



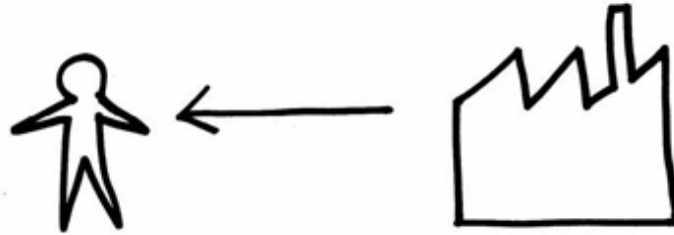
Leveraging Quantitative, Qualitative and Human-Centered Research to Support Program Design for Full Rollout and Deployment Efforts

*Presented by Seth Kiner, Director
Customer Experience & Marketing
Southern California Edison*

*NAP Day
July 12, 2011*

Enabling a Higher Level of Customer Engagement

Starting with this



This is where we're headed



Establish a Valued Two-Way Relationship with Customers

Strategic Components to Customer Engagement

Consumer Engagement is the process of having consumers take an active role in a “Smart Energy Lifestyle” through learning, participating and sharing, ultimately creating an emotional connection through on-going, repeated interactions between SCE and the consumer.

Supporting Pillars to Engagement



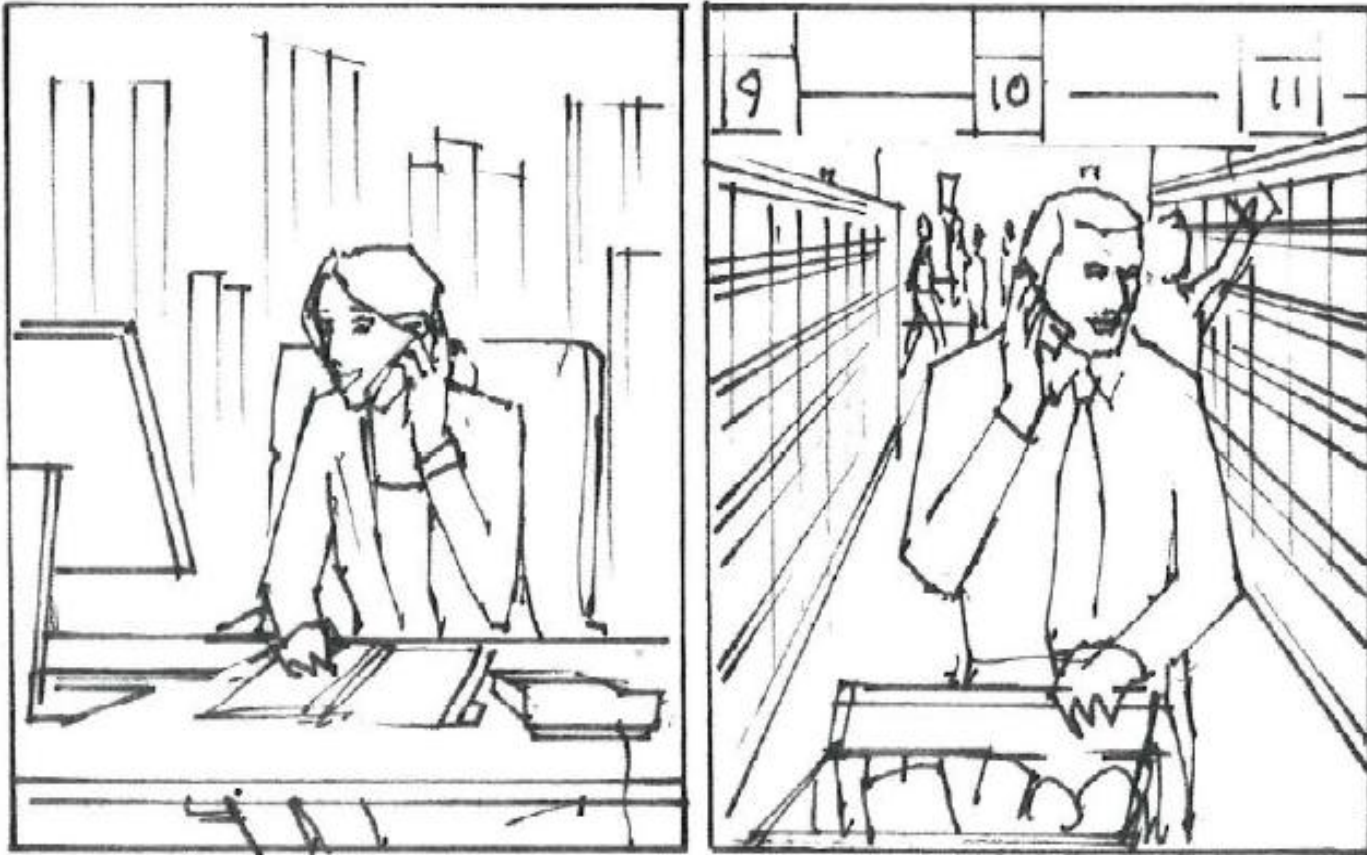
Systems and Support



Engaging Customers in a Smart Energy Lifestyle

A Future Customer Scenario

Sarah and Derek



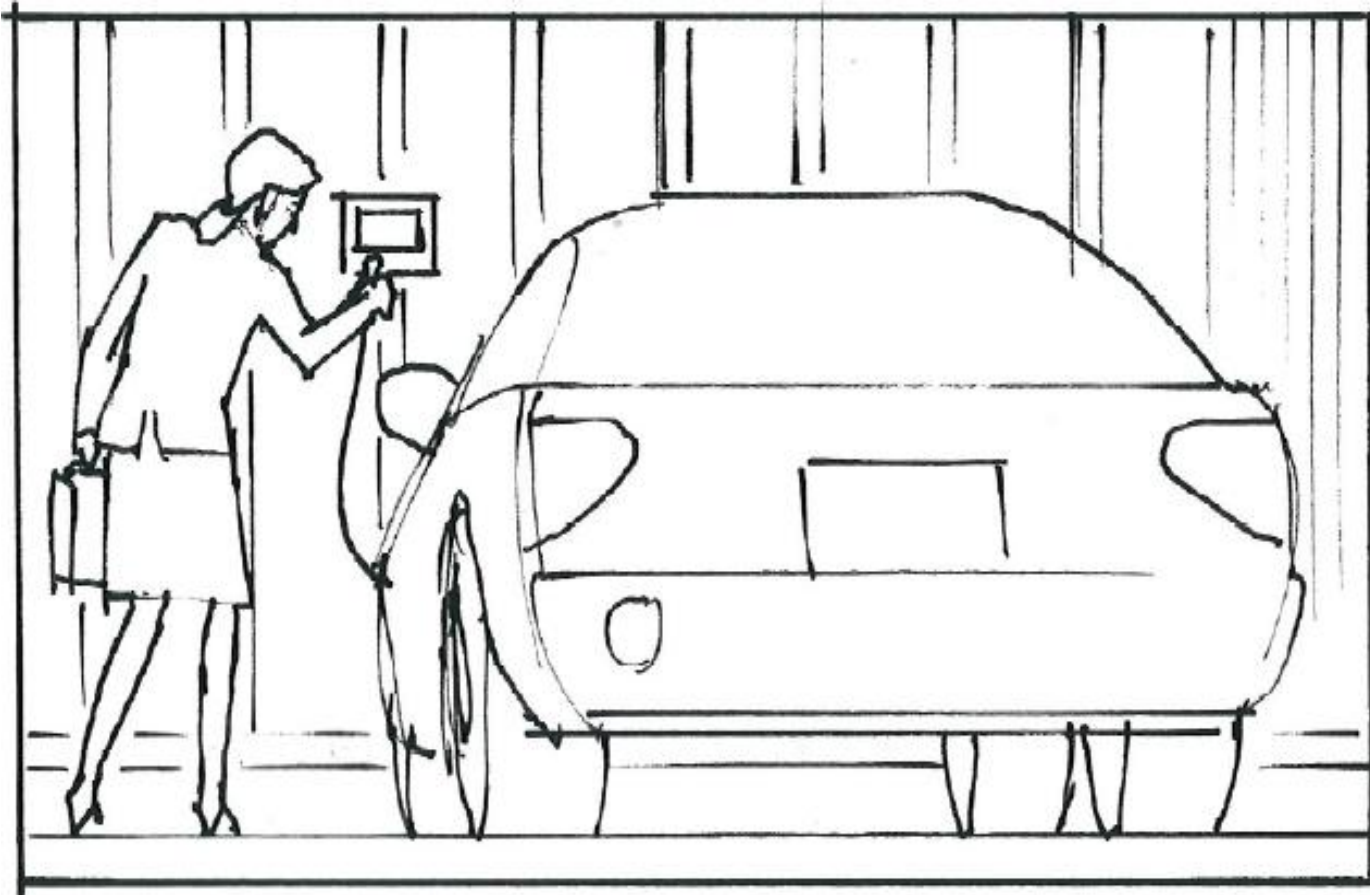
Sarah and Derek check in to coordinate plans for their dinner party tonight.

Sarah and Derek



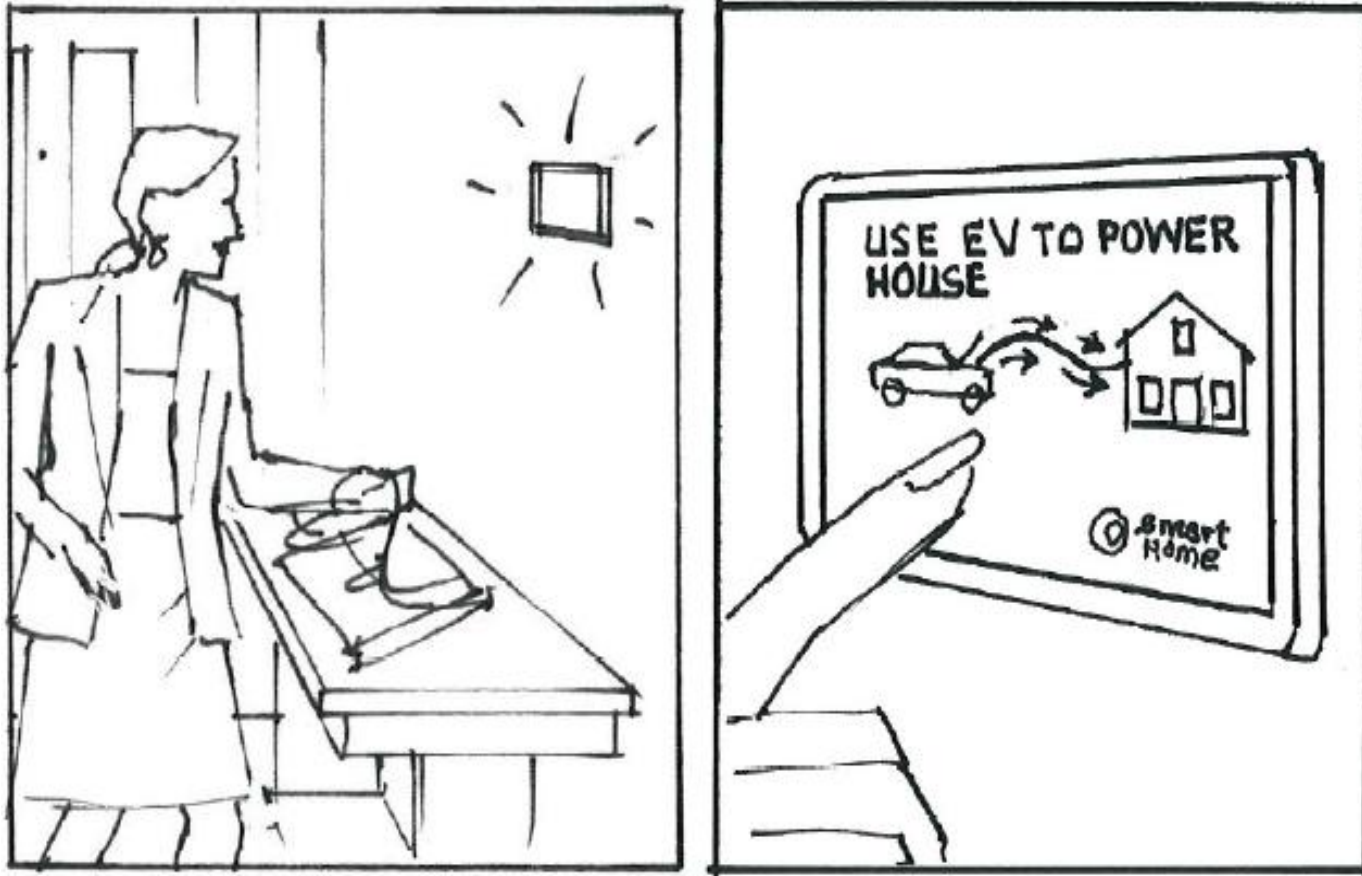
Later at work, Sarah receives a peak event alert. She decides to pitch in by changing a few settings directly on her phone.

Sarah and Derek



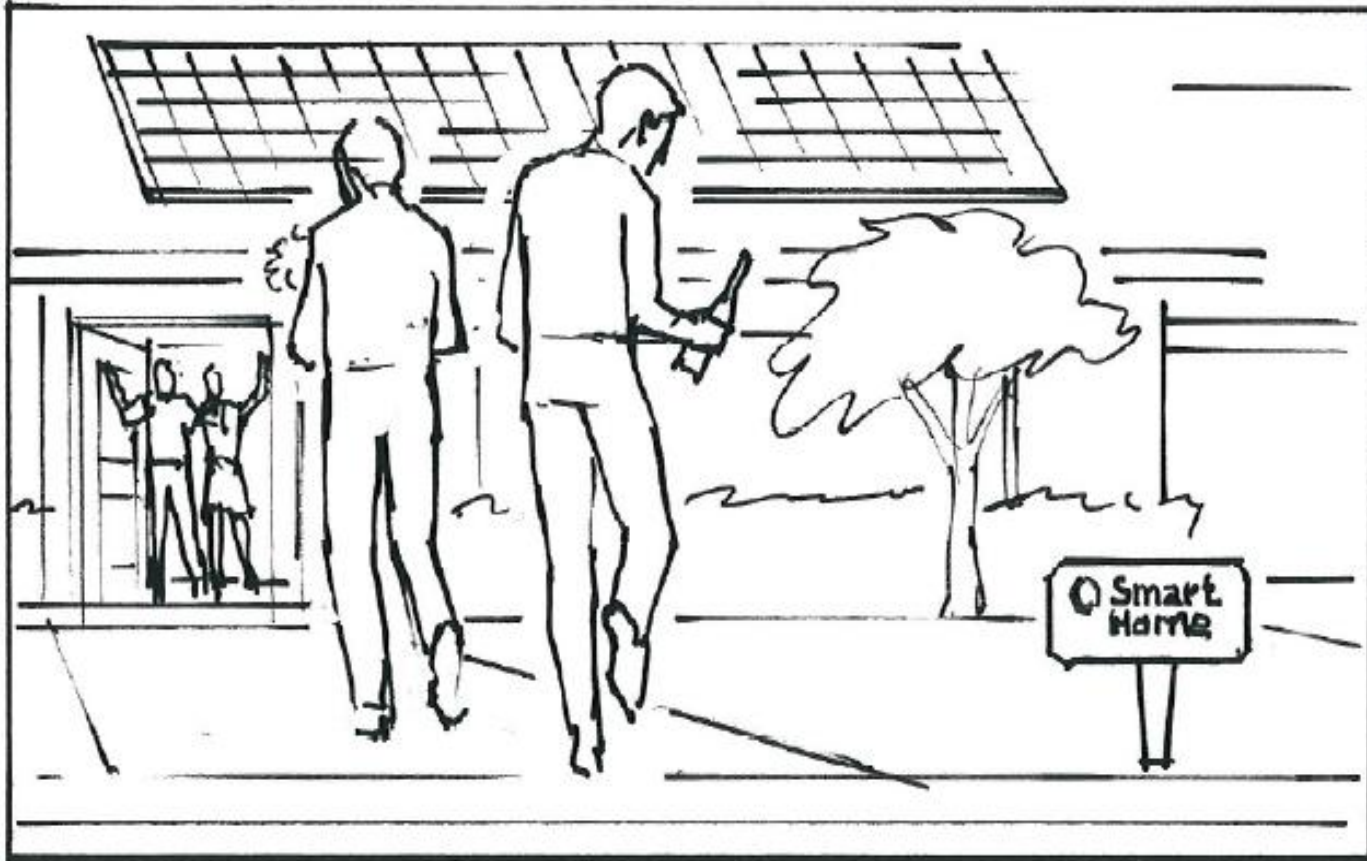
Arriving home, she plugs in her electric vehicle. She likes to keep it fully charged.

Sarah and Derek



Inside, the home monitor shows that it is currently peak time and she's about to go over her energy budget. No problem! She sets the house to run on the EV battery until peak time passes.

Sarah and Derek



As their guests arrive, they check out the Smart Home sign indicating energy their house has saved and generated by solar panels.

Sarah and Derek



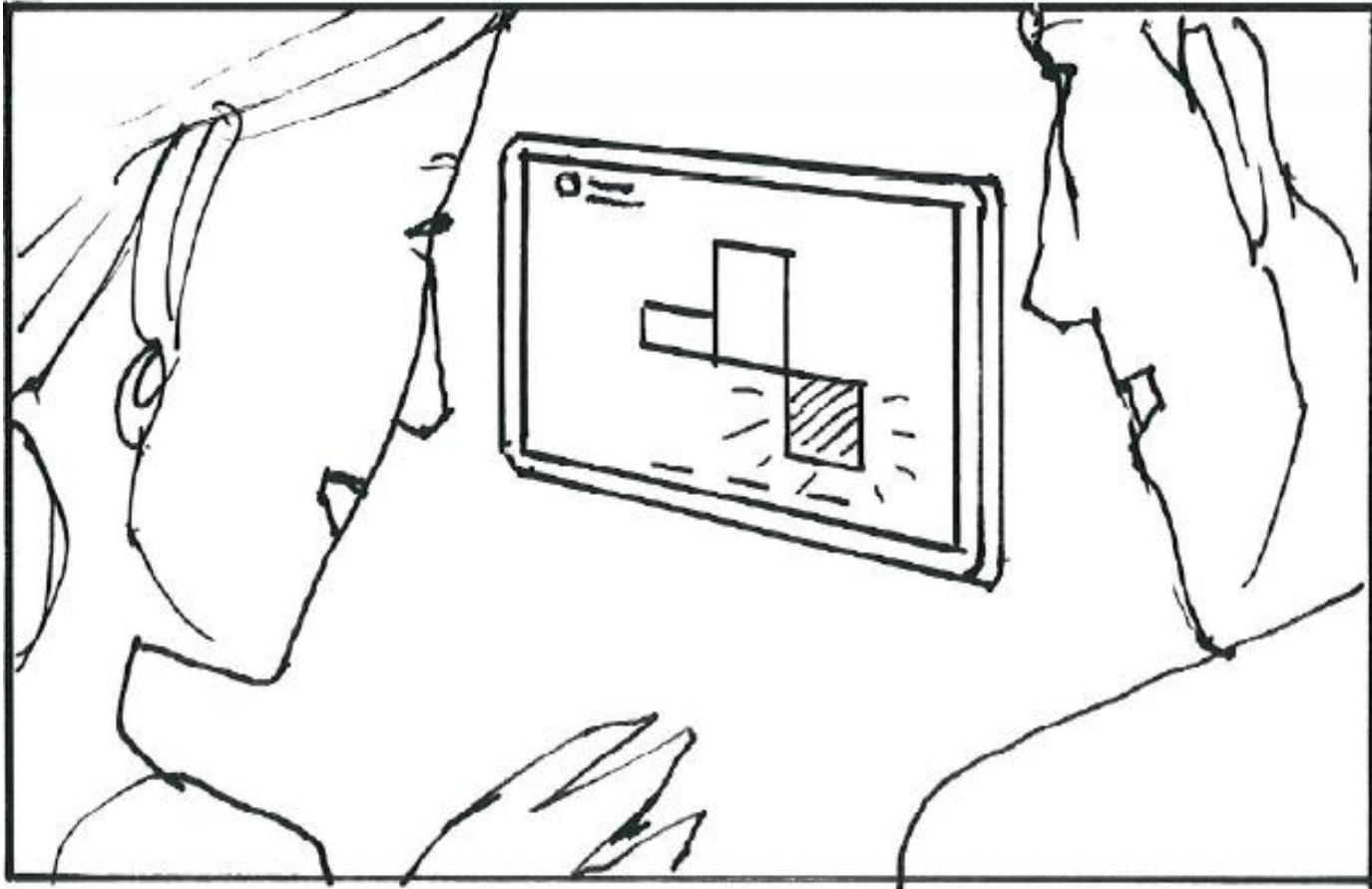
Over a glass of wine, Derek describes their path to Green Maven status and their four star CTAC home. Edison SmartConnect™ has rewarded their behaviors all along the way.

Sarah and Derek



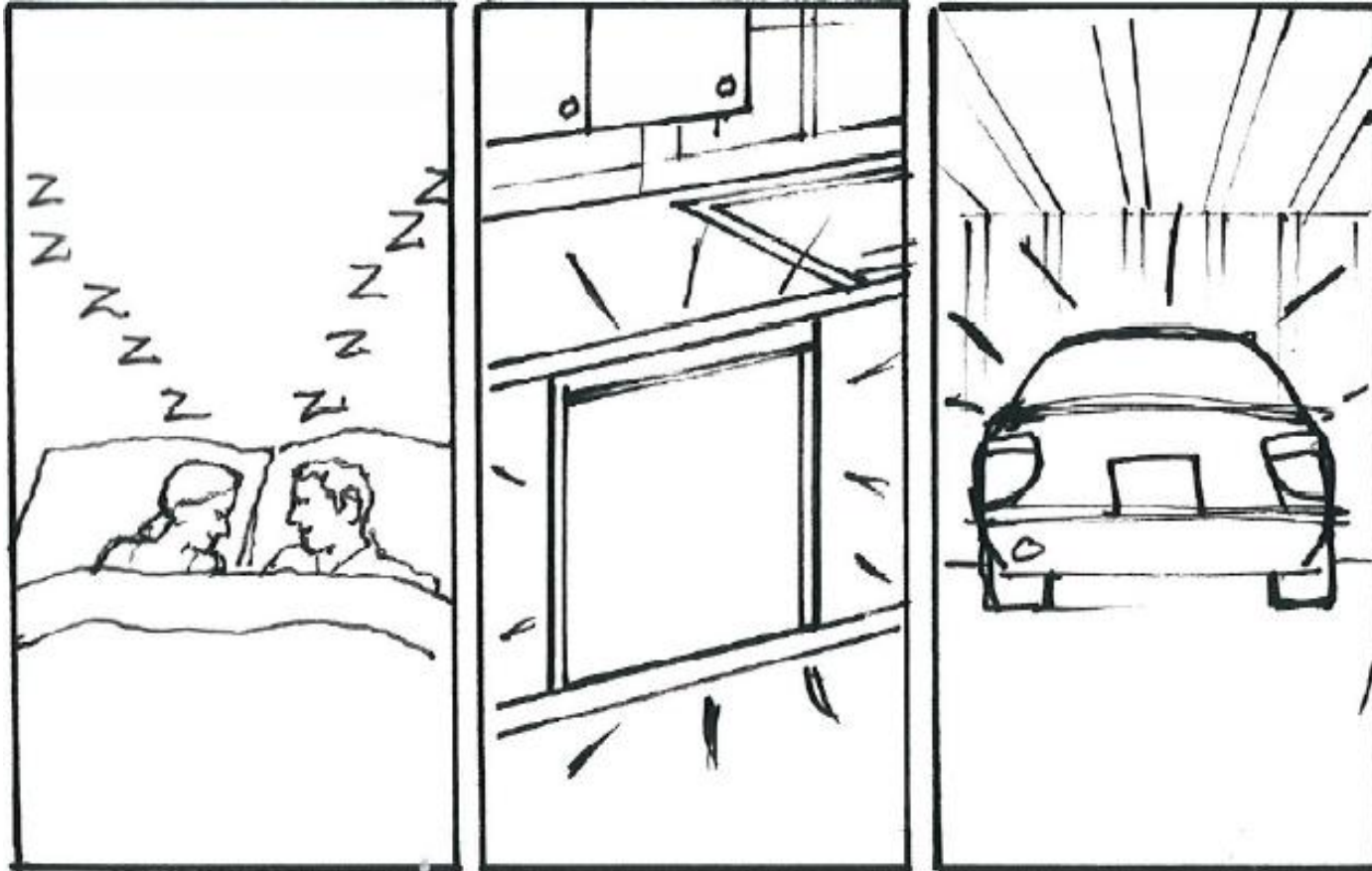
One guest notices the home monitor is glowing green and wonders how they maintain such a status while hosting a dinner party during peak hours.

Sarah and Derek



After saying good night to guests, they glance at the home monitor and feel proud. The Green Plan and the Smart Home help them make a difference they can share with others.

Sarah and Derek



At the end of the day, the couple is asleep while Edison SmartConnect™ is working for them, using low cost energy for their appliances and charging their EV.