What is Feedback?

The return of information about the result of a process.

-American Heritage Dictionary
Current feedback mechanism

- Legal
- Indirect
- Aggregated
- Technical
Feedback Pilot

• Marketing feedback
  • Are our customers interested
  • How much price point sensitivity

• Behavioral changes
  • Will there be energy savings
  • How long will they last

• Customer Satisfaction
The Blue Line - Hydro One Pilot

- Aggregate reduction was 6.5%
- 65% planned to continue use
- 60% pleased with the PCM
- “If real time monitoring is used in conjunction with other price and/or conservation measures, the conservation impact will be larger.”
The Blue Line PCM

- Compatibility
- Wireless Display
- Instant Real-Time Usage
- Self Install
- Cumulative kWh and Usage
- Vendor
## PCM Pilot Marketing Plan

Coordinated but separate pilot programs to distribute PCM’s to a small number of customers

<table>
<thead>
<tr>
<th>Utility</th>
<th>Marketing Strategy</th>
<th>Customers Targeted</th>
<th>Installation Method</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Grid</td>
<td>Audit Program</td>
<td>Audit participants</td>
<td>MassSave contractor</td>
<td>Free</td>
</tr>
<tr>
<td></td>
<td>Direct Mail</td>
<td>General public</td>
<td>Customer</td>
<td>$9.99</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$49.99</td>
</tr>
<tr>
<td>NSTAR</td>
<td>Press release, media</td>
<td>General public</td>
<td>Customer</td>
<td>$29.99</td>
</tr>
<tr>
<td></td>
<td>Direct mail</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WMECO</td>
<td>Direct mail to previous audit participants</td>
<td>Previous audit participants</td>
<td>MassSave contractor</td>
<td>Free</td>
</tr>
</tbody>
</table>
PCM Pilot Marketing

NSTAR Goal was to sell 200 units @ $29.99

• Direct Mail Campaign
  • Select customers
    • Prior participation in EE programs
    • Compatible meter
  • 10,000 units @ 2% response

• Press Release
  • TV, radio and print media
PCM Pilot Marketing
National Grid
• Direct Install during RCS Home Energy Audit
  • 100 installed free of charge
• Direct Mail Campaign
  • 5,000 @ $9.99
  • 1,800 @ $49.99
Western Mass Electric Co.
• Direct install after home audit
Take charge of your POWER!

Now for the first time you can see your electric use as it happens!

Are you interested in learning how to understand your home’s energy use and cut your costs using state-of-the-art technology?

Introducing the Home Energy Monitor® - a tool designed to save you money! Turn off unnecessary lights, reduce the amount of water you use, and instantly view the energy you are using.

Now you can see:
- which appliances are using power
- how much electricity you are using in real-time
- the amount of money you are spending on electricity
- how much electricity you are using
- the impact the weather and season have on your energy use

Instant Rebate — Limited Time Offer

Now you can receive an instant rebate from NSTAR when you sign up for the Home Energy Monitor®. Call 1-800-845-8455 today to schedule your installation.

Additional Home Tips:
- Turn off lights when not in use.
- Lower water usage by taking shorter showers.
- Fix any leeky faucets or dripping toilets.
- Call your customer service number to report any issues.

Just $29.95 (regularly $149.95)
Includes shipping/handling.

Collateral Materials
The Results

3,113 Units Sold

TV News 58%

Newspaper/web 12%

Word of Mouth 10%

No Answer 4%

Direct Mail 16%
Adoption Rates

• Free PCM during an energy audit - 94.3%
• Offering previous audit customers a free PCM through direct mail - 13.7%
• Direct Mail/Media
  • $9.99 offer - 5.7% (National Grid)
  • $29.99 offer - 4.8% (NSTAR)
  • $49.99 offer - 0.3% (National Grid)
Adoption Rates

• 96% sent by mail
  • Installation rate 66% - 75%
  • Use Rate 64% - 71%
• 29% did not set up the PCM
  • 62% have not gotten around to it
  • 28% could not attach the transmitter
  • 14% had difficulty programming the unit
• 96% of all installed were used initially
Price Points

- PCM’s were offered at four different price points (free, $9.99, $29.99, $49.99)
  - Few customers would pay $145 (retail)
  - Many would have paid more than they did
  - Likely to go up only by one price point

- 21% of non-participants would have ordered a PCM if it was free and 21% of non-participants would not have ordered a
Energy Savings
Billing analysis

• Difference between Pre & Post use
  • Self reported installed and used
  • Excluded audit customers
  • Excluded homes reporting changes
  • Weather compensated
  • Valid billing histories

• Customers who used the PCM saved 2.9%
  • Annual savings of $63.51
Persistence

- Customers who initially used the PCM
  - 67% indicate that they still use the PCM
  - 33% stated that they do not

- Reasons the customers stopped using the PCM
  - 40% indicate that the PCM did not work well
  - 23% that the battery died
  - 22% that the unit broke
  - 9% don’t need it anymore, know what they use
Customer Satisfaction

- Participants who used the PCM feel that their awareness of energy efficiency has increased
  - 27% increased significantly
  - 48% somewhat
  - 23% remained the same

- 63% of participants indicate that they have made changes in their electricity using behavior as a result of using the PCM
Customer Satisfaction

Have you Noticed a Decrease in Your Electric Bill?
- Yes: 60%
- No: 29%
- DK: 11%

How Much Are You Saving?
- Saving <5%: 18%
- 5%-10%: 48%
- 10%-15%: 17%
- 15%-20%: 8%
- 20%-25%: 5%
- More than 25%: 2%
- Don't know: 2%
Feedback Pilot

• Marketing feedback
  • Are our customers interested - Yes!
  • How much price point sensitivity - Yes!

• Behavioral changes
  • Will there be energy savings – Yes, but…
  • How long will they last – Year one…

• Customer Satisfaction – Yes!