Designing for Customer-centric Residential DLC DR Utility Programs

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Agenda

- ConnectedSolutions Overview
- Goals of the Demonstration Project
- Customer Insights
- Recommendations
- Program Changes
- Next Steps
ConnectedSolutions Overview

For National Grid Electric Customers with Central A/C

Do you have a Wi-fi Thermostat?
Great! Get paid $25 for signing up for ConnectedSolutions (www.ngrid.com/ma-connectedsolutions), an energy management program from National Grid and get $25 every year you participate², while supporting your community!

Don’t have a Wi-fi Thermostat? No Problem.
You can upgrade and earn a rebate of up to $100³ from Mass Save⁴ (www.masssave.com/rebates). Then sign up for ConnectedSolutions to get paid $25¹ plus $25 every year you participate².

How do I participate?
By allowing your Wi-fi thermostat to be automatically adjusted during days of exceptionally high energy use. An automatic adjustment would be only up to 3 °F, for up to 3 hours.

You can always readjust your thermostat at anytime.

nationalgrid
HERE WITH YOU. HERE FOR YOU.
Goals of the Demonstration Project

- Identify attitudes and barriers to residential customer enrollment in DR programs, in Massachusetts
- Recommend program changes to significantly increase enrollment
- Best practices
Customer Insights [Focus Groups]

- March and April, 2017

- Three focus groups (3-6 people each)

- Elicit participant’s attitudes and opinions
  - What is the group’s understanding of the program?
  - Willingness to interrupt or postpone the activities (targeted by the Program?)
  - Beliefs about ConnectedSolutions’s reach out strategies?
  - What are the participants attitudes and concerns about participating in events?
  - What improvements should be made to the program?
Customer Insights [Usability Studies]

- May, 2017

- Four usability study sessions

- Task based evaluation of utility email and ConnectedSolutions enrollment platform
  - Read a utility email.
  - Perform tasks on the ConnectedSolutions website: ex.: find information about peak energy events.
  - Create an account in the ConnectedSolutions portal.
  - Connect a thermostat to the account.
  - Find information on the dashboard.
  - Troubleshoot connection.
A few recommendations...

Program design related

- Include testimonials of users on the ConnectedSolutions website
- Users expected to save money with CS. Raised issues regarding the need for pre-cooling before an event

Enrolment platform

- Remove reference to multiple brands because it confuses users
- Simplify program description: focus on benefits for users instead on the benefits for the grid
- Include instructions for troubleshooting thermostat enrolment

Dashboard related

- Users expect to be able to adjust thermostat directly from the dashboard
- Increase dashboard functions with time, as users get familiar with the dashboard
Program Changes – Simpler Enrollment

Select your device

Honeywell
The Power of Connected

Lyric
Life in tune.

My device brand is not listed
I don't own a device

Log in to access.

Email
Password
LOG IN
Program Changes – Customer Benefits

SIGN-UP BONUS
Get $25 for each Wi-Fi thermostat you enroll into this program! Businesses will enjoy a $40 sign-up incentive per Wi-Fi thermostat.

PARTICIPATION INCENTIVE
During a period of high energy demand, the temperature on your Wi-Fi thermostat will increase by just 3°F. It will automatically return to its prior temperature following the three-hour peak energy event. By making brief, limited adjustments to your central air conditioner’s settings during the summer, we can reduce demand on our electric
Program Changes – Customer Testimonials

WHOLE LOTS
CONNECTED
SAVINGS

Program Overview

What Customers Are Saying:

“I think that the program is exactly as it was described to me. They’re doing a wonderful job.”

“I am completely satisfied with the entire experience. I would recommend others to participate.”

“It’s working great. It’s not too uncomfortable [when my home’s temperature increases by 3°F during a peak energy event] and I’m happy.”

“I am proud to participate in this program.”

Yes, enroll me!
Next steps

2017
- Eliciting Customer Beliefs
- User Studies
- Recommendations to Improve Program Design
- Pre-field program design testing in Rockland

2018
- Benchmarking with other programs in US
- Field Experiment
- Best Practices
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