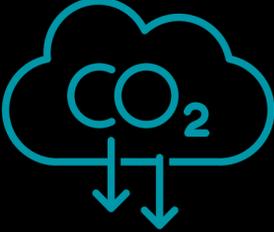


Utility customer of the future

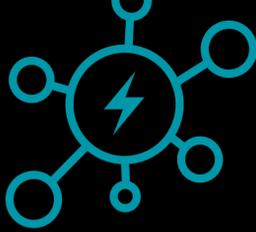
Drivers, disruptors, and destinations

Utility companies face a high bar in meeting new customer expectations. Customers are increasingly both consumers and producers—now expecting to be a click, swipe, or voice command away from a seamless and personalized human experience. This infographic explores the drivers, disruptors, and destinations of the evolving utility and customer journeys.

There are three key industry drivers reshaping the power industry and transforming customer expectations:



Decarbonization
New carbon reduction goals enabled by the rise of clean technologies



Decentralization
Results from connections of rooftop solar, residential storage, and dispatchable demand response



Digitalization
New data streams driven by digital infrastructure

How is the customer's journey interrelated with the utility's journey?

Attributes provided by utility:	Types of consumer:			
	Ratepayers Unidirectional commodity transaction	Consumers Decarbonization is most salient	Prosumers Decentralization is most salient	Transumers Digitalization is most salient
Electricity				
Customer experience Energy choice and time-varying rates				
Human experience Bidirectional flow of energy and data				
Real-time, P2P energy trading				

Millennials power the prosumer generation

44% are very/extremely interested in solar, vs. 44% of Matures who are not at all interested



52% are interested in time-of-use rates

37% are very/extremely interested in electric vehicles—that's **2x higher** than their elder generations



55% are interested in energy management

Three disruptors may jeopardize the interrelated journeys of utilities and customers:



Disintermediation
If expectations aren't met, some customers might develop stronger relationships with new companies providing energy services

Demand
Decarbonization and decentralization have created new sources of demand from and on the grid to integrate solar and EVs

Disasters
Operations and reputations are at risk from external disasters like cyberattacks on the digital infrastructure

Utilities can overcome these disruptions to profitably meet customer expectations in three ways:

- Data-driven experience**
Deploying smart meter data can help personalize offerings

Benefit:
Stronger relationships help minimize the risk of disintermediation

Key data:

Smart meters are the deployment of a digital backbone

Current smart meter penetration is **55%**

but poised to be at **82%** by 2024
- Demand-side management (DSM)**
Deploying customized product bundles can help utilities engage customers in smart home DSM

Benefit:
Customer engagement could help avoid demand disruption

Key data:

More than 1/5 of US adults own a smart speaker—most of them use it daily

28% CAGR of smart home energy management, from 18.8 million active US households in 2019 to 50.5 million in 2024
- Distributed energy resource (DER) platform**
Utilities can create a DER platform for energy services and businesses that empower customers

Benefit:
Creates a self-healing grid that's more resilient to disasters

Key data:

Platform vendors can provide DSM to customers at **lower cost** than a utility's existing programs

Explore more about this topic in our report, [The utility customer of the future.](#)