

# Cross-functional Team Collaboration and Data Analytics



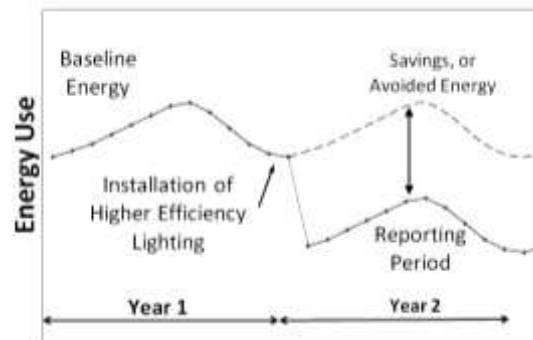
# Who is Austin Energy?



**Customer Driven. Community Focused.**

**To safely deliver clean, affordable, reliable energy and excellent customer service.**

# Who is DABI?



***To transform data into actionable and meaningful information to enable the best conditions possible for business to make data-driven decisions, provide strategic counsel, and devise creative solutions at Austin Energy.***

# Data Collection Process



Why this data is needed and who is going to use it

# AE Panel Pilot

## Contact Data Available

Tapestry Code	Premise Type Code	Renewable Program Participation
Premise ID	Size of Home	AE Rebate Participation
District	Age of Home	Home Business Status
Address	Deed Date	Homestead Exemption

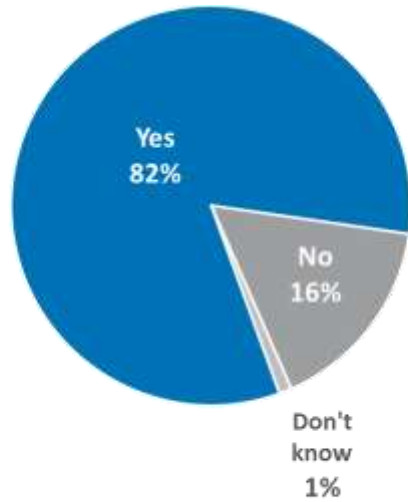
## Data Collection Schedule

July	August	September	October	November	December
<ul style="list-style-type: none"><li>• PowerPlus review<ul style="list-style-type: none"><li>◦ Name</li><li>◦ Content</li><li>◦ Preferred delivery method</li><li>◦ Value of information</li></ul></li><li>• AE Satisfaction</li> <li>• Rent or Own primary residence</li></ul>	<ul style="list-style-type: none"><li>• Energy saving knowledge<ul style="list-style-type: none"><li>◦ Summer/winter</li></ul></li><li>• Utility bill understanding</li><li>• Review AE rates compared to country/state</li> <li>• Time in Austin</li></ul>	<ul style="list-style-type: none"><li>• Social media habits<ul style="list-style-type: none"><li>◦ All channels</li><li>◦ Engagement with COA</li><li>◦ Reasons follow COA accounts</li></ul></li> <li>• Age</li><li>• Education</li></ul>	<ul style="list-style-type: none"><li>• Community engagement awareness<ul style="list-style-type: none"><li>◦ Aware AE is a City owned utility, how long</li><li>◦ Understanding of what AE revenue supports</li></ul></li> <li>• Ethnicity</li></ul>	<ul style="list-style-type: none"><li>• Renewable goals understanding<ul style="list-style-type: none"><li>◦ Council mandated goals</li><li>◦ Voluntary AE goals</li></ul></li><li>• Community Solar and GreenChoice awareness<ul style="list-style-type: none"><li>◦ Interest in contributing</li></ul></li> <li>• Income</li></ul>	<ul style="list-style-type: none"><li>• AE program awareness</li><li>• AE website review</li> <li>• Interest in participating in other online City panels</li></ul>

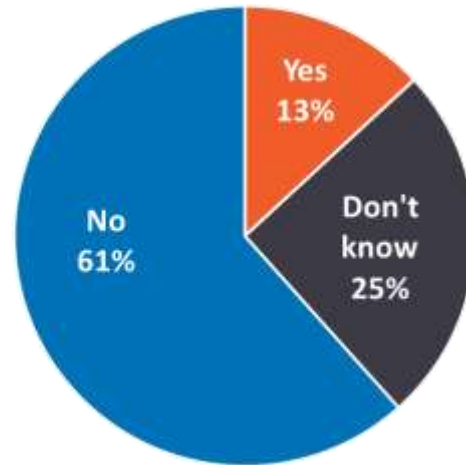


# Panel Success

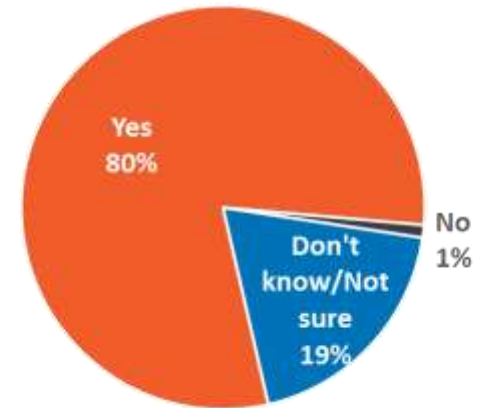
## Currently Use Social Media



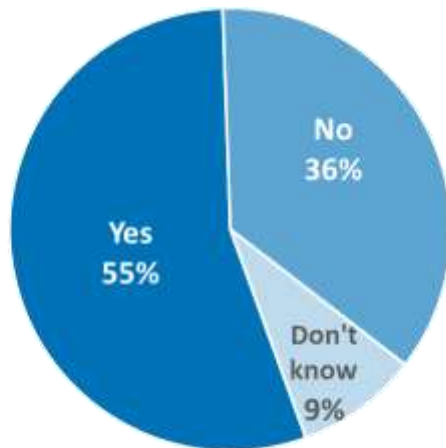
## Aware Energy Portion of the Bill Among the Lowest in the State



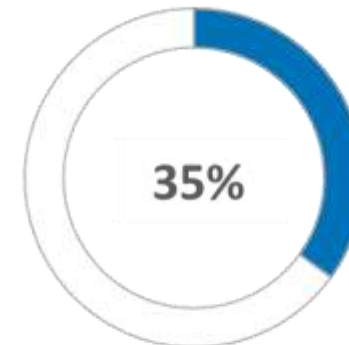
## Aware AE Revenue Supports Customer and Community Activities



## Recall Utility Newsletter



## Top Newsletter Names Selected by Readers



Austin Utilities Now



# AE Customer Panel Feedback

## Summary of Comments on What Customers Liked About Our Panel

- 46%** Easy/Short
- 33%** Giving feedback/Being asked to give feedback
- 13%** Learning more about AE/COA

Total Comments:  
140

## Summary of Comments on What Customers Would Change About Our Panel

- 33%** Nothing to change
- 18%** Not sure
- 16%** Question feedback/requests
- 8%** Share/Publish results

Total Comments:  
100

## Highlighted Customer Comments



“The ability to participate in the community”

“The opportunity to provide input and possibly improve things.”

“Nice that yall are asking what's important”

“Learning more about the city services.”

“The breadth of questions, and the fact they didn't all have to be answered at once.”

“The customer panel is a great way for people to get involved and feel like they have a voice.”

“Straightforward surveys that don't take a lot of time.”

## Highlighted Customer Comments



“Maybe explain how you're taking it into consideration”

“I didn't experience anything that I felt needed to be changed.”

“Please let it be ongoing!!”

“More awareness of the panel.”

“Some face to face would make me feel my time and opinion and experience is valuable”

“Asking me what I would like from the utility or what changes I think would be useful.”

“Links to learn more about topics of interest”

# Application of Research

## Turning around a legacy program





# Home Performance with ENERGY STAR®

## Case Study Team



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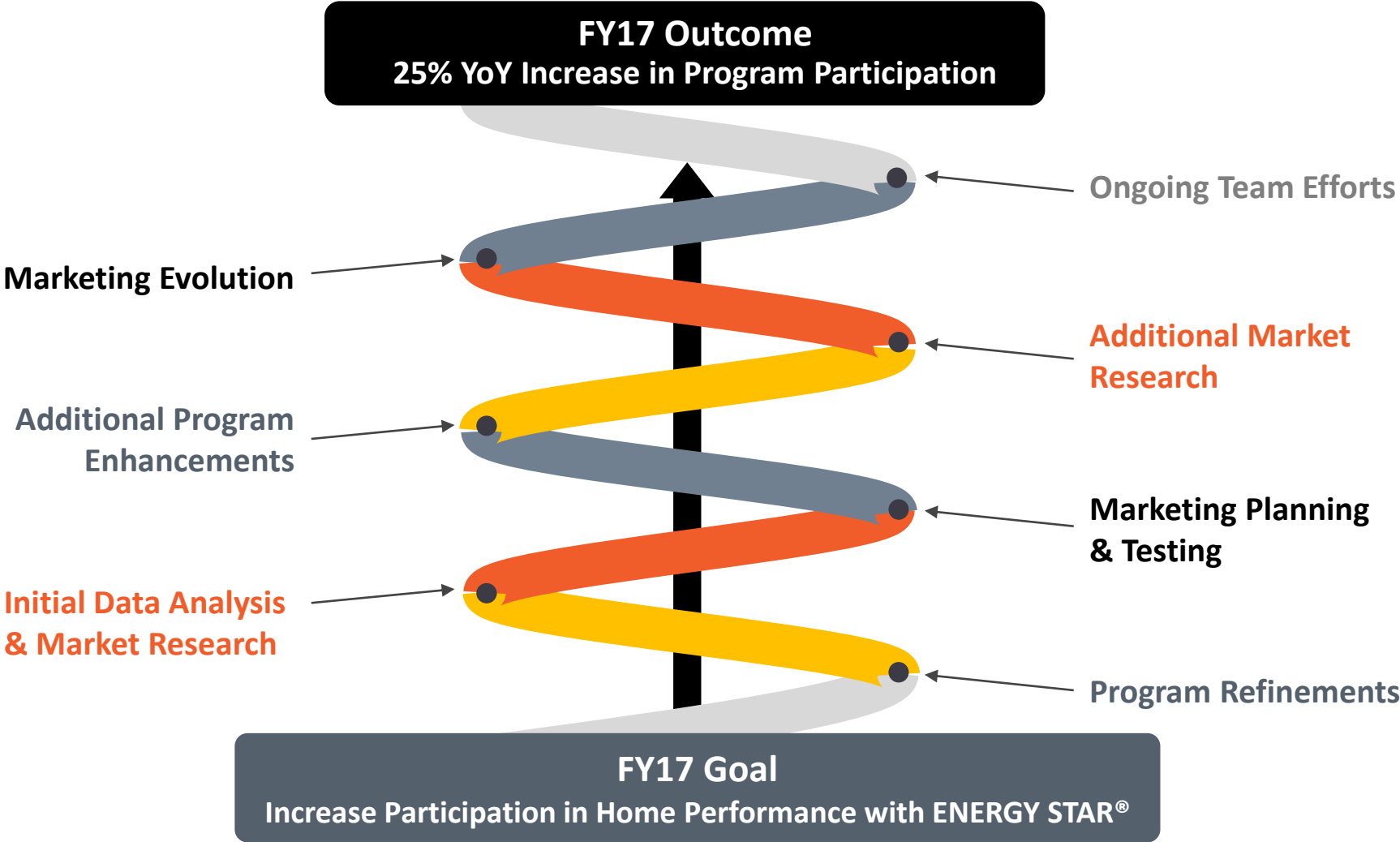
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# Program Research Process





Home  
Performance  
with  
ENERGY STAR®



## Rebates

For whole-home energy efficiency

## Houses

10+ years old

## Upgrades

To HVAC equipment, home weatherization, duct system

## 20%

Average savings on summer bills



# Data Analytics

## Current and Potential Program Customers



**Determine** what “types” of customers participate in Home Performance with ENERGY STAR.

**Find** similar types of customers in service territory for new opportunity.

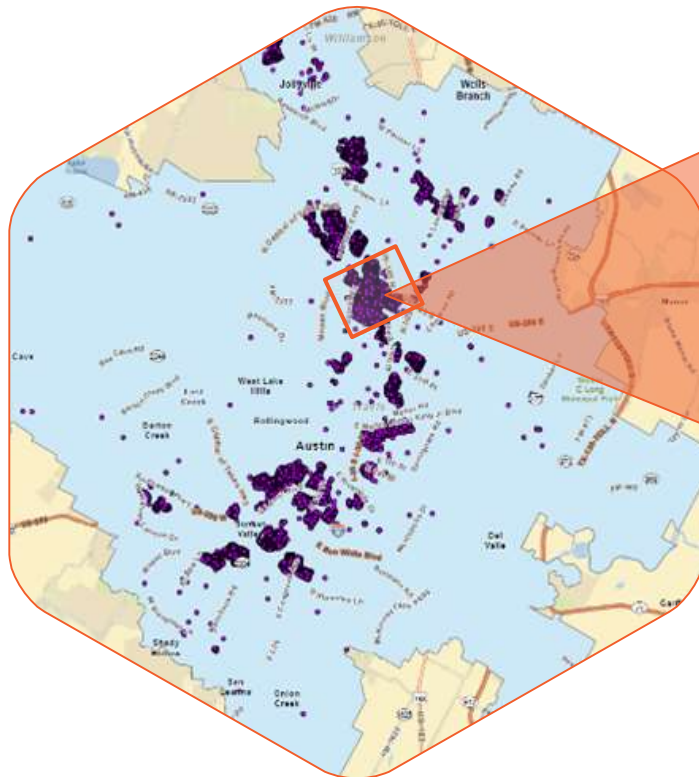
**Apply** geodemographic and psychographic analysis via ESRI ArcGIS Business Analyst

ESRI Tapestry Segmentation Overview

[ESRI zip code look up](#)

# Customer Opportunity from Analysis

Map of Top Segment for Program



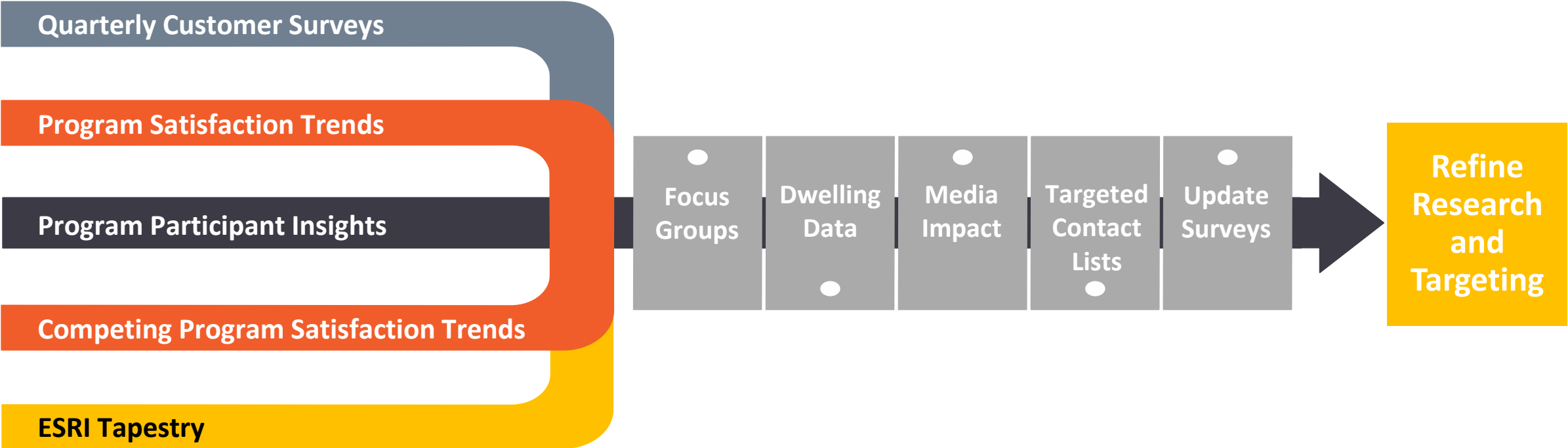
Current Customers and Potential New Customers



# Data Insights Progression

## Initial Research

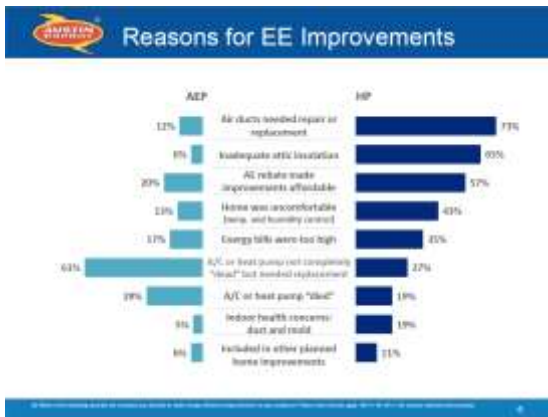
## Expanded Research



# Data Analytics and Market Research Overview

## Satisfaction Surveys

Quarterly Participant Surveys



Ongoing Insights

## Focus Groups

Participant and Non-Participant Groups



Directional Marketing Feedback

## Copy Testing

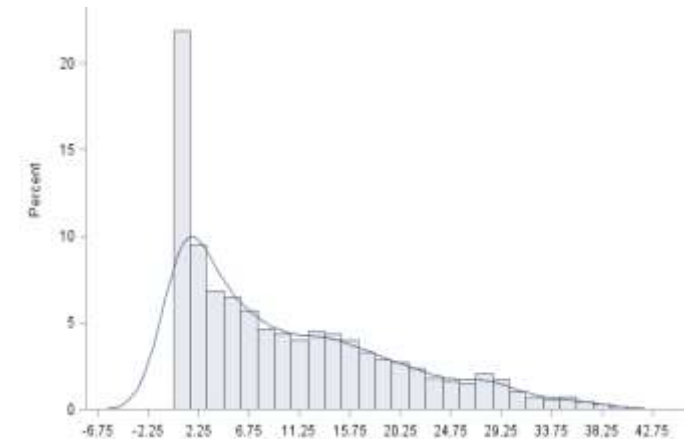
Top Tapestry Segments and Control Group



Online Copy Testing

## Additional Analysis

Available Historic Rebate and Public Data



Property Deed Date Analysis



# Initiative Highlights at a Glance

**7**

**years since last increase**

After years of external influences and internal changes, program evolution resulted in growth.

**25%**

**increase in FY2017**

Participation up despite increase in competing program participation.

**4**

**new media outlets**

Reallocated marketing budget. Less emphasis on direct mail, more alignment to customer psychographics.

**18**

**targeted neighborhoods**

Focused promotion area and resulting largest increase.

**3**

**internal departments**

Entire initiative managed and implemented in-house!

**32**

**valued contractors**

List narrowed to contractors who promote the program and follow the guidelines.





# Final Thoughts

Review



Connect



Innovate



Plan



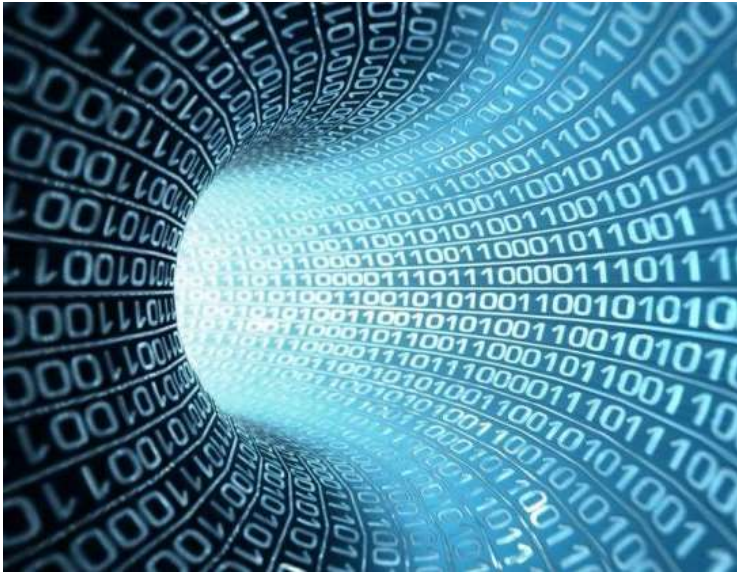
Collaborate & Engage



Evaluate & Revisit



.....and one more thing.....



## Data

Collect what you can when you can with the idea of how you will use it to answer today's and tomorrow's questions.



## Software

Start simple and grow compatibility.



## Results

Each question answered is another question posed. Keep solving for "X".

Liz Jambor

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Intelligence

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**Customer Driven.  
Community Focused.<sup>SM</sup>**

