

# Transforming the Customer Relationship

JANUARY 22, 2018 | SAN ANTONIO, TX

**2018 Consumer Symposium** | HENRY B. GONZALEZ CONVENTION CENTER | ROOM 206AB

## 9:00 Registration

## 9:30 Welcome

SECC's Chairman **Mark Brown** – Senior Customer Programs Officer from Fayetteville Public Works will open with a discussion of the next steps in customer engagement with smart energy consumers.

## 9:45 2018 State of the Consumer Report

Hear findings from SECC's annual "State of the Consumer" research as 2018 gets into gear. **Patty Durand** – President & CEO at Smart Energy Consumer Collaborative, **Gomathi Sadhasivan** – Lead, Customer Decision Sciences at DNV GL & Research Committee Chair at SECC and **Bridget Meckley** – Research Coordinator at Smart Energy Consumer Collaborative will respond to the findings and discuss how to use these insights to effectively drive consumer engagement.

## 10:30 Coffee Break

## 10:45 Keynote Address

**Felecia Etheridge** – Chief Customer Engagement Officer at CPS Energy, will share CPS Energy's vision for empowering and engaging consumers.

## 11:30 Consumer Platform of the Future

The emergence of strategic partnerships, aggregators and other new entrants into the energy ecosystem affects the business model for utilities and opens new opportunities for how products and services are configured and offered. SECC has released research covering consumer interest in these programs and offerings to further develop opportunities for energy providers to engage. What are the changes in the volume and complexity of decisions consumers now make? **Erika Myers** – Senior Director of Research at Smart Electric Power Alliance, **Nick Bafaloukos** – Director of Customer Programs & Business Data Analytics at ComEd, **Gregg Knight** – Senior Vice President & Chief Customer Officer at CenterPoint Energy, **Vickie Dorris** – Global Cognitive Solutions Leader at IBM Energy and **Prateek Chakravarty** – Head, International Sales & Customer Success at Bidgely will discuss insights on the types of offers consumers will want in five years, elements of offers consumers want to be packaged together and tools that would be helpful in evaluating offers.

## 12:30 Lunch

Enjoy a power networking lunch with other attendees

## 1:30 Enabling Consumers with Access, Choice and Control of their Energy Data

Consumer energy-data access and sharing platforms have the ability to transform utility-customer engagement and provide the foundation for innovative customer energy-efficiency programs. Utilities and policymakers are seeking best practices for enabling access to consumer energy data that also ensure privacy and security. Join us for an interactive panel with audience polling to share your opinion as well as learn from **Jeremy Roberts** – General Manager at Green Button Alliance, **Usman Syed** – Director, Conservation & Energy Efficiency at Ontario Ministry of Energy, **Brad Langley** – Director of Corporate Marketing at Tendiril and **Vicky Gannon** – Senior Program Manager, Share My Data, Data Governance & Products at Pacific Gas & Electric Company. Can deciding upon one common, consumer energy-data-usage standard speed up the creation of energy apps and services and hasten roll-outs to consumers? Are there merits to regional and one-off approaches?

## 2:15 Best Practices Awards

For the inaugural Best Practices Awards, SECC will recognize leadership in today's increasingly customer-centric energy ecosystem by honoring best practices of five different electricity providers across five distinct categories including: Consumer Education, Consumer Engagement, Culture Transformation, Smart Energy Innovation and Underserved Markets.

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## 2:45 Leveraging the Smart Grid for Consumer Benefit

Utilities must always emphasize and factor in consumer benefits throughout their smart grid deployment journey. Communications platform deployment needs to directly correlate with consumer benefit and engagement. **Jeff Weiser** – CEO at PayGo, **Duane Pearson** – Manager, Customer Program Innovation at Salt River Project, **Joe Thomas** – Director Technology Solutions at Duke Energy and **Carrie Harkness** – Program Manager at Consumers Energy will share insights on consumer engagement programs that are increasing satisfaction for their customers. The case studies and lessons learned will focus on developing effective approaches to reaching consumers with tangible benefits resulting from a smarter grid.

## 3:30 Afternoon Break

## 3:45 The Snake Pit: What Can You Do for Consumers with Analytics?

With consumers looking for a more customized experience in almost every industry, the importance of analytics in the energy industry is clear. Join our snake handler **Dan Jacobson** – Senior Marketing Manager at Landis+Gyr and snakes **Austin Whitman** – Vice President, Energy Markets at FirstFuel Software, **Aaron Berndt** – Head of Central Region Energy Partnerships at Nest and **Kevin Foreman** – CTO at Powerley for a battle on who can do the most with energy analytics. We will discuss insights into how data and analytics are changing the game in a highly competitive, challenging business environment. In the end, the audience must decide who will be the reigning champion of the Snake Pit!

## 4:30 SECC Showcase

Learn about the new tools SECC has created to assist industry stakeholders in communicating with consumers. We will highlight our recently released IoT infographic, three new videos, Smart Cities factsheet and more.

## 4:50 Concluding Remarks

President & CEO **Patty Durand** concludes with information about SECC's plans for consumer research and consumer education in 2018.

## 5:00 Cocktail Reception

Come network with old friends and new connections.  
– Room 205