



# HOW BEING HUMAN SHAPES MARKETING

Design principles for  
customer engagement



**Lyle Morton**

[lyle.morton@oracle.com](mailto:lyle.morton@oracle.com)

Strategy & Solution Management  
Oracle Utilities

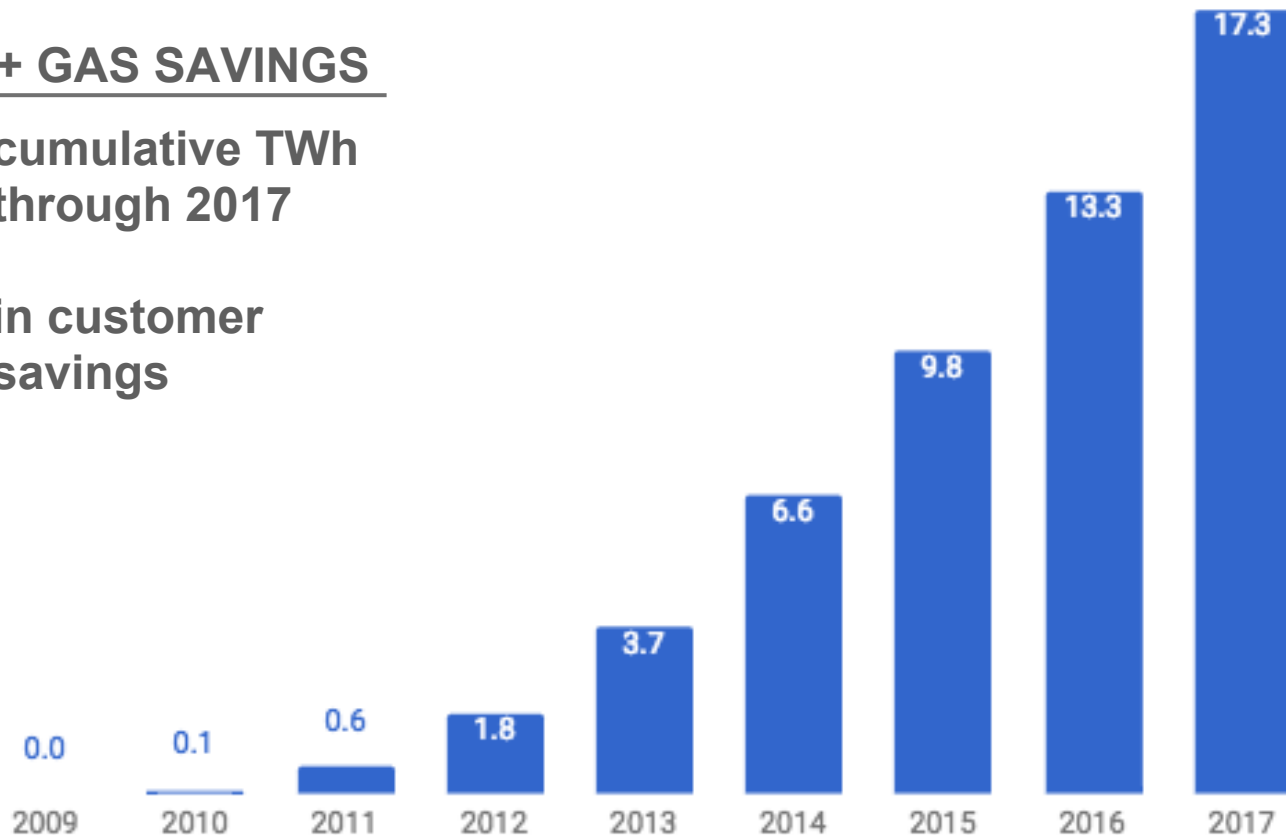


**245 TWh/Yr**

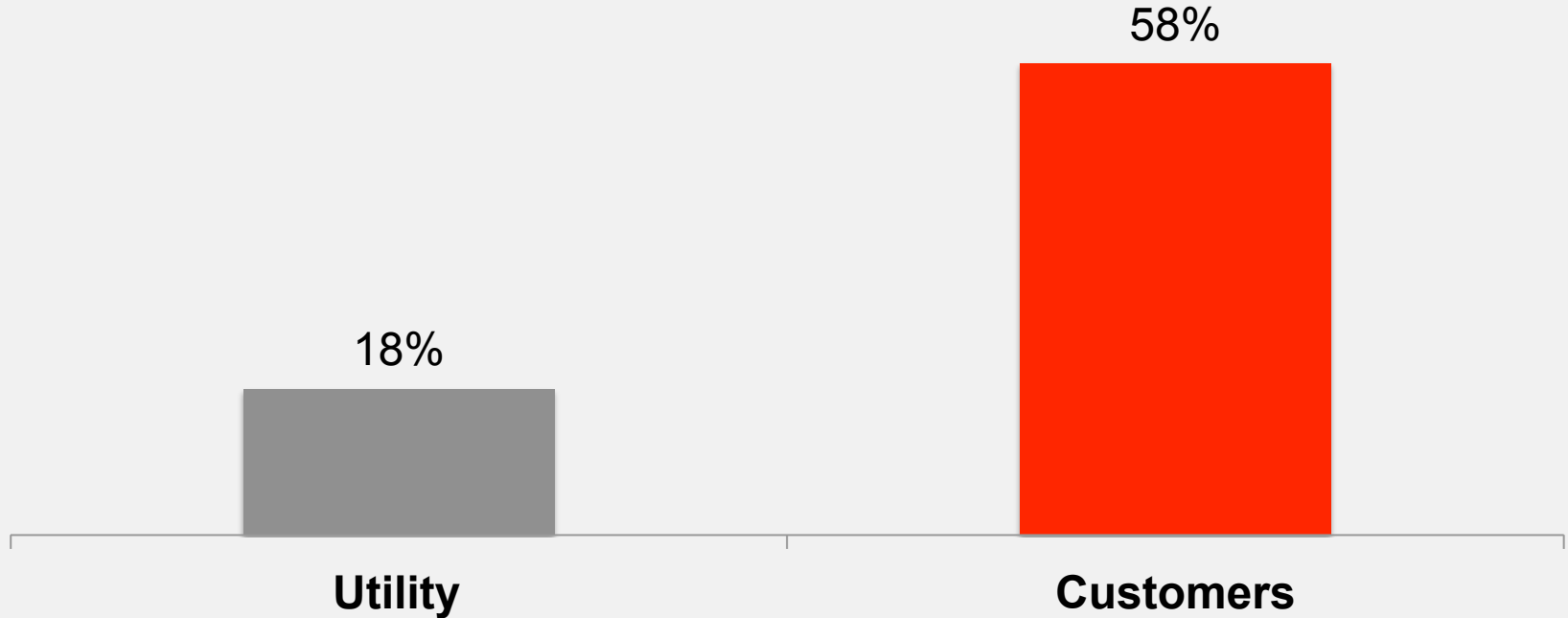
## ELECTRIC + GAS SAVINGS

**17.3** cumulative TWh  
through 2017

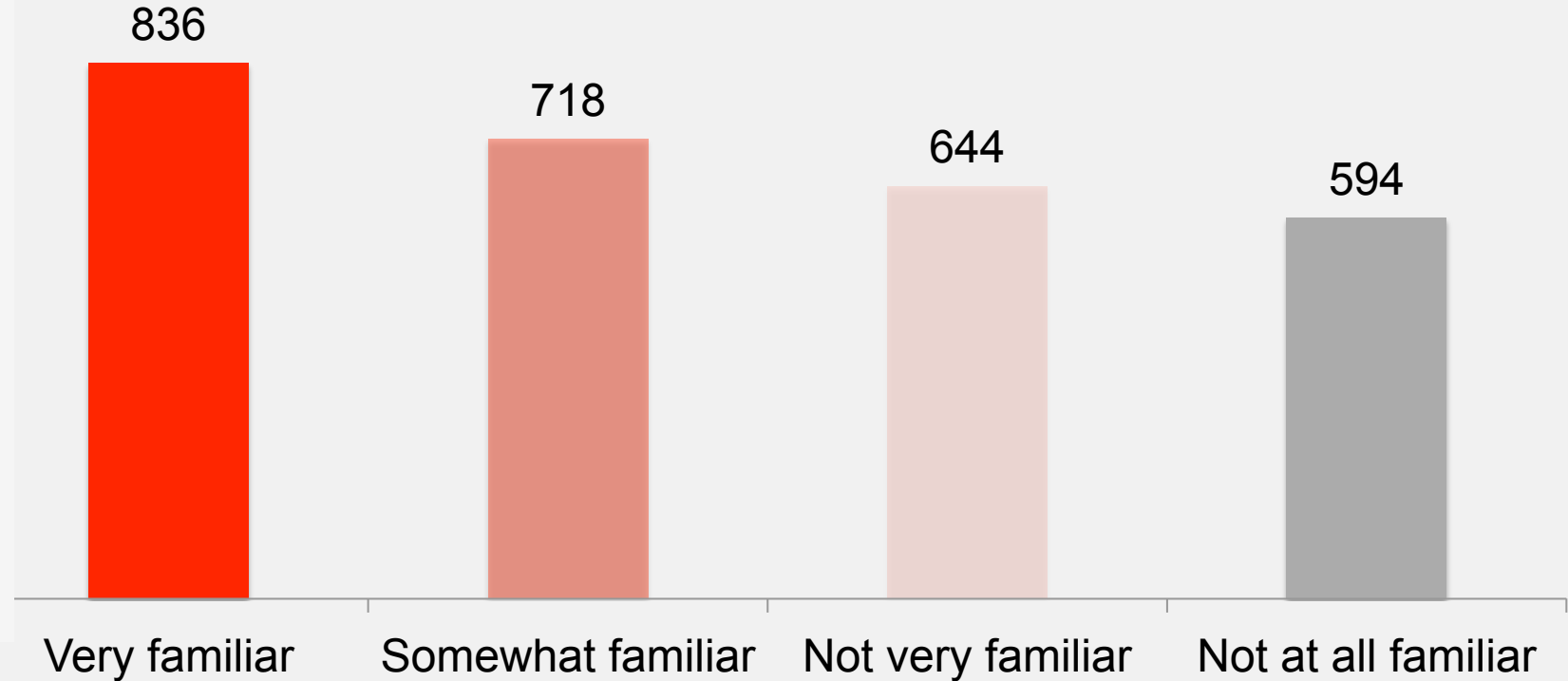
**\$2B** in customer  
savings



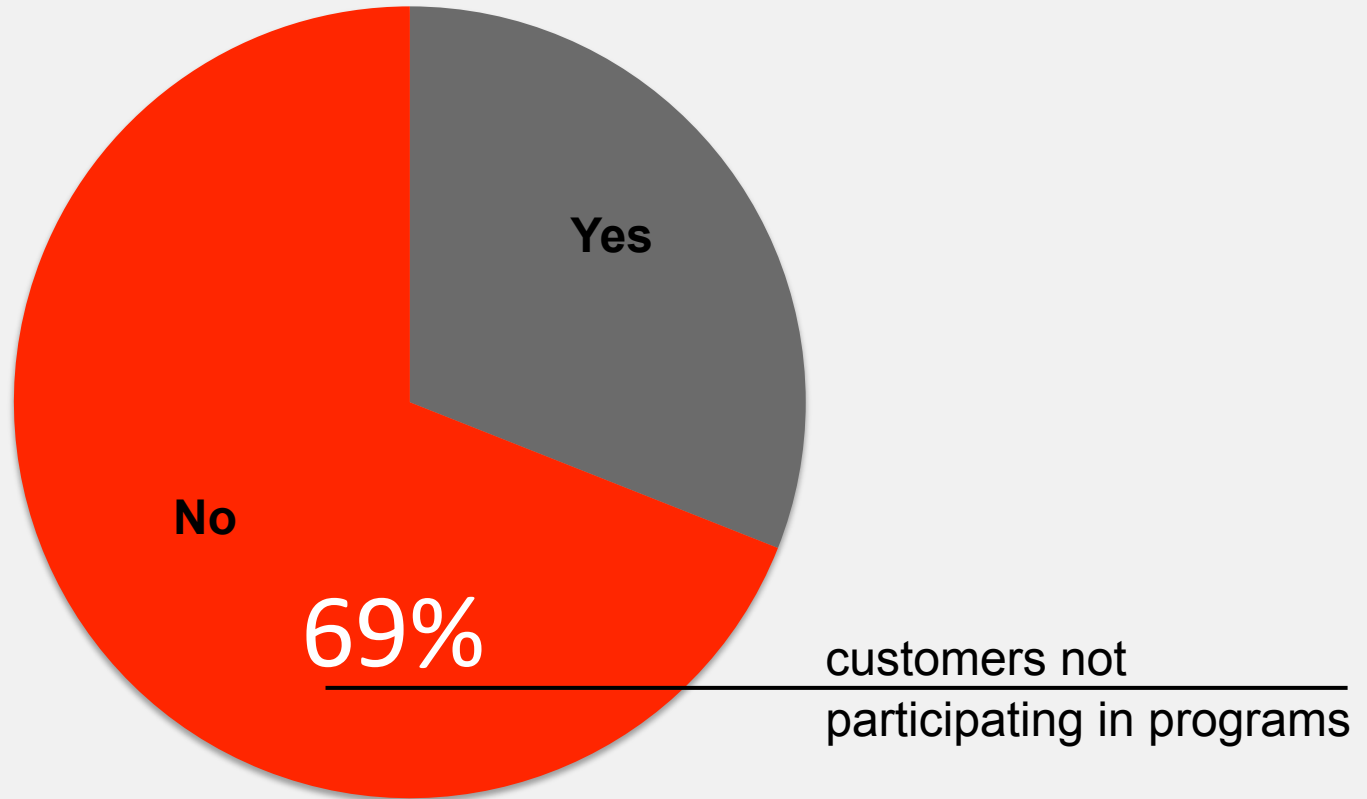
# How important is energy efficiency?



## Customer satisfaction index and program familiarity

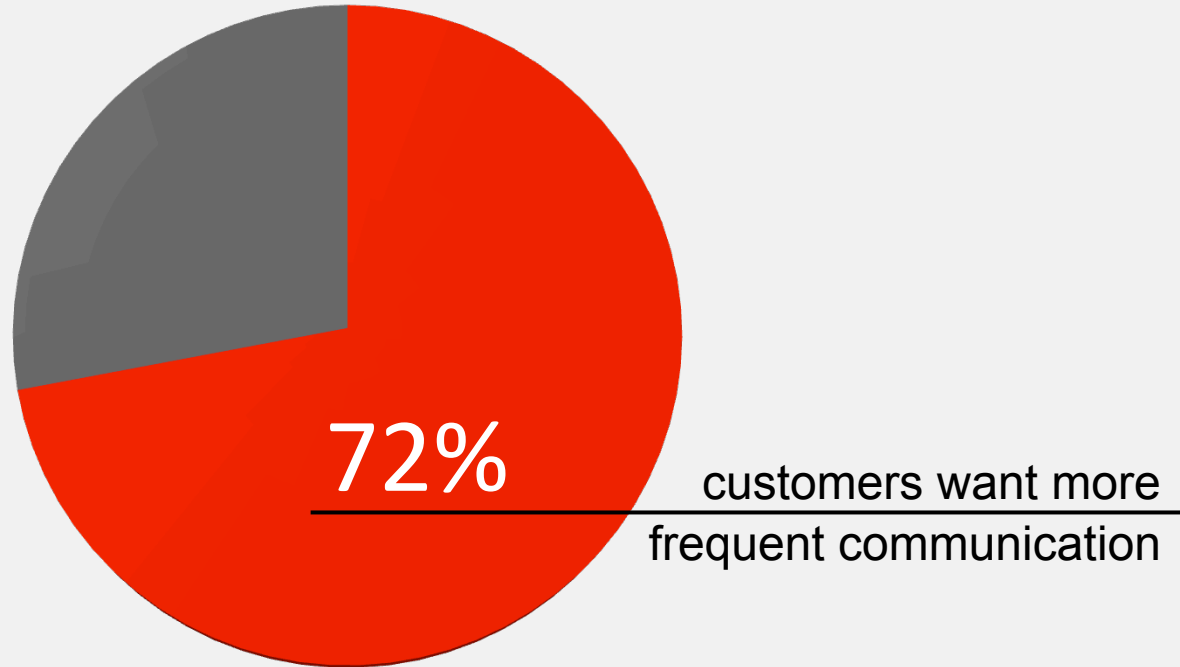


# Participated in energy management program




# Low Awareness Isn't for Lack of Trying

The typical customer receives nearly **40 pieces** of branded content annually from their utility









\$\$\$

Turn off AC,  
turn on fan





Environment

Turn off AC,  
turn on fan




Citizenship

Turn off AC,  
turn on fan



Neighbors

Turn off AC,  
turn on fan



Zero impact

6% drop in  
consumption



Design for how people actually behave

Assume people don't care

Always lead to action

Aim for lasting relationships

Build for everyone

WELCOME TO UTILITY

CONTRACT  
ANNIVERSARY

HIGH BILL  
COMING

BILL RECEIPT

CALL INTO  
CALL CENTER

UTILITY REPORT  
ARRIVES

SEASONAL CHANGE

NEW SMART METER

PEAK DAY

RATE CHANGE

EXTREME  
WEATHER

OUTAGE

**MOMENTS  
THAT MATTER**

