

XCEL ENERGY MAY ROUNDTABLE

SAVER'S SWITCH 2019 EVALUATION

PEAK PARTNER REWARDS 2019 EVALUATION

MAY 13, 2020



Saver's Switch Summary Findings

Recruitment

- Many customers who respond to marketing outreach later learn they are **ineligible**; a common reason for ineligibility is the customer does not have central AC.
- Xcel is seeking new ways to **attract enrollees** to the program due to the program's **longevity** and **high enrollment saturation**.

Pre-Event Notifications

- **Some** Saver's Switch customers would appreciate notifications.
- Benchmarked utilities that offer pre-event notifications **have not broadly marketed the option** and **have not noticed changes in attrition or opt-out rates**. Other utilities do not offer notifications because they have seen **little demand** for it.

Incentives

- Bill credits are a **primary motivation** for customer enrollment in Saver's Switch and an **ongoing driver for customer satisfaction**.

Participant Satisfaction

- Customers are **satisfied with the way the program operates** including the bill credits, comfort during events, length of events, number of events, and the program in general.
- **Customer satisfaction and sentiment may change** if events are called more frequently or for longer periods; benchmarked utilities find that **longer and more frequent events**, including back-to-back event days, are correlated with **higher attrition** rates.

Saver's Switch Future Program Considerations



Focus recruitment efforts on high-potential market segments and digital marketing. Offer customers **easy and immediate opportunities to enroll** in the program, with clear messaging on eligible central A/C systems.

Explore opportunities to offer opt-in notifications to participants to provide value to the small number of customers that request it. **Limit marketing** to avoid potential negative impacts on current customer sentiments and attrition rates.

Evaluate the timing of incentive payments. Inform customers when the bill credit is applied to ensure they are aware the bill reduction is linked to program participation.

Consider the customer experience, including changes to current customer satisfaction levels, when making decisions about event frequency and duration. **Prepare customers for potential changes** to the way events will be called once the transition to two-way switches is complete.

Peak Partner Rewards Summary Findings

Enrollment & Participation Drivers

- Primary driver for program enrollment is **reduction in energy costs**
- **Corporate sustainability and environmental drivers** for some participants
- Most **non-participants lack PPR program details**, but are interested in considering participation possibilities.

Perceived Participation Barriers

- **Operational constraints, lack of information/knowledge** to develop curtailment plans
- **Uncertain value proposition** to continue DR participation after prior program ended
- **Absence of automated curtailment option** hinders participation for certain segments
- Preference for **longer notification** and/or **event alerts**

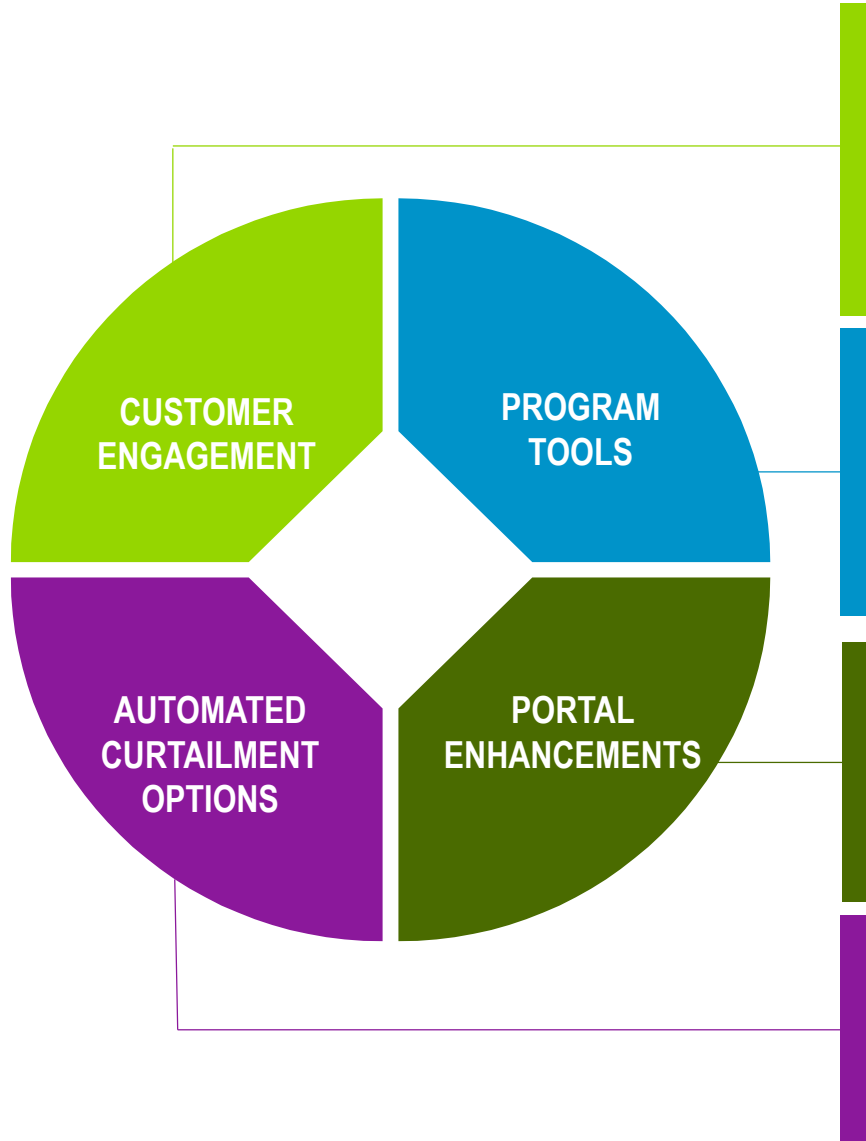
Information & Communications

- Participants would like **greater engagement and multiple touchpoints** with account manager
- Participants **lack visibility on incentives** in a few cases and would like to view it
- **Program tools help establish value proposition**

Program Satisfaction

- **High participant satisfaction with overall program** (avg. 7.7)
- **High participant satisfaction with control events** (avg. 7.4)
- **Relatively lower participant satisfaction with customer support** (avg. 6.4)

Peak Partner Rewards Future Program Considerations



- **Engage frequently** and **develop “partnership”** with customers
- Undertake additional **program outreach to non-participants**
- **Customize engagement tactics** by business type
- Include **green corporate citizenship** in program outreach
- Provide **multiple tools** to help establish value proposition
- **Leverage program portal** for customer engagement
- Develop **end-of-season performance scorecards** with performance metrics
- **Include incentive information** in portal and **orient/educate customers** on existing functionalities
- **Drive frequent customer viewing/usage of the portal**
- **Offer automated curtailment option** to attract specific segments
- **Leverage lessons learned** from other utility automated curtailment experiences