

2015 YE Customer Engagement Study
Residential and Business Xcel Energy Colorado Product/Service Interest
Customer Insights, 04-22-2016

	Residential Interest	Business Interest
1 Electronic bill format	31%	36%
2 Pay via paper bill mail to my house	12%	24%
3 Select my own payment due date	55%	49%
4 Fixed, level or balance bill plan	40%	44%
5 Email or text alerting me that bill is ready	32%	36%
6 Mail payment	16%	23%
7 Pay online at utilities website	30%	34%
8 Pay online via my bank's payment service	22%	32%
9 Pay at utilities office	16%	25%
10 Pay at local payment location (store or kiosk)	18%	24%
11 Pre-paid meter or program	15%	29%
12 Pay by phone	20%	25%
13 Pay through mobile device or smartphone app	27%	32%
14 Pay by credit card	31%	28%
15 Pay by debit card	21%	24%
16 Pay by auto-deduction	17%	29%
17 Pay by cash or money order	14%	18%
18 Pay by check	14%	25%
19 Provide proactive outage or other emergency alerts	64%	63%
20 Back-up or stand-by power generator support	43%	46%
21 Online access to customer account	34%	33%
22 Online chat for customer service	44%	37%
23 Utilities social media sites to discuss service issues	24%	25%
24 List of certified local suppliers/contractors	45%	45%
25 Household gas pipes or electric wires service warranties	41%	
26 Service plans or extend warranties on household equipment	35%	35%
27 Bill payment assistance program	36%	32%
28 Energy efficiency rebates on household appliances/equipment	61%	52%
29 In-home energy audit to recommend ways to conserve energy	46%	51%
30 Online energy audit to recommend ways to conserve energy	49%	48%
31 Home/rooftop solar panel incentives	45%	49%
32 Online tools to help you proactively manage energy usage	54%	49%
33 Mail or communication analyzing your energy usage	44%	48%
34 Home area network to control household equipment	41%	34%
35 Smart meter installation	44%	43%
36 Pay by auto-deduction from account	18%	26%
37 Pay by direct bank account debit	18%	28%
38 Incentive to reduce consumption during peak usage periods	59%	49%
39 Programmable thermostat	37%	40%
40 Standard service rate	16%	32%
41 Time of use rate	52%	50%
42 Green/renewable rate or purchase blocks of green	52%	51%
43 Load cycling	38%	43%
44 Net metering rate	44%	50%
45 Electric vehicle rate	29%	36%
46 Battery storage of power produced at residence from solar/other sources	42%	48%
47 Solar power water heater incentive	45%	49%
48 Appliance recycling rebate or incentive	62%	53%
49 Outage maps on web or mobile app	58%	55%
50 High bill alert through email or text message	57%	53%
51 Assist site selection for new business location		31%
52 Remote online/mobile electric service activation upon request		43%
53 Community Solar		39%