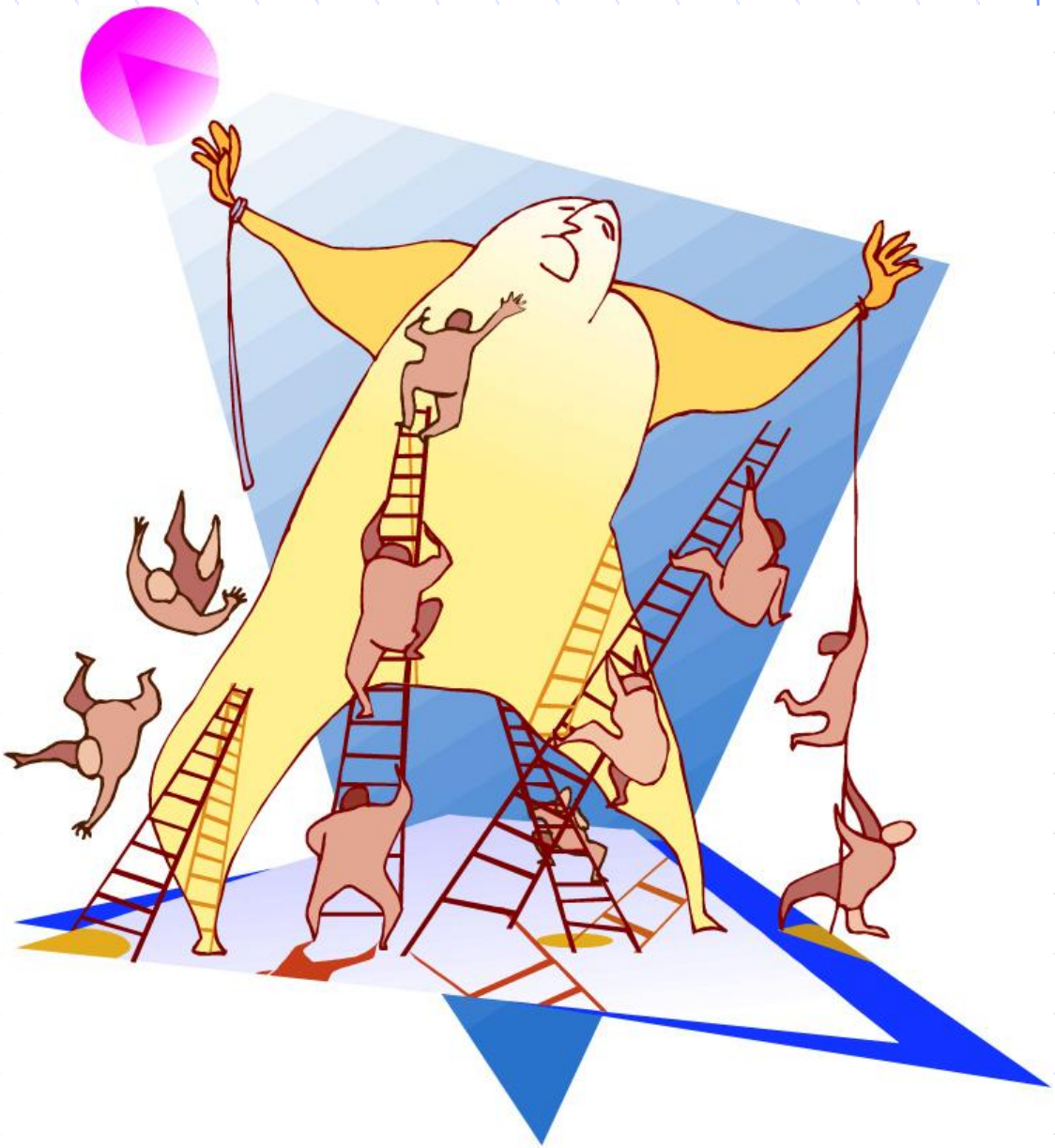
Less **expense**: inputs of energy, money and time



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Less **waste**: undesired outputs

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Less **effort**: a process **easier** to experience, repeat, and enjoy

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Customers experience the process: inefficiency is **irritating**, efficiency is **enjoyable**

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❹ How can we provide more efficient energy experiences?

- Customers find efficient processes to be **easy**, **reliable**, **useful**, and **responsive**
- We usually structure our initiatives through laws, norms or the market
- But laws, norms, and even the market can be very **inefficient**

➔ The most efficient processes usually arise through **architecture**

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How can we provide more efficient energy experiences?

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Customers find efficient processes to be **easy**, **reliable**, **useful**, and **responsive**

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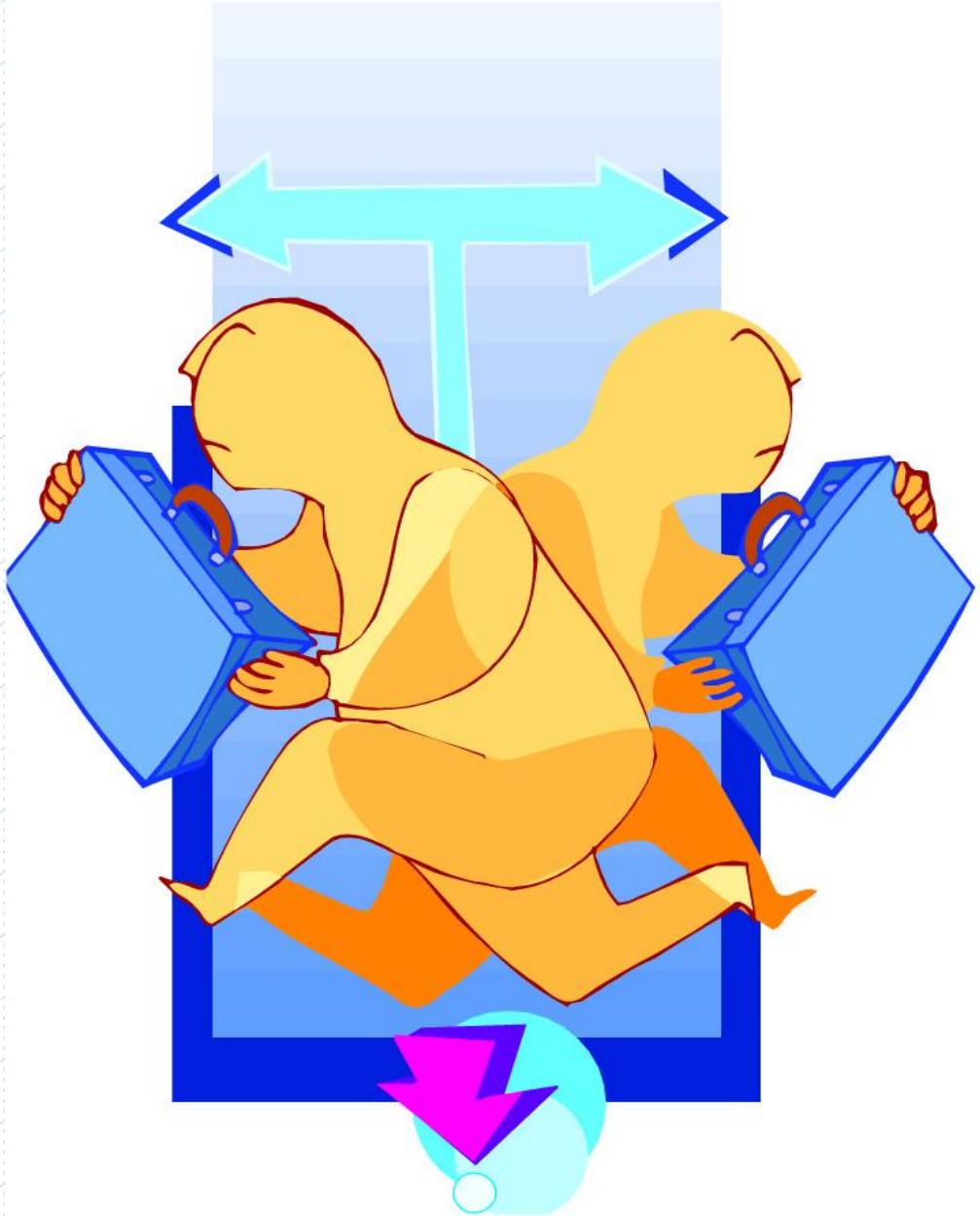

We usually structure our initiatives through **laws**, **norms**, or **the market**

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Laws, norms, and even the market can be very **inefficient**

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The most efficient processes usually arise through **architecture**

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❺ Can energy efficiency be efficient?

- Inefficient, demanding processes abound
- Good architecture includes:
  - **easy**: hybrid air conditioning
  - **reliable**: LEED and EnergyStar standards
  - **useful**: gas efficiency kits
  - **responsive**: home energy displays

➔ Good architecture provides **enjoyable experiences**

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Easy: hybrid air conditioning providing automatic efficiency

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Reliable: LEED and Energy Star standards certifying value

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Useful: gas efficiency kits providing immediate value

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Responsive: home energy displays reinforcing behavior

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The Voice of the Customer

- We want you to help us be more **green**
- Energy is a product for you, but an **experience** for us
- Give us experiences that are **easy**, **reliable**, **useful**, and **responsive**

➔ **Design** enjoyable energy experiences for us, so we can be more **green**

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What We've Realized

- Our customers want something besides electrons and molecules
- Customers want to be more **green**, if it isn't too demanding
- The right **architecture** can build **green** into our energy efficiency initiatives

➔ Better-designed customer experiences are a **huge** opportunity for us

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Green: it's our **golden** opportunity

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