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.

Summary findings are based on results from Saver’s Switch Participant Surveys and Benchmarking with other utility programs.
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

<table>
<thead>
<tr>
<th>Enrollment &amp; Participation Drivers</th>
<th>Perceived Participation Barriers</th>
<th>Information &amp; Communications</th>
<th>Program Satisfaction</th>
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<tbody>
<tr>
<td>• Primary driver for program enrollment is <strong>reduction in energy costs</strong></td>
<td>• Operational constraints, lack of information/knowledge to develop curtailment plans</td>
<td>• Participants would like <strong>greater engagement and multiple touchpoints</strong> with account manager</td>
<td>• High participant satisfaction with overall program (avg. 7.7)</td>
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<td>• Corporate sustainability and environmental drivers for some participants</td>
<td>• Uncertain value proposition to continue DR participation after prior program ended</td>
<td>• Participants <strong>lack visibility on incentives</strong> in a few cases and would like to view it</td>
<td>• High participant satisfaction with control events (avg. 7.4)</td>
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<td>• Most non-participants lack PPR program details, but are interested in considering participation possibilities.</td>
<td>• Absence of automated curtailment option hinders participation for certain segments</td>
<td>• Program tools help establish value proposition</td>
<td>• Relatively lower participant satisfaction with customer support (avg. 6.4)</td>
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*Findings based on interviews with PPR participants, non-participants, and benchmarking with other utility programs.*
Peck 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