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Smart Energy Consumer Collaborative Adds Three New Case Studies to Library

New case studies detail consumer engagement, education efforts for smart energy programs

ATLANTA – November 7, 2017 – The Smart Energy Consumer Collaborative (SECC) today announced that it has added three new case studies to its [Customer Engagement Success Stories](#) library. The new case studies examine innovative consumer engagement programs from Georgia Power, Pacific Gas & Electric (PG&E) and the Illinois Science & Energy Innovation Foundation (ISEIF).

For the first time in seven years, SECC expanded its focus from residential customers to small-and-medium business (SMB) customers with its examination of [PG&E's Business Best Rate campaign](#). PG&E conducted a proactive rate analysis for its SMB customers and contacted them when a more favorable rate plan was available. This program has garnered considerable interest among the utility's SMB customers and resulted in over \$1 million in customer savings in the first year alone.

The new [Georgia Power](#) case study focuses on the utility's smart meter-powered prepaid billing program conducted with Atlanta-based technology company [PayGo](#). In the first two years of the program, Georgia Power has seen enrollment steadily climb among eligible customers and satisfaction consistently increase when customers switch over to prepaid billing.

In another first, the final new case study examined not an electric utility but a nonprofit, the [Illinois Science & Energy Innovation Foundation](#). Funded by Illinois' two major electric utilities, Ameren Illinois and Commonwealth Edison, ISEIF invests in statewide nonprofit organizations that further energy literacy. To date, ISEIF grantees have held over 4,000 events, reached over 1.2 million people and educated over 22,000 schoolchildren and parents through the Smart Grid for Schools curriculum.

The Smart Energy Consumer Collaborative's extensive case study library now includes 16 in-depth examinations of smart grid-enabled programs from electric utilities, including Southern California Edison, CenterPoint Energy, Pepco, CPS Energy and Oklahoma Gas & Electric. Past case studies cover a wide range of utility programs, including Advanced Metering Infrastructure rollouts, demand response programs, residential solar installations and time-varying rate plans.

To learn more about successful smart energy programs and services, register for the Smart Energy Consumer Collaborative's [2018 Consumer Symposium](#) on Monday, Jan. 22 in San Antonio, Texas. The early bird rate for the one-day conference is available through Friday, Nov. 17.