

## UI Behavioral Pilot Program Evaluation – April 20, 2012

### Recommendations

1. Provide more explanation of how the neighbor comparison group is selected and how to interpret the neighbor comparisons. The appropriateness of the neighbor group that was selected for comparisons is a major concern for many auto-enrolled customers.

**Company response:** UI is currently soliciting new proposals to provide residential customer engagement services for 2012 with strategies that offer solutions to the above vendor recommendation. If it is determined that the neighbor comparison continues, there will need to be a better definition and explanation as to what the neighbor comparison represents and how it was determined. This will be addressed through this solicitation.

2. Develop a strategy that will motivate (and perhaps reward) customers for visiting the Program website and establishing an on-line account. Customers who establish an on-line account will provide additional information about their household and electricity use and this should enable program implementers to provide more tailored energy saving tips and analysis.

**Company response:** UI is currently soliciting new proposals to provide residential customer engagement services for 2012 with strategies that offer solutions to the above vendor recommendation. The new proposals will offer strategies to motivate and reward customers who establish an on line account.

3. Offer and encourage auto-enrolled customers to take the opportunity to receive HERs by email. For some, receiving HERs by email might increase the likelihood they will access the Program website, which might lead to establishing an on-line account.

**Company response:** UI is currently soliciting new proposals to provide residential customer engagement services for 2012 with strategies that offer solutions to the above vendor recommendation. The new proposals will offer strategies to encourage auto-enrolled customers to take the opportunity to receive HERs by email.

4. Provide some form of recognition on the HERs for households that decrease electricity use, even if they do not qualify for a “Great” or “Good” rating. This will help to maintain motivation among households who have consistently high use relative to their neighbor comparison group.

**Company response:** UI is currently soliciting new proposals to provide residential customer engagement services for 2012 with strategies that offer solutions to the above vendor recommendation. The new proposals will offer strategies to recognition HERs for households that decrease electricity use.

5. Many auto-enrolled customers who consistently use more electricity than the average of the “All Neighbors” group want more detailed diagnostic information on why their electricity use is high. In addition to the HERs, UI might develop a targeted offer of the Home Energy Solutions Program for these customers, indicating that this program will provide them with specific diagnostic information on why their household electricity use is higher than some of their neighbors.

**Company response:** UI is currently soliciting new proposals to provide residential customer engagement services for 2012 with strategies that offer solutions to the above vendor recommendation. The new proposals will offer updated solutions and tools that give the customer the ability to better manage their energy usage with customizable portals and tools that better detail electricity usage.