UTILITY 2.0
WINNING OVER THE NEXT GENERATION OF UTILITY CUSTOMERS

RISING CUSTOMER EXPECTATIONS

INTEREST IN TRANSACTIVE PLATFORMS
50 percent of residential respondents were interested in purchasing solar + storage.

Commercial respondents were interested in load management services, with 76 percent generally participating in CHP lighting.

CARE ABOUT COST & SUSTAINABILITY
52 percent of residential customers were primarily motivated by reducing costs.

50 percent of commercial customers were primarily motivated by preserving the environment.

DIFFERENTIATED COMMUNICATION
57 percent of residential respondents were most interested in interacting with their utilities provider via the company website.

52 percent of commercial respondents were most interested in interacting with their utilities provider via phone call.

“...content with the traditional, affordable, reliable power model; however, growing numbers of consumers have higher expectations which present utilities with opportunities.”

OPPORTUNITIES TO STAY AHEAD OF THE CURVE

PARTICIPATION GAP

Does my provider have EE Programs?

INTERESTED PERCENTAGE

LED LIGHTING
59%

ENERGY EFFICIENCY
51%

TIME-OF-USE RATES
30%

“...content with the traditional, affordable, reliable power model; however, growing numbers of consumers have higher expectations which present utilities with opportunities.”

ADDITIONAL SERVICES

RESIDENTIAL CUSTOMERS

71%

COMMERCIAL CUSTOMERS

58%

BRAND PERMISSION

RESIDENTIAL CUSTOMERS

57%

COMMERCIAL CUSTOMERS

90%

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