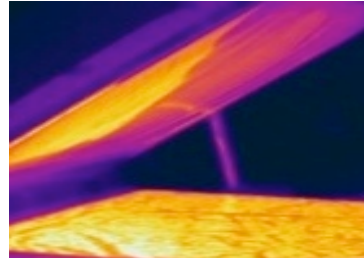


Designing for Customer-centric Residential DLC DR Utility Programs



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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**¹ 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 **\$100**³ from Mass Save® (www.masssave.com/rebates). Then sign up for **ConnectedSolutions** to get paid **\$25**¹ plus **\$25** every year you participate².

nationalgrid

HERE WITH YOU. HERE FOR YOU.



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.



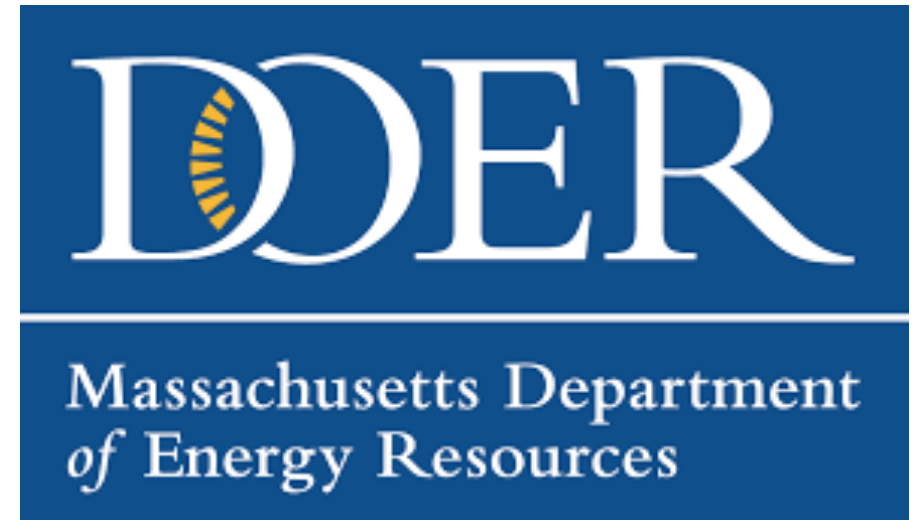
¹ \$25 signup incentive for Honeywell and ecobee thermostats. \$40 for Nest thermostats (visit www.nest.com/nationalgrid to learn more).

² Available your first year and in following years, if you participate in at least 75% of the summer days of high energy use.

³ Wi-fi thermostats can cost between \$50 - \$250 (by taking advantage of Mass Save® discounted prices).

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.*



Usability test setting

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


WHISKERLABS
CONNECTED
SAVINGS

1 — 2 — 3

Select your device

Honeywell
THE POWER OF **CONNECTED** 

Honeywell Lyric
THE POWER OF **CONNECTED** Life in tune.



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

WHISKERLABS
CONNECTED
SAVINGS

< 1 — 2 — 3
Program Overview

connectedsolutions | **nationalgrid**
HERE WITH YOU. HERE FOR YOU.

Connect. Anytime. Anywhere.
Get paid \$25 just for signing up!

ConnectedSolutions is National Grid's smart energy program that does it all for you. Leveraging state-of-the-art

Yes, enroll me!

LyricTM
Life in tune. **Honeywell**

Log in to access.

Email

Password

LOG IN

Program Changes – Customer Benefits



Program Overview

Your 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

Yes, enroll me!

Program Changes – Customer Testimonials

WHISKERLABS
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

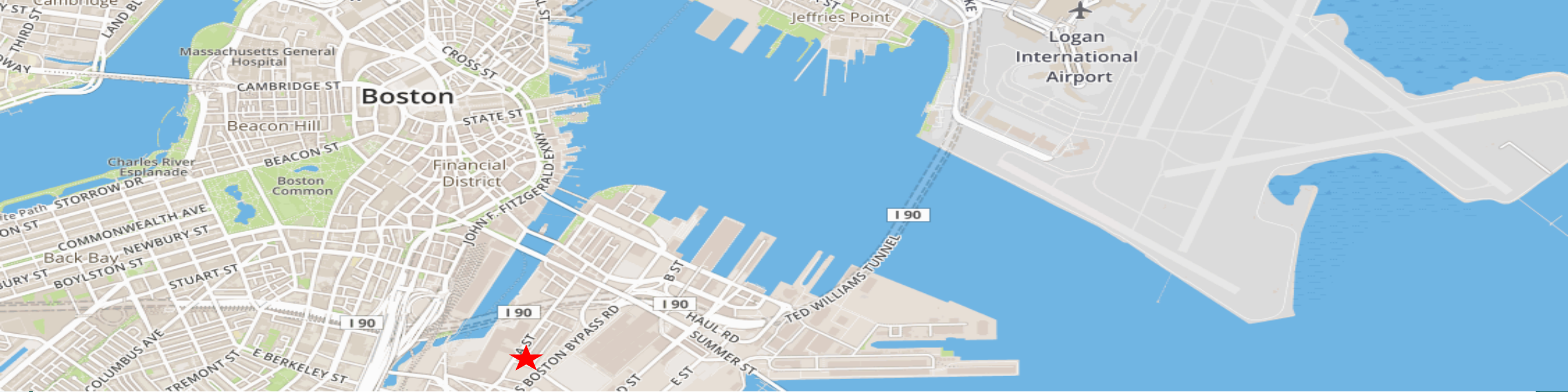
Pre-field program design testing in Rockland

2018

Benchmarking with other programs in US

Field Experiment

Best Practices



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