

Getting Plugged In with Your Customers

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Powering forward. Together.



A little bit about SMUD....





SMUD Market Research Team

What is an insight community?



Targeted group of customers whom you engage with and learn from over time



Recruit members to **match key segments** and overall customer base

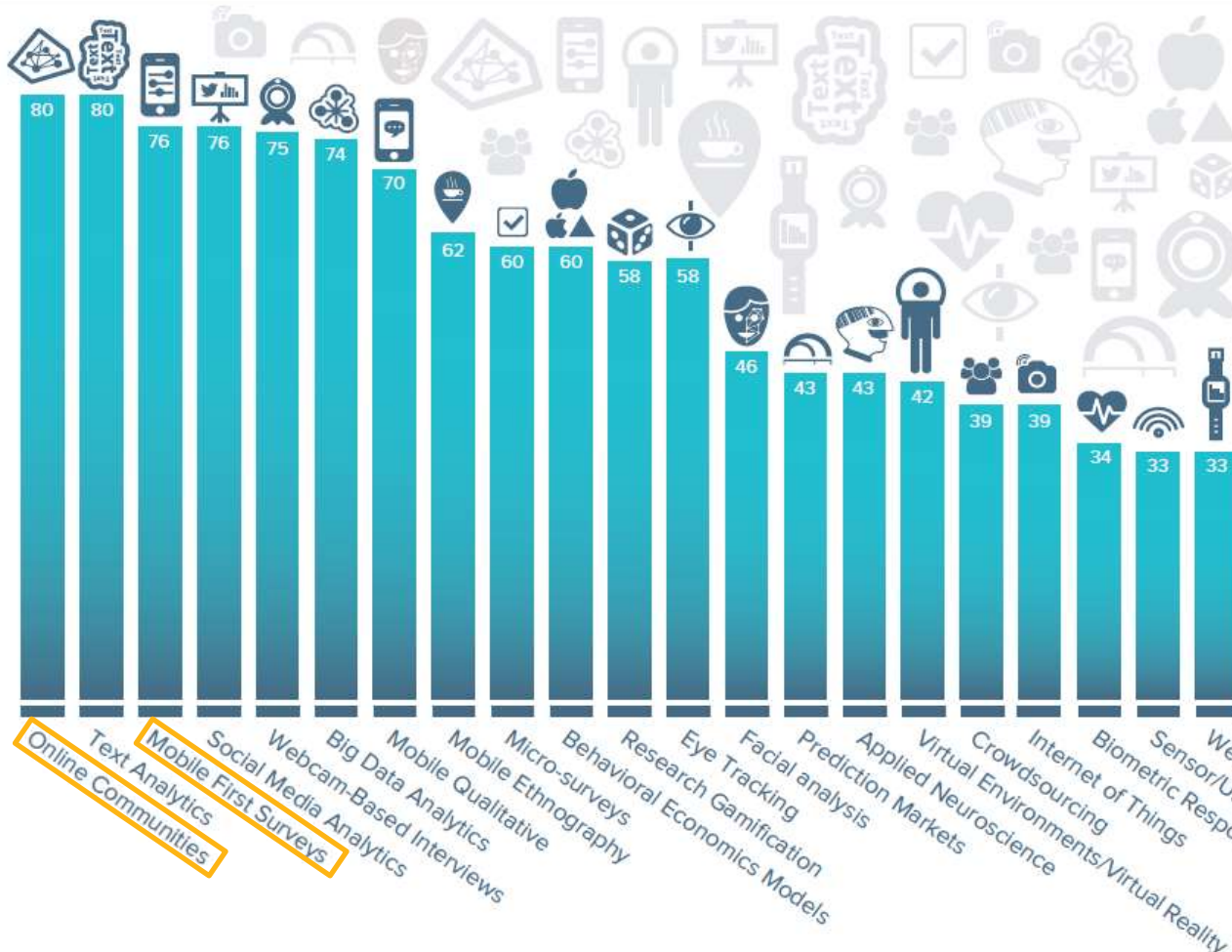


Use for online **quantitative AND qualitative** studies



Complimentary tool

EMERGING METHOD ADOPTION



% of companies who are using or considering technology in 2018 (top 2 box)

Online Communities and Mobile First Surveys continue to lead the pack as formerly emerging methods that are now in mainstream use, and digital qual (mobile & PC based) has finally come into its own. Social Media Analytics and Big Data also continue to grow, but unfortunately not by suppliers; clients are using them more and going outside of MR for those solutions.



Why create an IC?



Gain a **deeper understanding** of our customers



Faster turn-around time, more **agile**



More **cost efficient** than traditional research



Higher engagement for customers



Two-way interaction with our customers



Compare results over time and between projects

ACTIVATE THE VOICE OF YOUR CUSTOMERS



Be a **SOURCE** of
inspiration and
innovation



Can **VALIDATE** and
guide strategic
decisions



Gather more context
around **WHO**
customers are



Uncover and dig into
ways to **IMPROVE**
their experience

What kind of studies can be done with an IC?

- Attitudinal research
- Program feedback
- Concept testing
- Price optimization
- Bill presentment and understanding
- Message testing



- Ad testing
- Website usability
- Online focus groups
- Online bulletin boards / forums
- Co-creation
- Product testing

Driving forward with our Online Communities

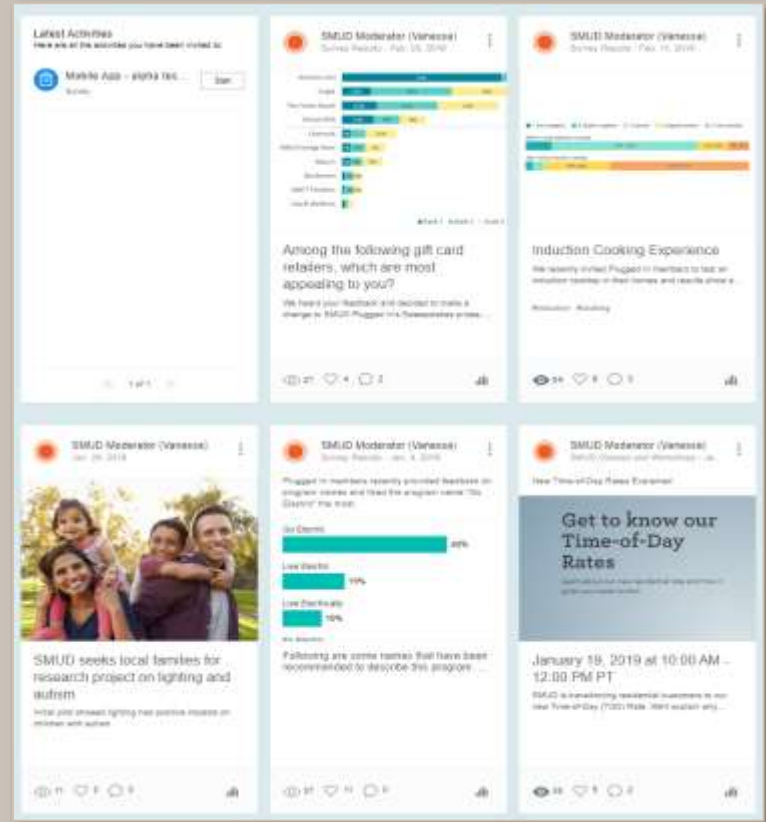
 **SMUD** Power Voice

 **SMUD** Plugged In

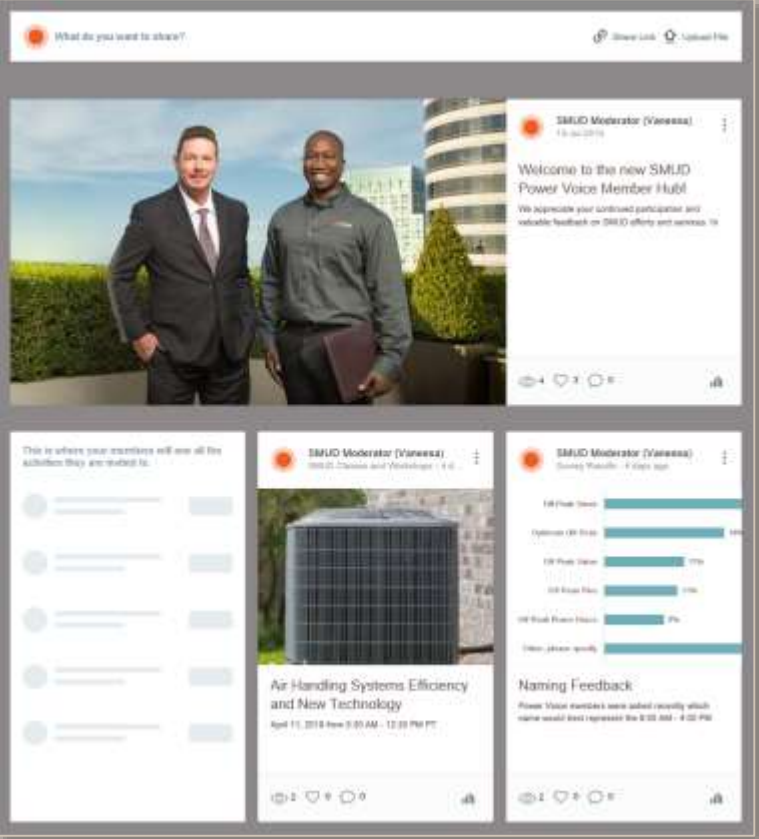
 **SMUD** Currents



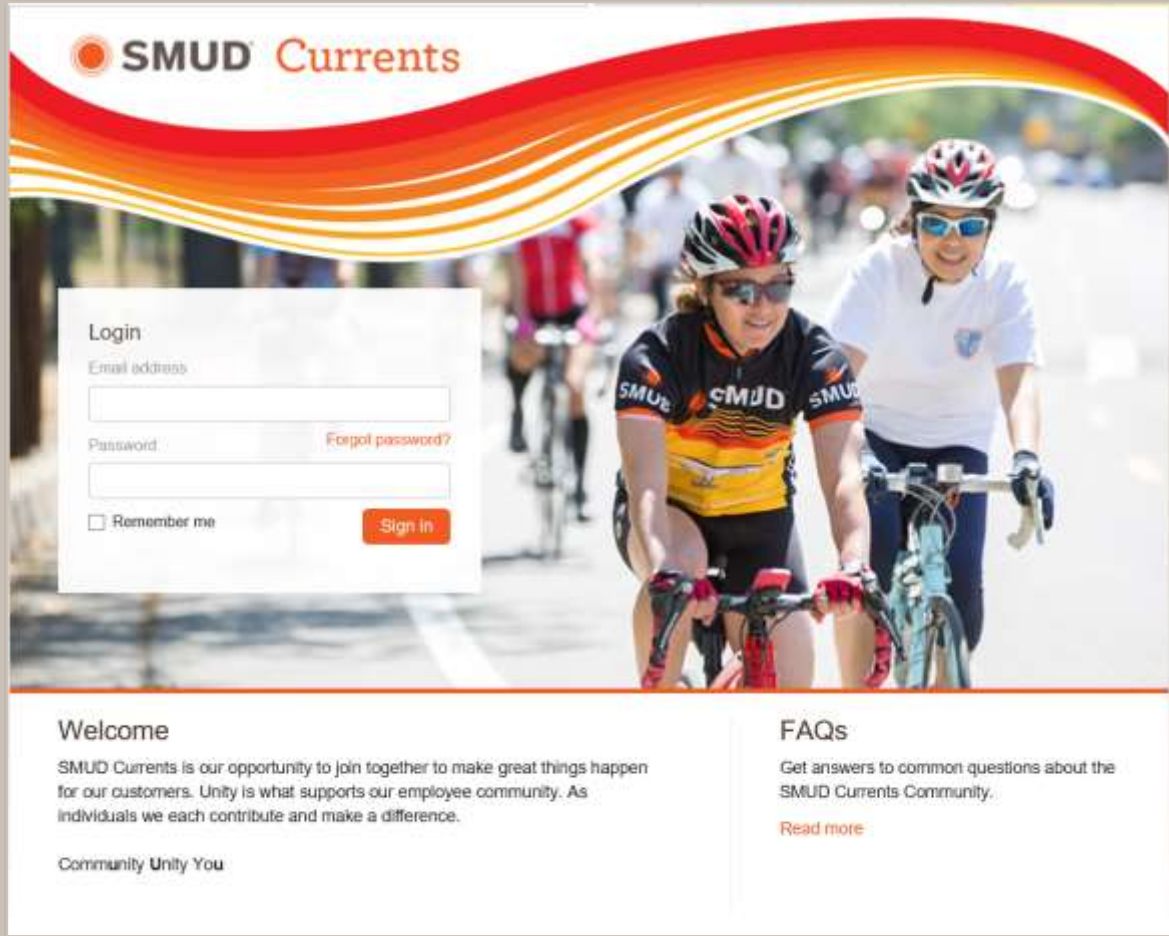
SMUD Plugged In - Residential IC



SMUD Power Voice – Commercial IC



SMUD Currents - Employee IC



The page features a background image of two female cyclists in SMUD-branded gear riding on a road. A large, stylized wave graphic in shades of red and orange arches over the top of the page. In the upper left, the 'SMUD Currents' logo is displayed. A white login box is positioned on the left side, containing fields for email and password, a 'Remember me' checkbox, and a 'Sign In' button. Below the login box, there are sections for 'Welcome' and 'FAQs'.

SMUD Currents

Login

Email address

Password [Forgot password?](#)

Remember me

Welcome

SMUD Currents is our opportunity to join together to make great things happen for our customers. Unity is what supports our employee community. As individuals we each contribute and make a difference.

Community Unity You

FAQs

Get answers to common questions about the SMUD Currents Community.

[Read more](#)

SMUD® Plugged In

It has been great...**easy to participate and informative**

We really like the opportunity to **provide direct feedback to SMUD**. The feedback process is easy and straight forward, ... a simple and short website survey

I have enjoyed the questions. **They show me you are trying to do the right thing**

My experience has been great. **This is how changes happen and programs improve.**



It has been great being a part of what is hopefully positive feedback to **help improve life for all.**

It makes me feel great to be a part of something that will help our future generations in sustainable living

The questions are thought-provoking and the format is quick and easy to follow.

I've learned a lot about saving energy just by taking the surveys.



I don't do this to win any prizes. I want to give my input on the direction of SMUD.

I think all the questions have been great and really show SMUD's focus on clean energy.

How have we used our ICs?



Rates Research



TOD ad testing



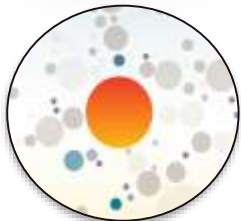
Energy Segments



SMUD App



EV studies



SMUD Energy Store



CX



Electrification

Customer input on Bill Redesign

Please highlight the areas of the bill that are important to you.

Please highlight areas of interest.

GC2

smud.org/myaccount

Questions: 1 877 622-7683
Outages: 1 888 456-7683

SMUD
Powering forward.
Together.

Account Summary as of October 26, 2011 **Due by November 22, 2011**

Total reward points	12	Total Amount Due	\$3,281.50
Earned this month	2	Total charges	\$3,281.50
Previous balance	10	Total credits	-\$0.00

Redeem rewards today at smud.org/rewards

Bill Charges Breakdown

- Past due/late: \$621.33
- Other charges: \$327.04
- Programs: \$107.70
- Electricity: \$2,225.43
- Summer off peak: All non super and on peak hours; all holidays: \$1,489.50
- Summer on peak: M-F: Noon ~ 2:00 pm; 8:00 pm ~ 10:00 pm: \$735.84

About your bill this month:
You used 32% more electricity this month compared to last month.

On peak is costly. Using 33% less would have saved you \$735.



Customer input on desired app features

- Almost **1/3 of customers ranked viewing current outage info as the most important of the 5 features tested** for a mobile app.
- The next most important feature was **receiving bill alerts** (23%)

● rank 1 ● rank 2 ● rank 3 ● rank 4 ● rank 5 ● Did not answer

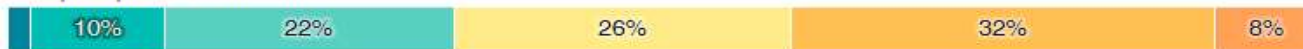
View detailed energy usage information for current bill



View detailed energy cost information for current bill



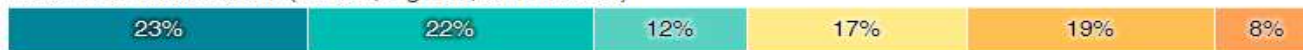
Compare past bill information



View current outage information



Receive bill related alerts (bill due, high bill, bill threshold)



Q: Please rank the following list of potential app features in order of importance. (n=449)

Customer input on SMUD app design



31%



15%



21%



23%



9%

Customer feedback on products



Hi [%firstname%],

Do you love trying the latest products?



We're **looking for about 100 SMUD Plugged In members to help test a new product** that we are thinking about offering on SMUD Energy Store.

The product is a portable induction cooktop valued at \$80-\$100. We'd love to get your feedback on the shopping experience, from selection to checkout (at no cost to you) **before midnight on December 31**. We'd also like to know what you think about the cooktop's performance.

The research would involve an online usability test (15 minutes) and 2-3 short surveys over the next 4 weeks. As a thank you, you'll get to keep the cooktop. And, for completing each of the research activities, you'll be entered into our monthly drawing for one of three \$50 Amazon gift cards.

If you'd like to participate, please complete the following short questionnaire. We'll notify you if you are selected by December 30.

[Click here to start](#)



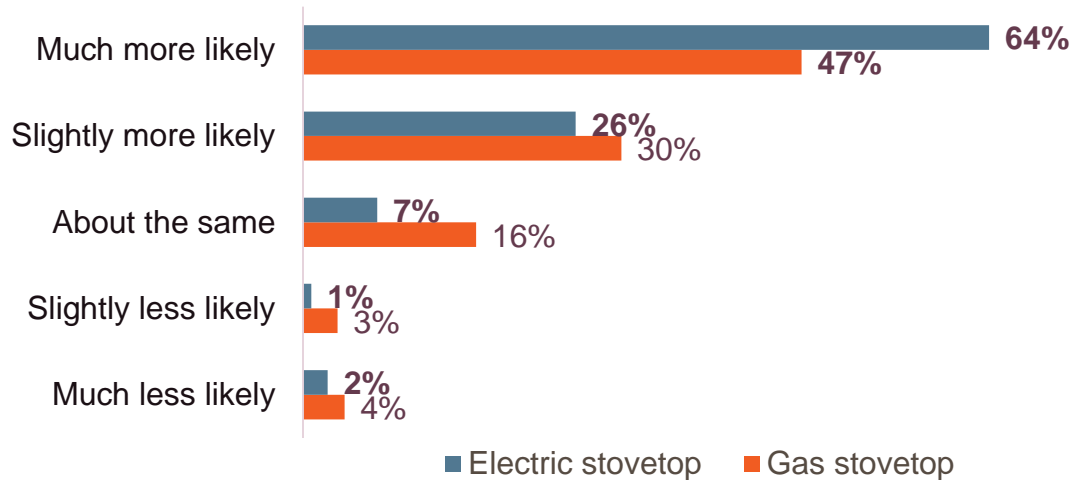
"It's almost like cooking with magic. It's fast, responsive, and seems safer."

"It works great, I thought it was just a gimmick, but it actually works as good as they say."



Trial increased consideration

- **64%** of electric stove users were much more likely to consider induction in the future
- **47%** of gas stove users were much more likely to consider an induction stovetop in the future



After trying the NuWave induction cooktop, how likely are you to consider purchasing an induction stove (if you needed to replace your stove)?
Excludes N/A
Results weighted by energy segment. (weighted n=298, unweighted n = 287)
(Electric stovetop weighted n = 129, Gas stovetop: weighted n = 154)



Return on investment

- More research in REAL time -
- SMUD launched 50 studies in the online communities in 2018 -

The NEW way

Ongoing research on insight communities

One set annual cost
= \$120,000 p/y

The EXTERNAL equivalent

Same amount of research done externally

Pay per study and per complete @ \$15,000
= \$750,000 p/y

Savings in 2018
\$630,000

What we've learned...

- ✓ ICs have been a great investment
- ✓ Provide agile and cost-effective research solution
- ✓ Engaging for our customers
- ✓ Share real-time data with our internal clients for faster decisions
- ✓ Create universal questions for comparisons across studies
- ✓ Actively manage research calendar
- ✓ Try experiments



Questions?

Who are some of the top providers?

VISIONCRITICAL®

qualtrics.^{XM}

 FUEL CYCLE

 QuestionPro





Toluna 

 SMUD®