



# 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

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**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



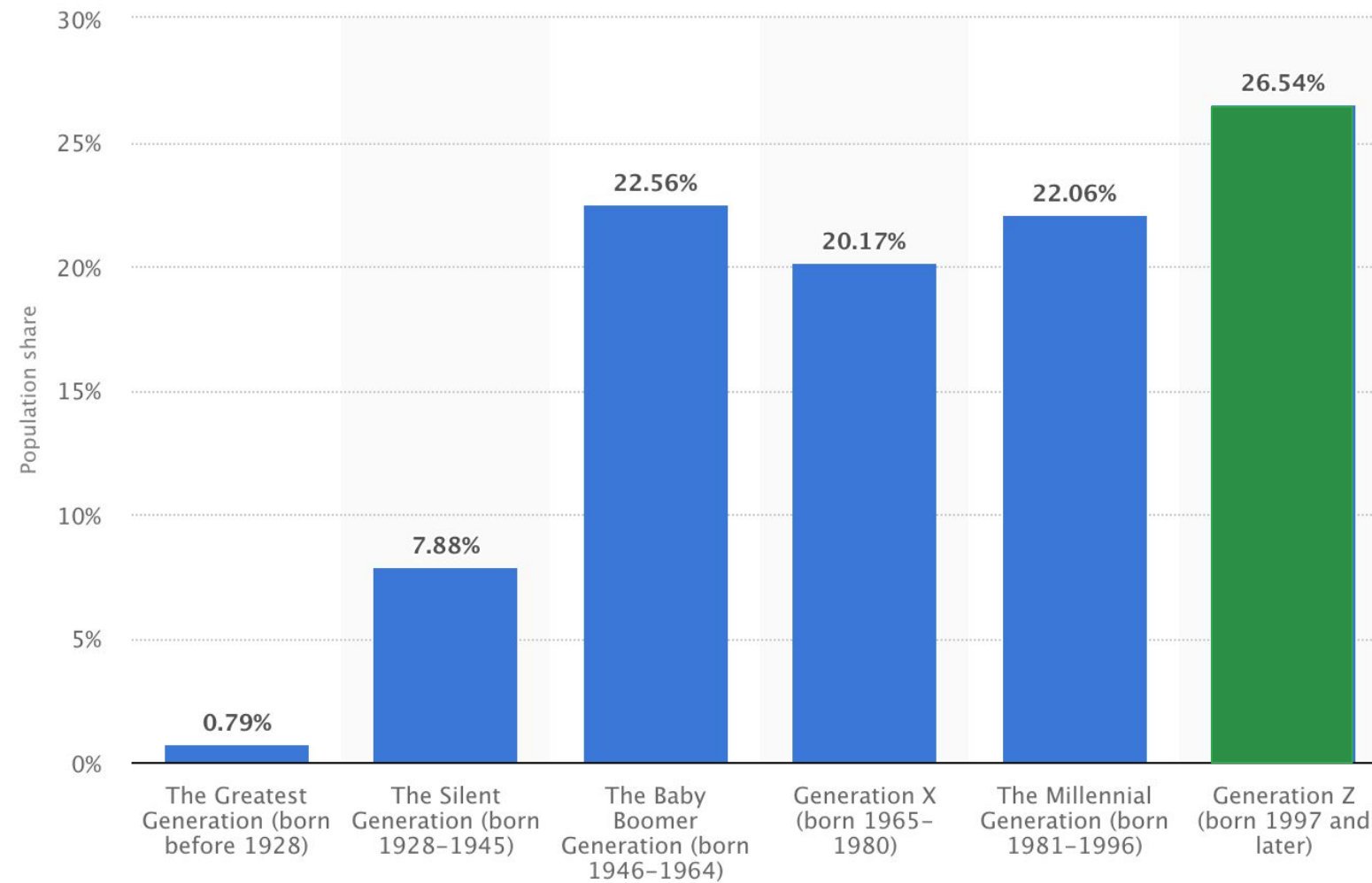
# A societal shift in technology

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

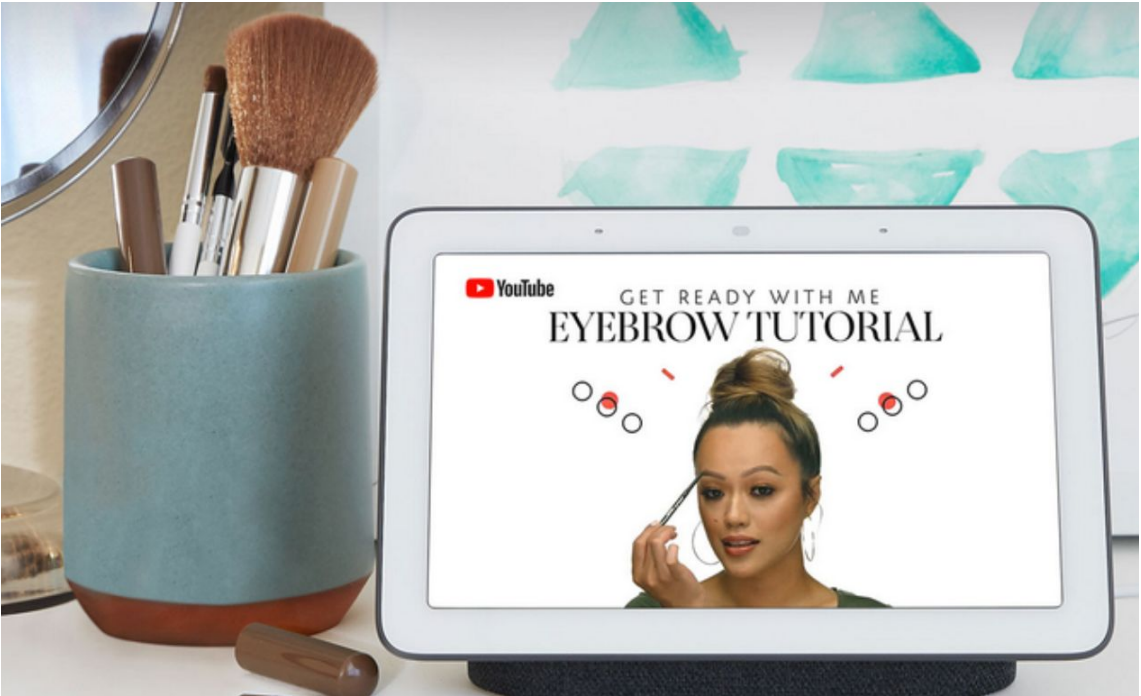
JOIN NOW

**BENEFITS INCLUDE:**

- FIRST ACCESS to your favorite products & the latest releases
- 100+ WORKOUTS and personalized running 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



SEPHORA





# 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**.



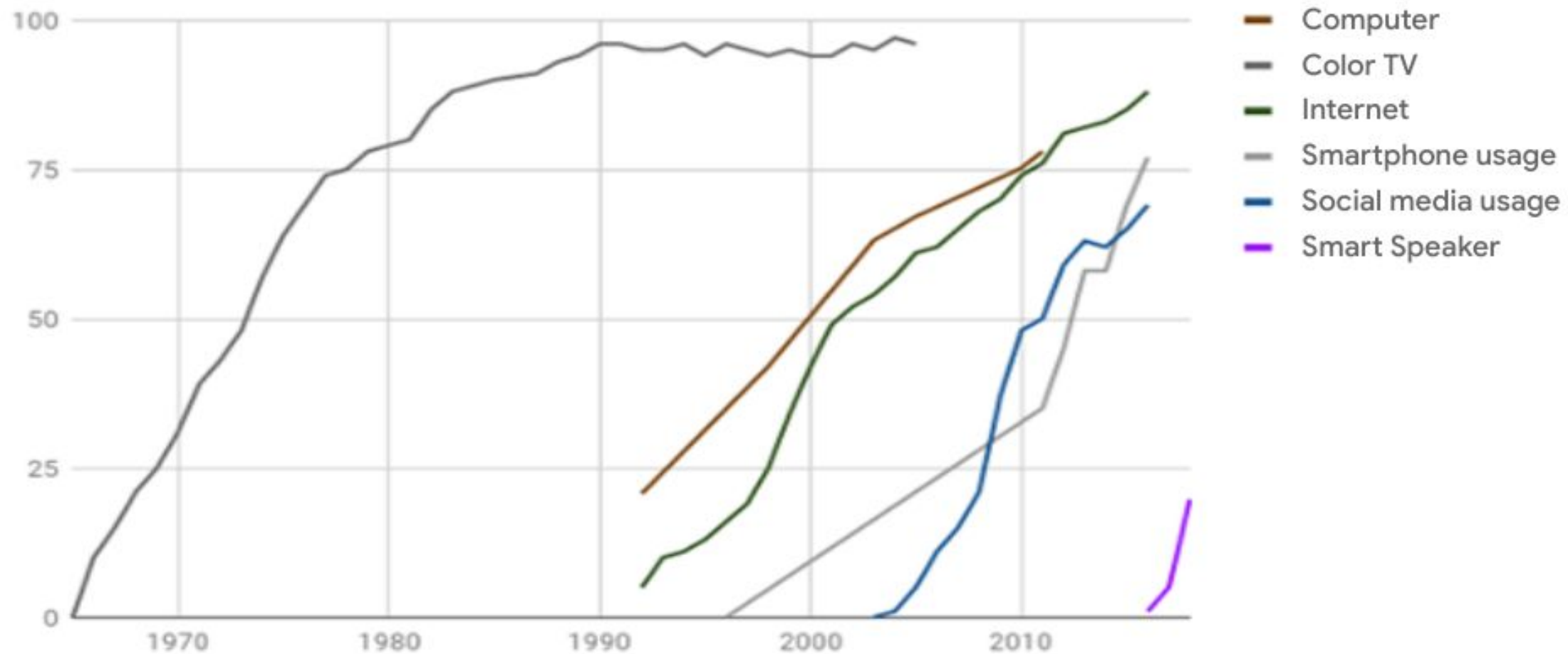
Source: 2018 J.D. Power Utility Digital Experience Study

# Smart Assistants

Get more done and control your home

# Voice is becoming the new normal - Smart speaker growth

Technology Adoption by Household in the U.S,



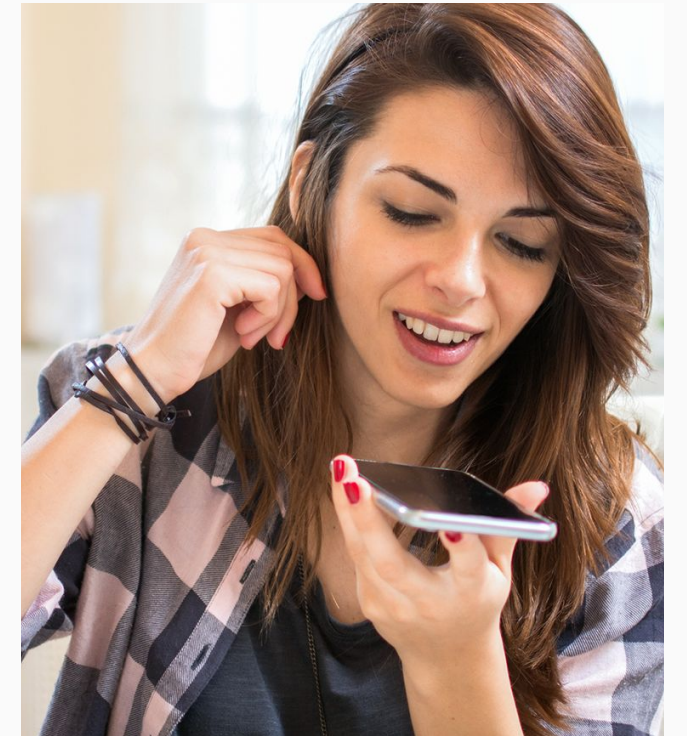
# Google Assistant **everywhere** and growing

**1 BILLION**  
devices



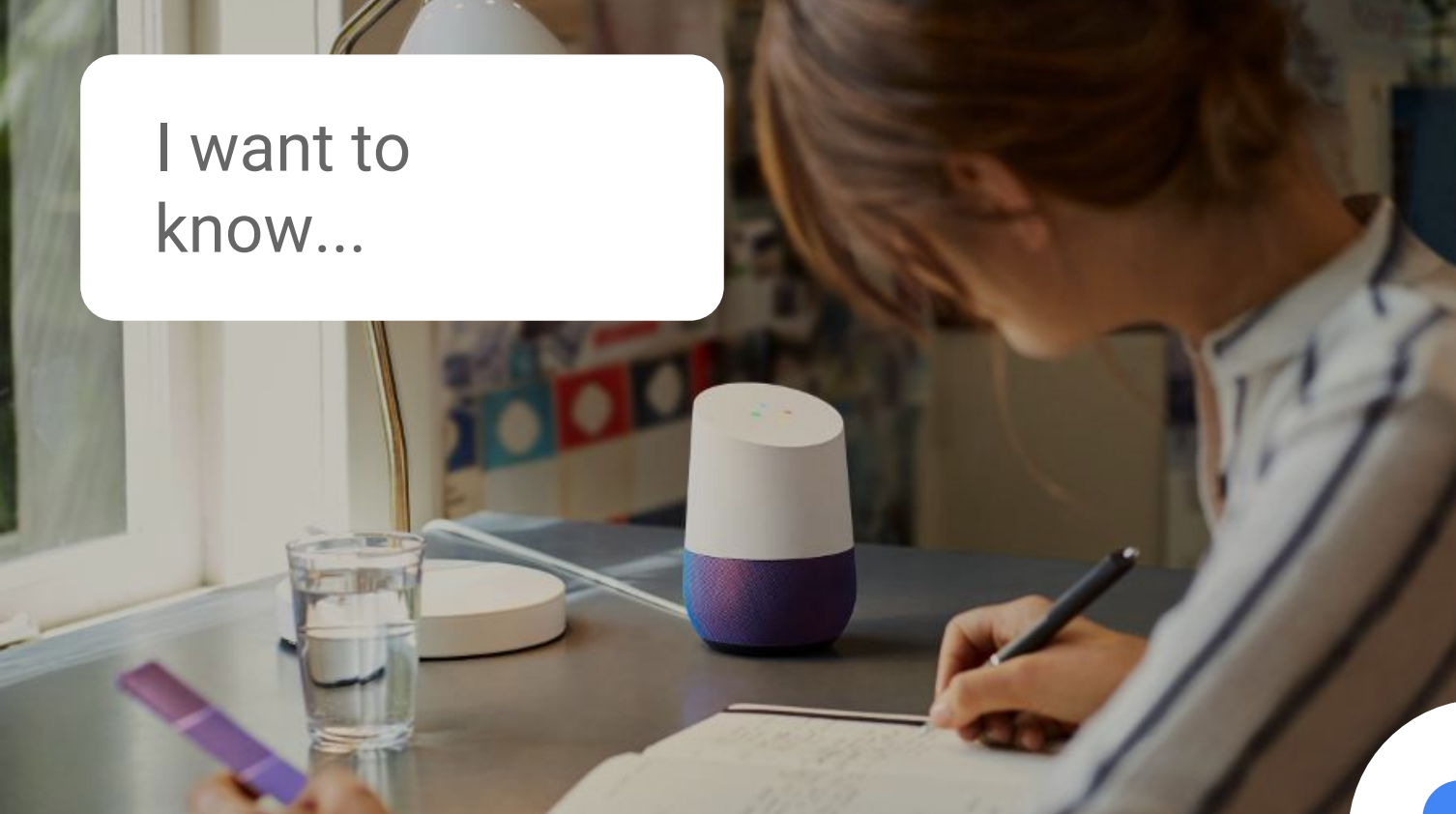
We now can hold  
natural conversations  
with our users.

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





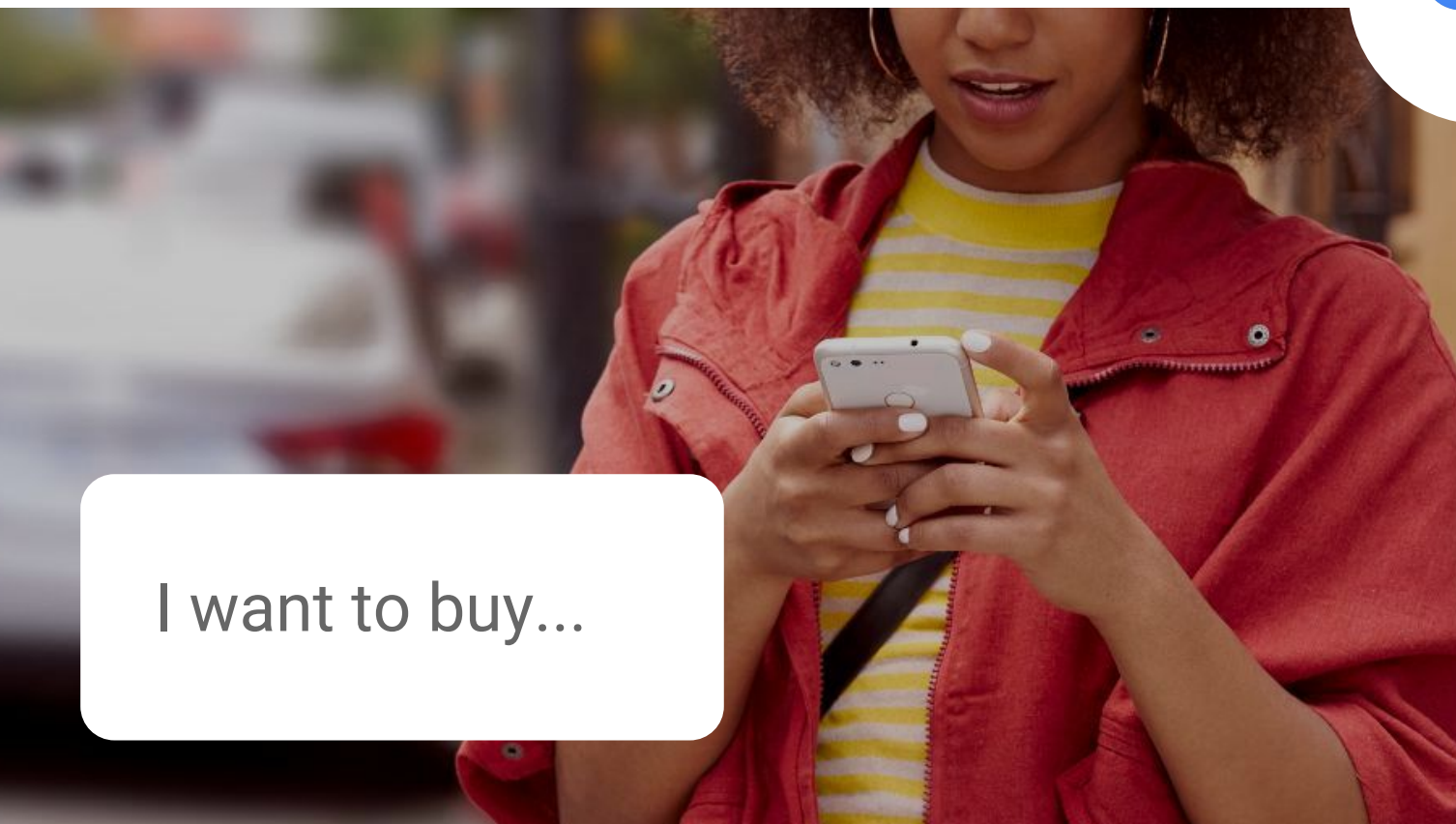
I want to know...



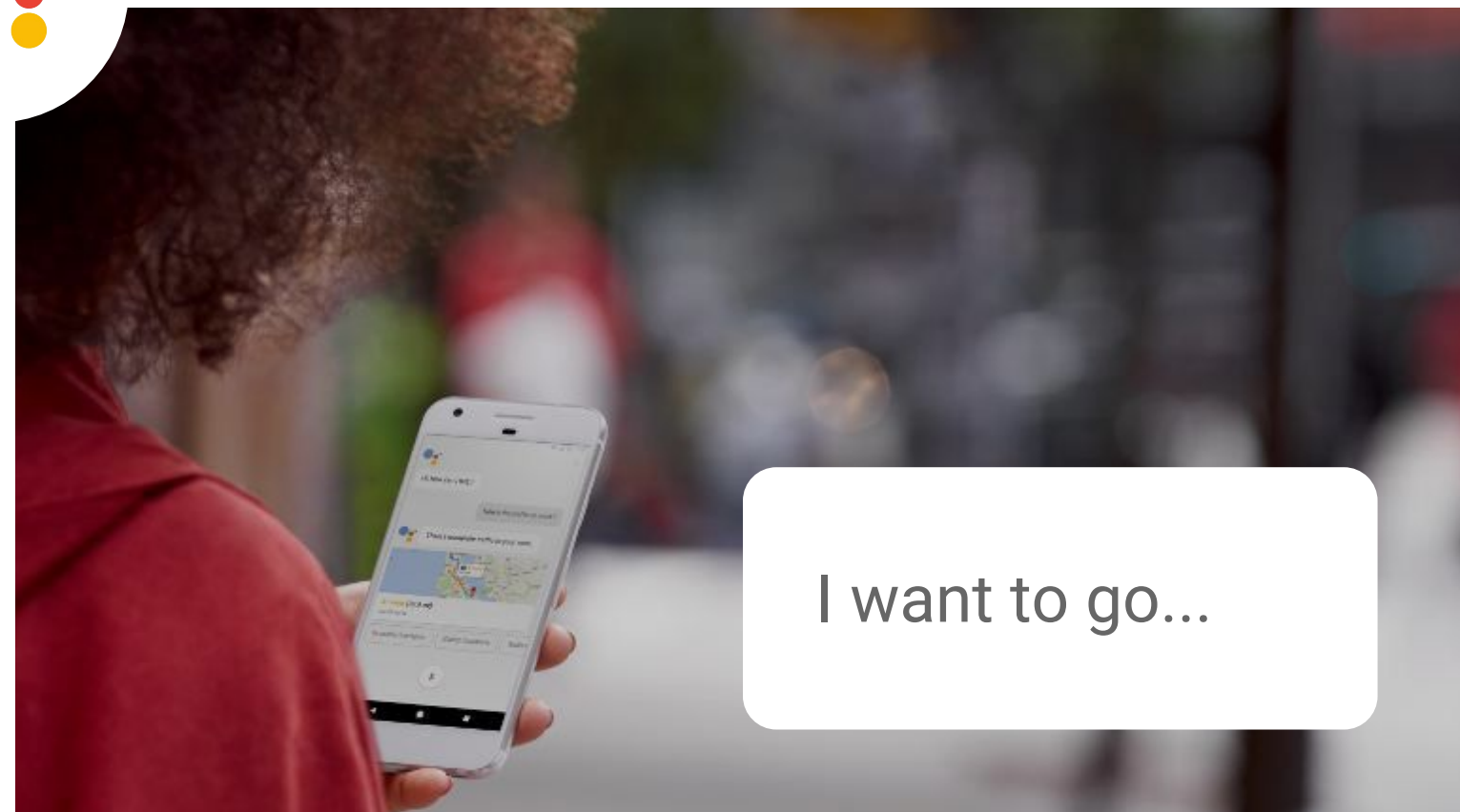
I want to play...



I want to buy...

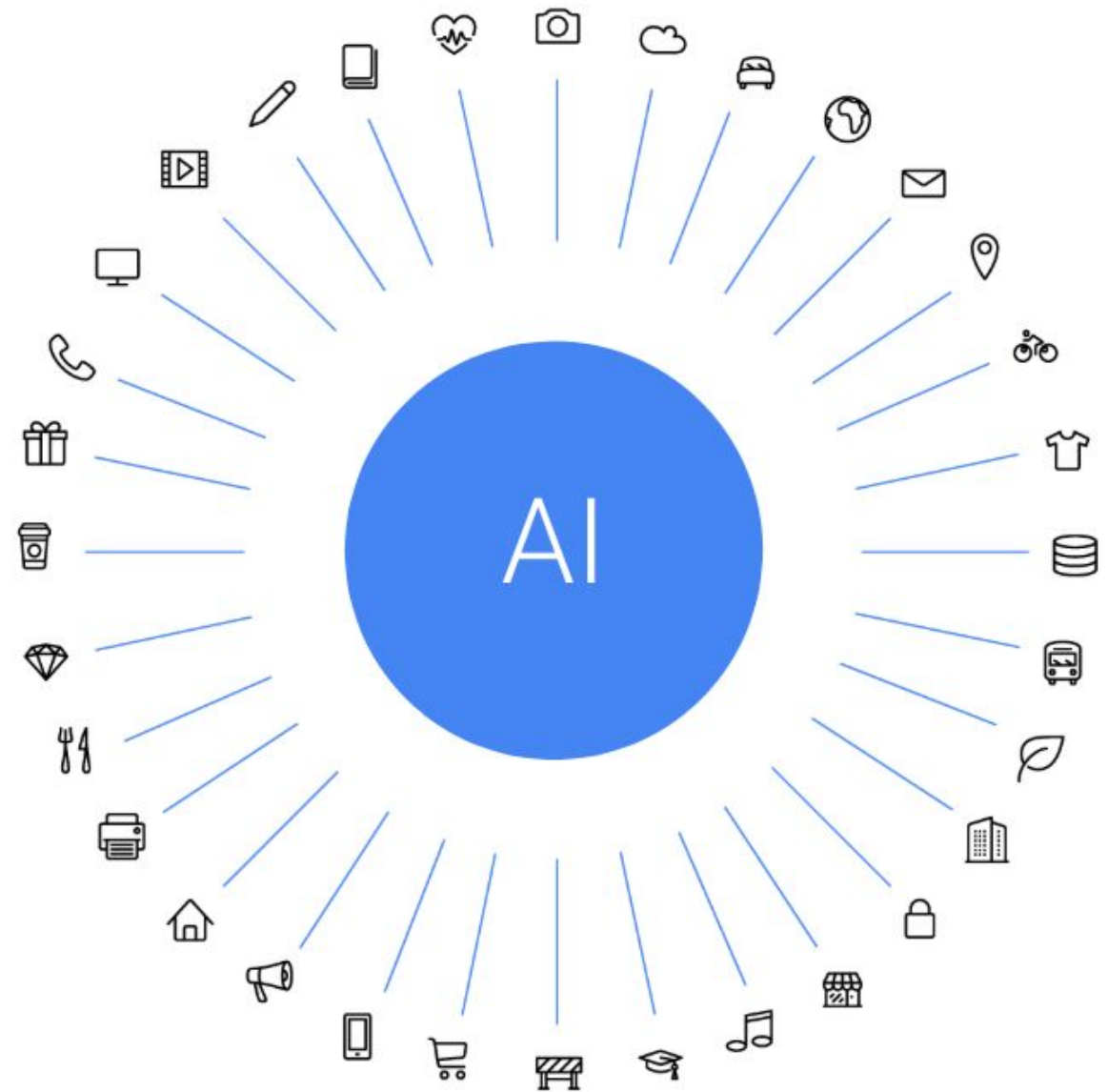


I want to go...



# Mass Personalization enabled by AI

Personalized  
Actions through  
Google Assistant



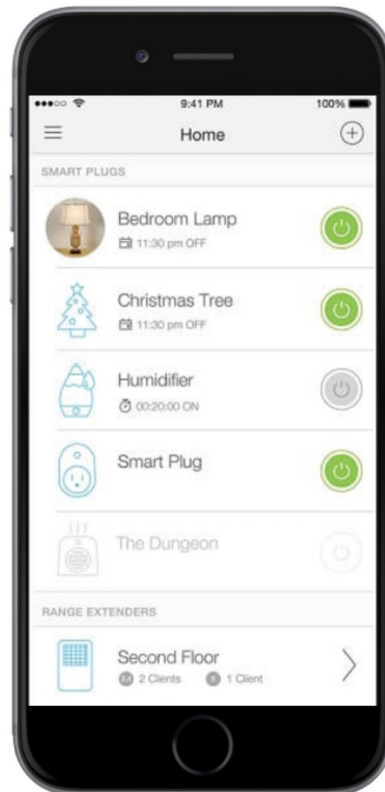
# Accelerating the Thoughtful Home







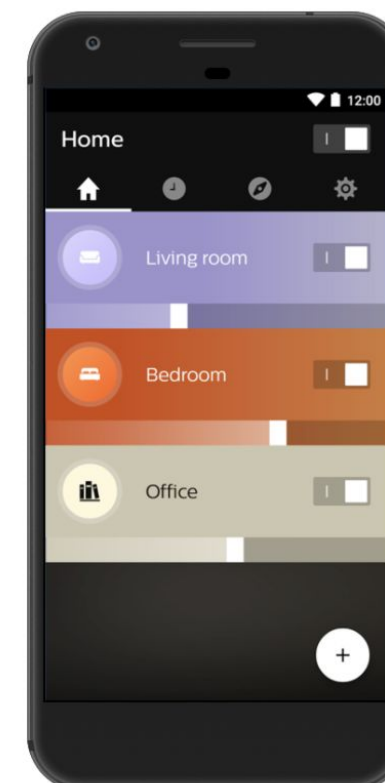
TP-Link



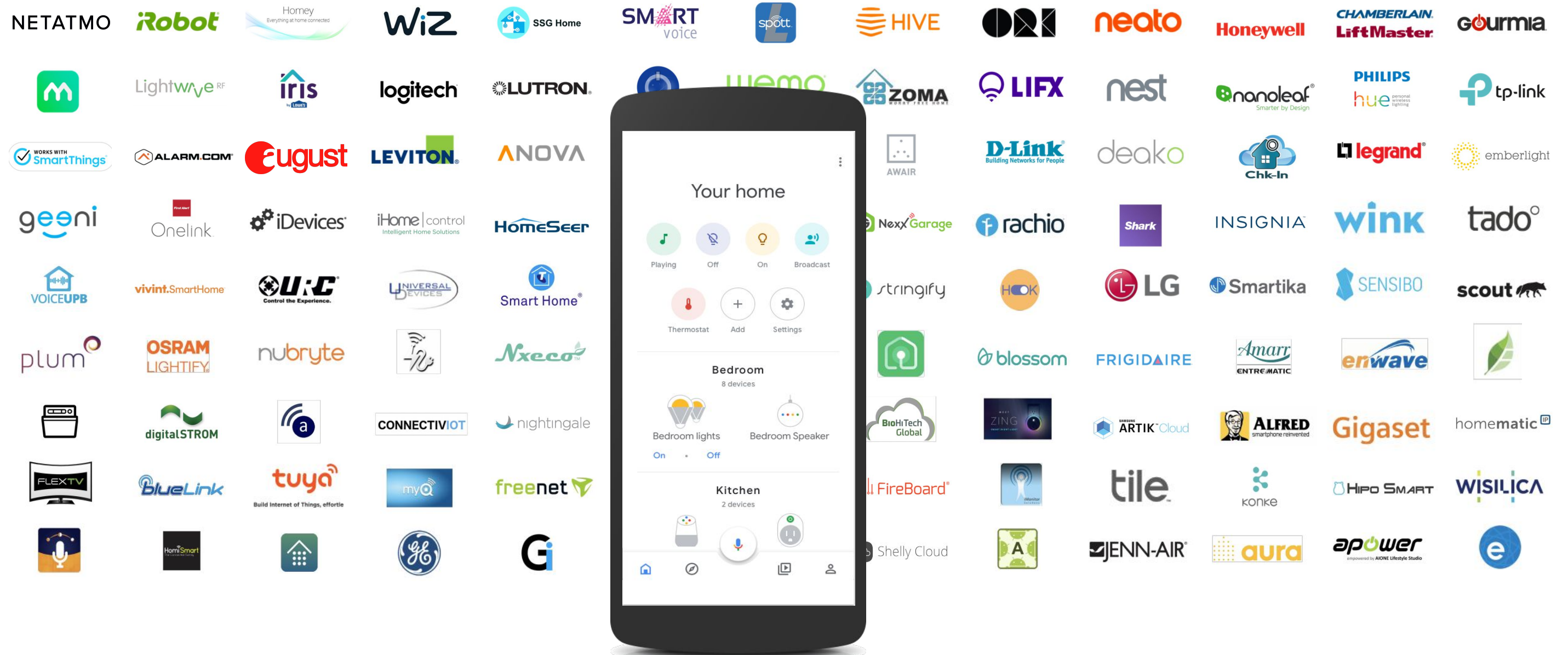
Thermostat



Lights

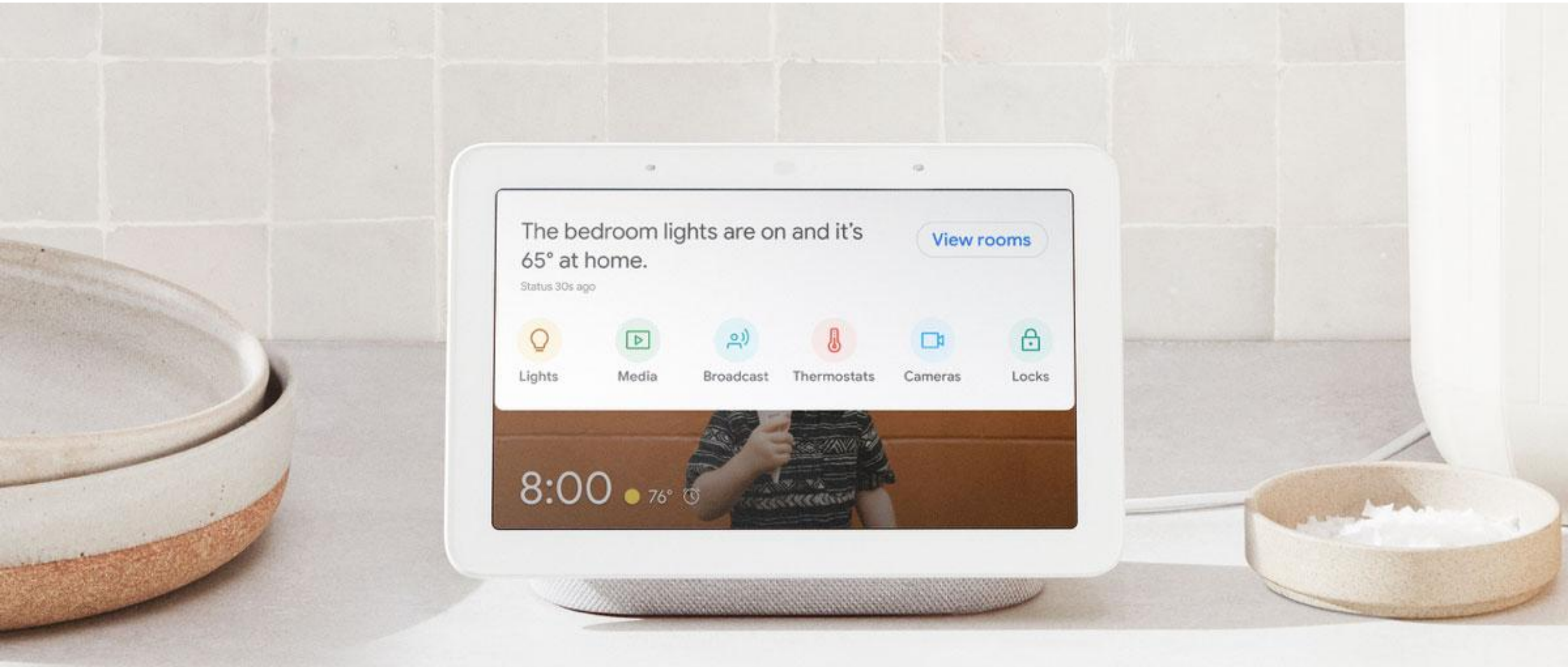


# 10,000+ connected unique devices on the Smart Home





# Smart Assistants are the new hub for the Home



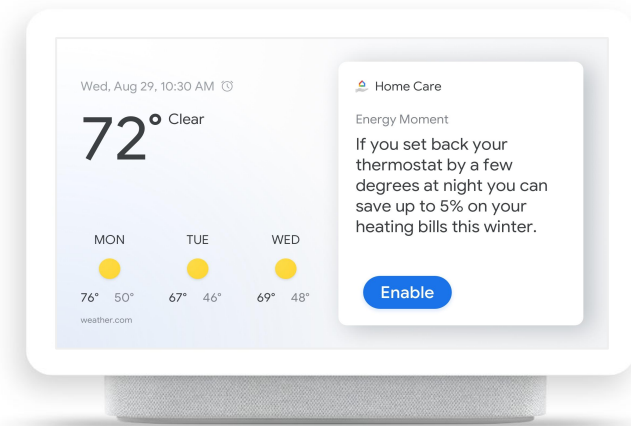
# Digital Customer

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 customers 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 oppts including utility-branded online marketplaces

# Evolution of the energy provider relationship

1

ENERGY STATEMENT

www.pge.com/MyEnergy

2

Service For:  
Residential Customer  
1234 Main Street  
Extra Address Line  
Anytown, CA 00000

3

Account No: 1023456789-0  
Statement Date: 09/12/2013  
Due Date: 10/03/2013

4

Questions about your bill?  
24 hours per day, 7 days per week  
Phone: 1-800-743-5000  
www.pge.com/MyEnergy

5

Local Office Address  
800 W 2ND ST  
ANTIOCH, CA 94509

6

Important Messages  
CARE Program You may qualify for a monthly discount with the California Alternate Rates for Energy (CARE) Program. To find out more and apply online, visit www.pge.com/care.  
Usad podrá reunir los requisitos de un descuento mensual con el California Alternate Rates for Energy Program (CA más información y hacer su solicitud en Internet, visite www.pge.com/espanol/care.

7

Monthly Billing History  
Daily Usage Comparison  
[Bar chart showing usage over time]

8

99901234567890100000XXXXX000000XXXXXX

9

Account Number: 1023456789-0  
Due Date: 10/03/2013  
Total Amount Due: \$146.11  
Amount Enclosed: \$

10

RESIDENTIAL CUSTOMER  
1234 MAIN STREET  
ANYTOWN, CA 00000  
EXTRA ADDRESS LINE

11

PG&E  
BOX 997300  
SACRAMENTO, CA 95899-7300

12

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UtilityCo

Home Energy Report  
Report period: 09/01/13 - 09/01/13  
We are pleased to provide this report to help you save energy.

What uses the most energy?  
[Pie chart showing energy usage breakdown]

Who are your neighbors?  
[Line chart comparing usage with neighbors]

Wed, Aug 29, 10:30 AM

72° Clear

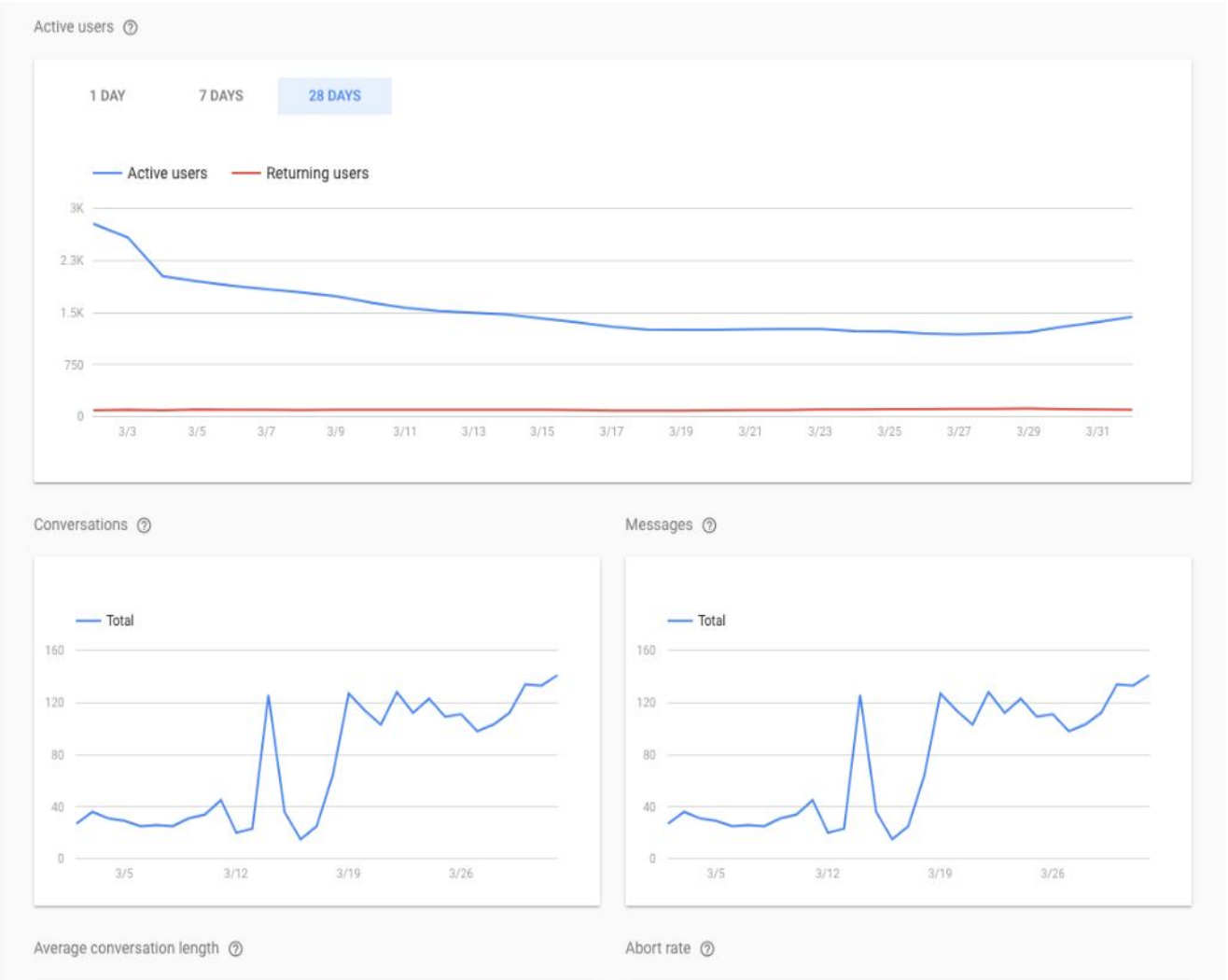
MON TUE WED  
67° 46° 69° 48°

Found savings  
Energy Moment  
If you set back your thermostat by a few degrees at night you can save up to 5% on your heating bills this winter.  
[Enable]

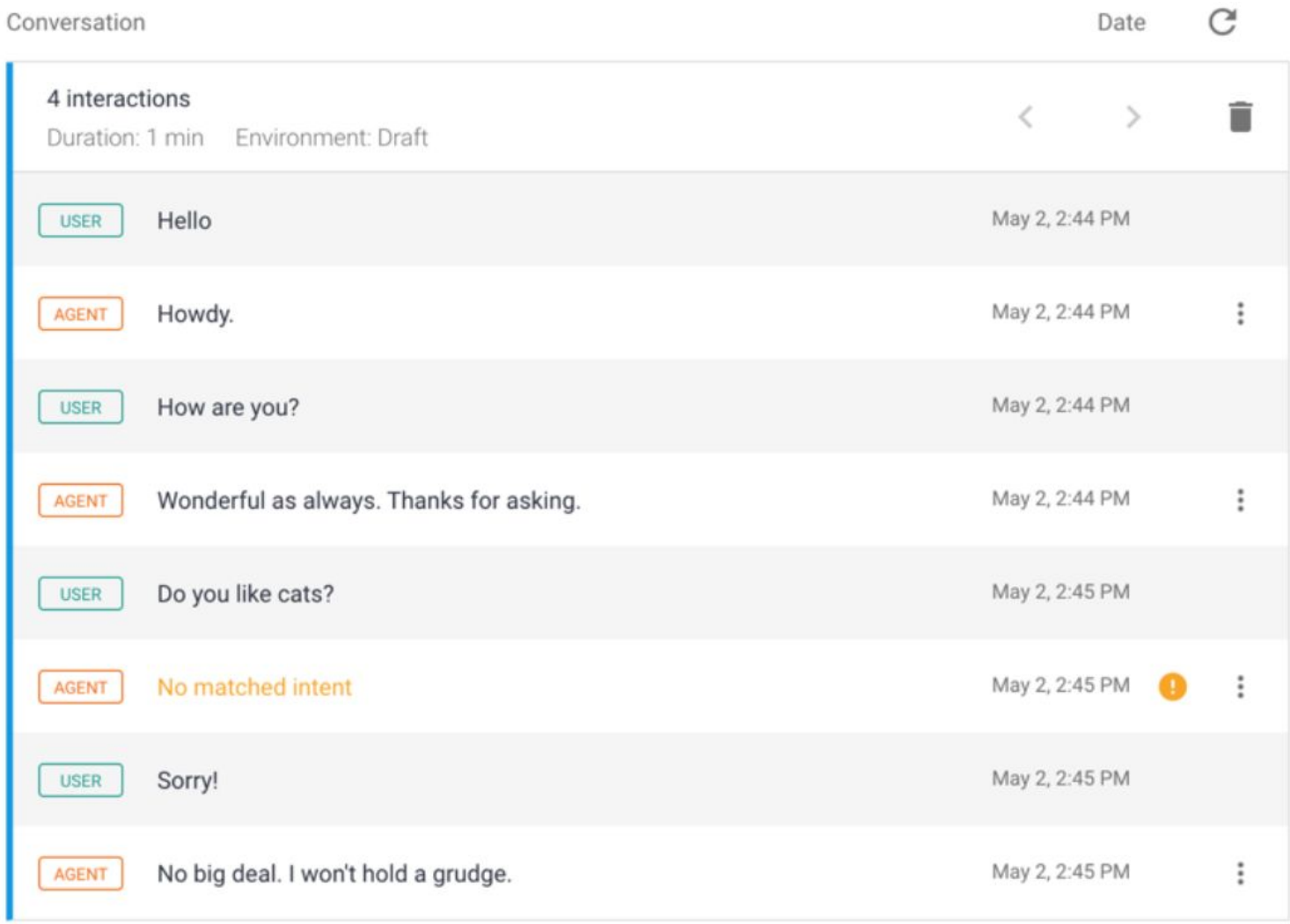


# Voice of the customer (literally)

## Analytics



## Conversation History (anonymous)

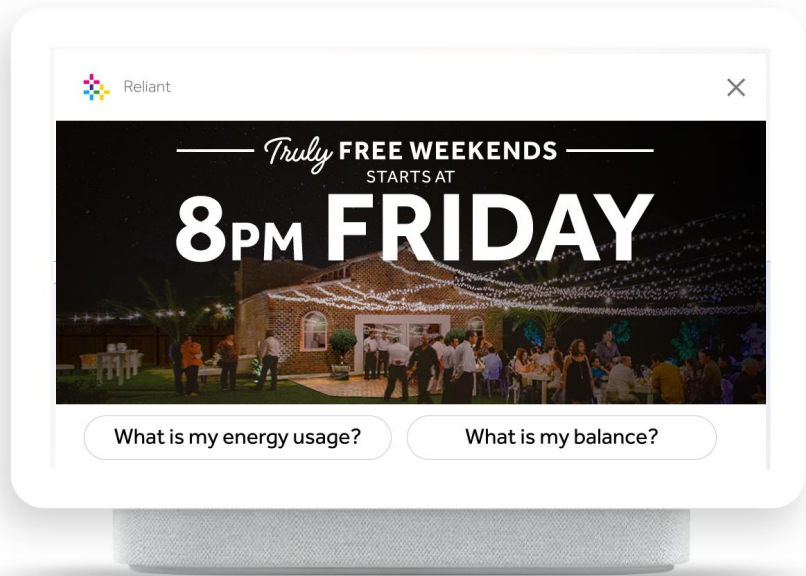


# Many partners can help

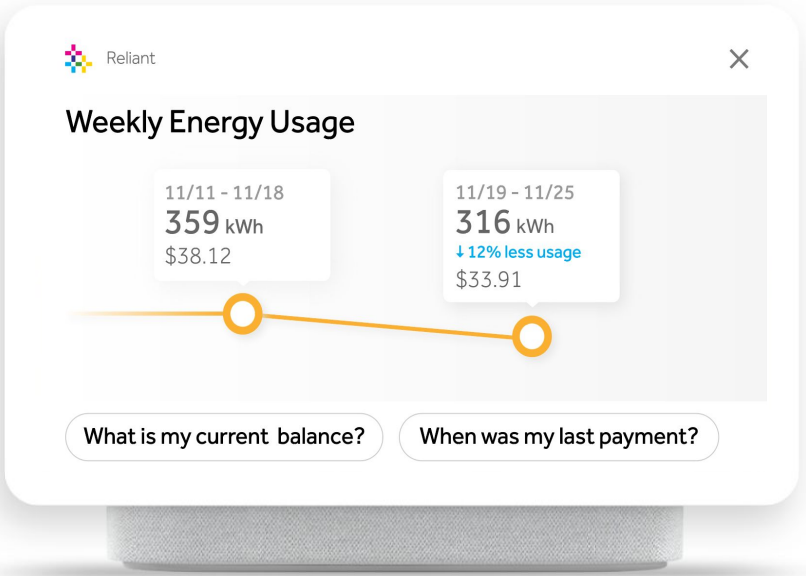
Leverage your existing partnerships to easily get started



# Reinventing the digital customer experience



Rate Plan Info



Visual Energy Usage and Billing Info

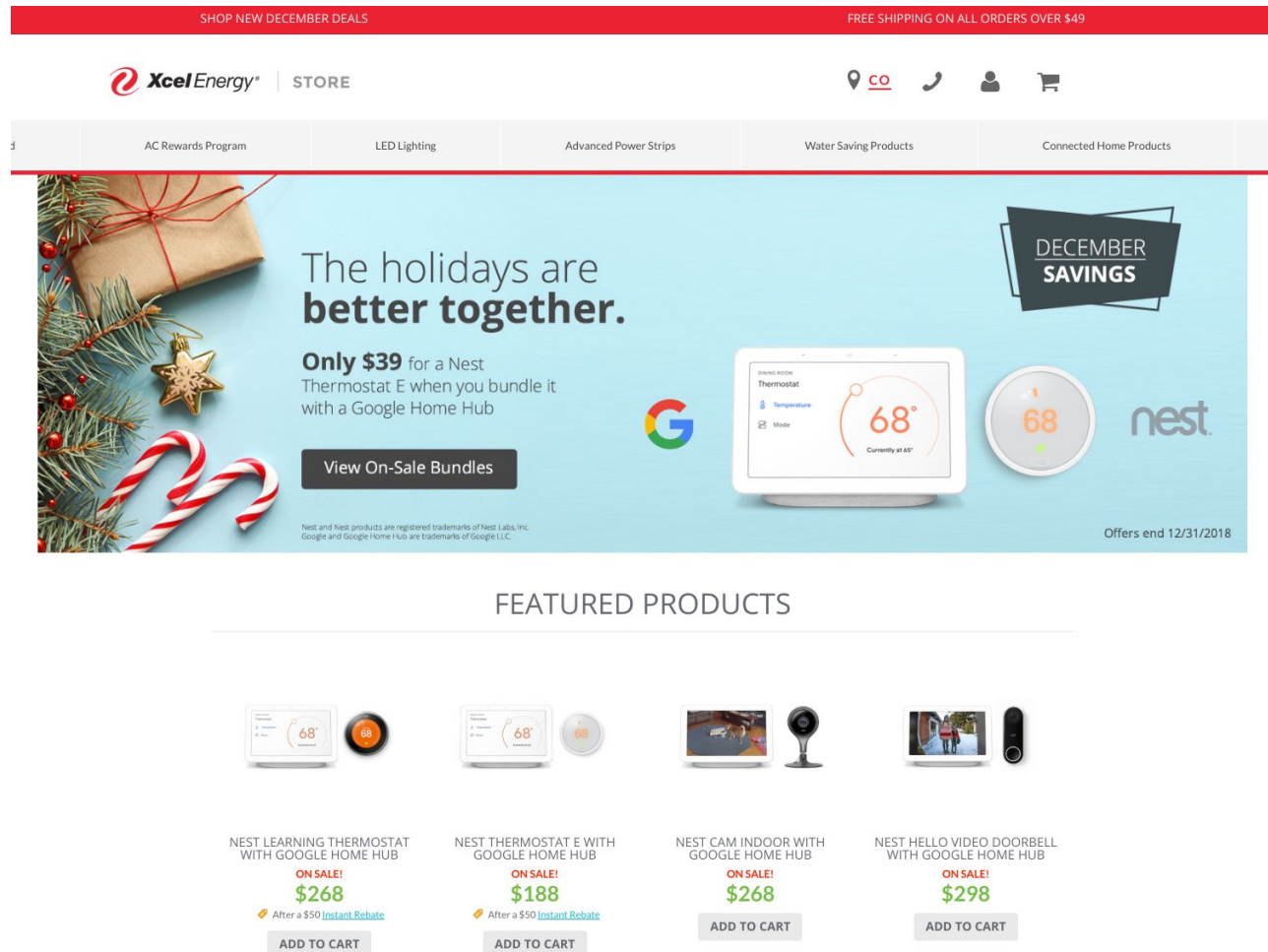
# Tendril and Google Unveil the Talking Home Hub as Smart Utility Customer Rep

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.



*How do you give energy customers a better experience through a voice assistant?*

# Easy, Intuitive, Consistent, Delightful



“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!