Digital Customer
The Smart Assistants Role in Customer Engagement
February 21, 2019
Change on all fronts

Era of Profound Change Creates Opportunities for Utilities and Customers

NARUC Innovation Awards 2018

Brien Sheahan and Jimmie Zhang

Fortnightly Magazine - November 11, 2018
Customer Service is being re-defined

“Today’s customers have high standards and expect us to give them options, control, and convenience.”

Lynn Good
Chairman, President, and CEO of Duke Energy
Societal Shifts

Technology, Demographics, Expectations
A societal shift in technology

We’ve moved rapidly from mainframes to PCs to mobile. The next era will be defined by ambient computing.
A societal shift in demographics

Population distribution in the United States in 2017, by generation

By 2020 Generation Z will be the largest consumer group

Its eldest members are just entering the workforce

A societal shift of expectations

"Know your customers

91% of consumers are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations."

Source: Accenture Personalization Pulse Check 2018
Some leading examples

BECOME A MEMBER AND UNLOCK MORE

BENEFITS INCLUDE:

• FIRST ACCESS to your favorite products & the latest releases
• 100+ WORKOUTS and personalized ranking and training plans that adapt to you
• ENTRY TO SPECIAL EVENTS and sessions worldwide
• BEHIND THE SCENES CONTENT from Nike athletes & designers
• FREE SHIPPING and hassle-free 30-day trials on every order
Room to grow

When it comes to digital experiences utilities lag compared to other industries. Measured against other consumer-facing industries, utilities score 571 on a 1,000-point scale.

By comparison, the retail sector scores 771.

Source: 2018 J.D. Power Utility Digital Experience Study
Smart Assistants

Get more done and control your home
Voice is becoming the new normal - Smart speaker growth
Google Assistant everywhere and growing

1 BILLION devices
We now can hold natural conversations with our users.

This makes life easier, and **lets people get more done** in a shorter amount of time.
I want to know...

I want to play...

I want to buy...

I want to go...
Mass Personalization enabled by AI

Personalized Actions through Google Assistant
10,000+ connected unique devices on the Smart Home
Smart Assistants are the new hub for the Home

The bedroom lights are on and it’s 65° at home.
Digital Customer

Digital Customer: helping utilities and their Customers benefit from Smart Home AI
Thoughtful Home - Intelligent, Perceptive, Utility-connected
Utilities are beginning to tackle core goals with new solutions

- **Customer Support**: Bill pay and customer support
- **Inform & Optimize**: Delivering energy insights and optimizing energy use
- **Load Flexibility**: Mass scale load flexibility through demand response and time varying rates
- **New Revenue**: New revenue opptys including utility-branded online marketplaces
Evolution of the energy provider relationship
Voice of the customer (literally)

Analytics

Conversation History (anonymous)

4 interactions
Duration: 1 min  Environment: Draft

USER: Hello
AGENT: Howdy.
USER: How are you?
AGENT: Wonderful as always. Thanks for asking.
USER: Do you like cats?
AGENT: No matched intent
USER: Sorry!
AGENT: No big deal. I won’t hold a grudge.
Many partners can help
Leverage your existing partnerships to easily get started
Reinventing the digital customer experience

Rate Plan Info

Visual Energy Usage and Billing Info
Tendril and Google Unveil the Talking Home Hub as Smart Utility Customer Rep

How a new utility project could give voice-assistant devices like Amazon’s Alexa and Google Assistant real-world energy and behavioral insights to share with their owners.
“We are excited to partner with Google and other tech leaders, as we create new ways to develop and deploy innovative energy solutions for our customers and leverage our investment in smart meter technology.”

Brett Carter
Executive Vice President and Chief Customer and Innovation Officer at Xcel Energy
Thank you!