The Nexus of E-commerce and Energy Efficiency
Public Webinar

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Northeast Energy Efficiency Partnerships
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About NEEP

Mission
Accelerate energy efficiency as an essential part of demand-side solutions that enable a sustainable regional energy system

Approach
Overcome barriers and transform markets via Collaboration, Education and Enterprise

Vision
Region embraces next generation energy efficiency as a core strategy to meet energy needs in a carbon-constrained world

One of six regional energy efficiency organizations (REEOs) funded by the US Department of Energy (US DOE) to link regions to US DOE guidance, products and programs
Our Primary Audience

NEEP brings key stakeholders together across the region to leverage strategies and resources to overcome barriers to all cost-effective next generation energy efficiency.

Key stakeholders include: federal agencies; industry; non-profit organizations; program administrators; electric and natural gas utilities; state regulators; state policymakers; state agencies.
Energy Efficiency Products Programs: A Brief History

The Present

Boomer vs. Millennial
People shop online.

“The typical American spends an average of 11 hours each day on gadgets”

“88% of [Americans] said that they research a product online via their PC before buying”

“92% of buyers trust the opinions of their peers far more than they trust…company’s message on social networks.”

I guess they do, sometimes...

1. Nielsen
2. Pricewaterhouse Cooper
3. Accenture
Goals

• Whitepaper: Help PAs embrace e-commerce and integrate it with existing and new program models
• Webinar: Attendees walk away understanding e-commerce and the efficiency opportunities
• Whitepaper focuses on:
  – Defining themes of e-commerce
  – Existing online platforms and pilots
  – Recommendations to overcome challenges and barriers
Themes and Concepts: (Super) Efficient Products are Valued Online

- More online research is done for appliances and electronics with many features
  - Efficient information needed at time of research
- Super-Efficient models($$$) need to make their case
  - Online, super-efficient products can present all the beneficial feature, long term energy savings, range of benefits to outweigh costs

ENERGY STAR STAR 2015
Emerging Technology Award
Themes and Concepts: Advanced Data Analytics

Big Data + Advanced Analytics = Successful Program!

• Customer Segmentation:
  – Using the information available to match the right program to the right person

That sounds like some hipster buzzword nonsense!

Nothing to fear--It’s actually just putting the data now collected on everyone to good use!
Themes and Concepts: Keep it Simple

• The fewer the clicks, the better
• Streamline the process
• Users are skeptical to online ads
  – Social media and reviews is what people trust
Themes and Concepts: Keep it Simple

New, Revolving Shelves put all foods at your fingertips!

A simple twist of the wrist, and the back area of the Revolving Shelves is right in front. Furthermore, the inside refrigerator walls are rounded to accommodate extra-large shelves.

You see what you want. You grab what you want without overreaching other foods. So much harder to reach corners where leftovers are forgotten.

You can widen—or narrow—the spacing between these steak-sized shelves to accommodate bottles, jars, bowls and pies without removing the food and without lifting the shelf.

Model illustrated holds more than 12 cubic feet of fresh and frozen foods. GE models priced in low as $250.00.

See them at your G.E. dealer's. Why not this year? And while you're at it, look at the catalog print out. General Electric Company, Louisville 2, Kentucky.

True Combination Refrigerator-Freezer

GE Cafe Refrigerator with hot water dispenser

Two separate and complete appliances in one cabinet!

The true, two-door refrigerator is built just like a two-doored freezer. Has its own separate refrigerating system, its own separate door. Keeps up to 10 packages of frozen foods as long as a year.

Automatic defrosting refrigerator section is completely automatic. No check to see, no buttons to push, no pace to empty. Humidity is controlled so that foods remain antiseptic and fresh.

Which one would you share?
Themes and Concepts: Proactive vs. Reactive Approach

Proactive: Pinging the consumer
- Mail or Email
- Best when coupled with segmentation so the message is applicable

Reactive: Presenting information in the background as customer goes about their business
- Message will be relevant because those customers are already looking for new products.

If a banner ad is relevant, I might click.

I like getting mail.
Themes and Concepts: Closed Loop

Follows you through the internet, from original search – “refrigerator” – to completing the purchase.
Themes and Concepts: White Labeled vs. Vendor Branded

Energize Connecticut helps you choose energy-saving products.

- Efficiency Score 91
- Find top efficient products: Search, filter & compare the most energy efficient models.
- Find energy efficiency rebates: Lower your energy bill and save even more with rebates.
- Know what’s popular: We analyze sales and user reviews from leading retailers.

Categories:
- Clothes Dryers
- Refrigerators
- Clothes Washers
- Freezers
Example: Eversource CT Case Study

• Enervee
  – Processing rebates
  – Driving higher participation and online presence
• All CT appliances done through Enervee

<table>
<thead>
<tr>
<th>Appliance</th>
<th>2013 (TopTen USA)</th>
<th>2014 (TopTen USA)</th>
<th>2014-2015* (Enervee)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothes Washer</td>
<td>230</td>
<td>251</td>
<td>340</td>
</tr>
<tr>
<td>Freezer</td>
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<td>8</td>
<td>27</td>
</tr>
<tr>
<td>Dryer</td>
<td>N/A</td>
<td>N/A</td>
<td>225</td>
</tr>
</tbody>
</table>

That’s a lot of appliances!
Potential of E-Commerce

• Programs are starting to take advantage of existing platforms to fill the needs of customers
• NEEP feels that all products programs could benefit by using e-commerce today
  – And possible opportunities for e-commerce techniques to help with other programs into the future
• BOTTOM LINE: People are researching and purchasing products online, and efficiency programs must meet them there in order to stay viable.

Sounds groovy—sign my utility up!
From Theory to Reality: Existing Barriers

• Internal Program Coordination:
  – Success relies on cross-department communication
  – Concerns around attribution

• Thinking New! Not always easy
  – Hesitation on transitioning to new marketing tactics
Existing Barriers

- Regulatory: Changing the way that programs can claim savings is hard.
Recommendations

• Start Promoting Appliances and Electronics Online
  – Meet your customers where they are to influence their decision

• Cohesive Communication
  – Get all departments and regulators onboard early
  – Avoid competition within an organization

• If you aren’t Segmenting Customers, Start!
  – Customers expect you to know something about them
  – especially if you have AMI or are sending home energy reports with comparisons
Recommendations

• Partner with Retailers who are already online
  – Can your retail partners position their efficient products better online?

• Taking Advantage of ENERGY STAR’s Resources
  – Product Finder: tool where consumers can compare different products using the ENERGY STAR database.
    • Beta version: Real-time price and purchase location information
  – Application Program Interface (API), Open Data Cloud

• Keeping an Open Mind on New Savings Methods
Conclusion

People are researching and purchasing products online. Efficiency programs should provide accessible information to encourage efficiency and maintain products programs success.

I can dig it!

Great! My generation can start to take advantage of rebates!
Conclusion

• Thank you to all interviewees, data providers, and reviewers!
• NEEP will continue to monitor progress in the E-commerce space
• Read the report! Full report, this slideshow, recorded webinar:
• Any Questions?
2016 NEEP Summit

June 13-14, 2016
Omni Mt. Washington Resort
Next Generation Energy Efficiency

Information on registration, sponsorship opportunities, and program: http://neep.org/events/2016-summit or contact Lucie Carriou at lcarriou@neep.org
Thank you!

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Read the full Report, available from  
ENERGY STAR Website

- **Product Finder**: tool where consumers can compare different products using the ENERGY STAR database.
  - Beta version: Real-time price and purchase location information

- **Application Program Interface (API)**: stakeholders can connect their tools to ENERGY STAR’s database.

- **Open Data Cloud**: Individuals can create filtered views of ENERGY STAR data that are automatically updated as new products are added to the datasets.
EFI Online Store

- Oldest E-commerce Platform for Efficiency Programs
- White-labeled online store
- Verification of customers and high attribution of savings
TechniArt’s Pop-up Retail

• Online Promotion
• Limited-Time Offer
  – Partnership with Cadmus
  – Heavily marketed via social media
  – 2-4 weeks
• Example: Mass Saves’ trial of Limited-time Offer
Simple Energy Marketplace

• Direct purchase model
  – Xcel pilot with Smart Thermostats

• Referral model
  – SDG&E

• Launching two Demonstration Projects in NY as part of the REV process.
Enervee

- Eversource Case Study
- PGE pilot to **claiming savings without a rebate.**
- potential opportunity for more accurate model-specific savings based on the efficiency of the specific product purchased.
- Enervee Charge: new feature for retailer partners which recommends rebates for efficient products with similar specifications.