

2020

SECC Research Agenda for 2020

Providing the smart energy community with the latest information in consumer engagement, the Smart Energy Consumer Collaborative's Research Agenda highlights the key trends and topics that will be explored in 2020.

Q1

2020 State of the Consumer Report

Beneficial Electrification and Customer Expectations

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Drawing on SECC's consumer research projects from 2019, this annual report will present five major themes on today's utility-customer relationship and discuss ways that the energy industry can increasingly move toward customer-centricity.

Beneficial Electrification and Customer Expectations

As electric utilities and U.S. policymakers look for ways to address climate change and decarbonize the economy, widespread electrification is likely on the horizon. This research will seek to understand customer interest in electrification and how utilities can effectively communicate the benefits of electrification.

Q2

The Modern Customer Engagement Journey

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Past SECC consumer research has shown that prior engagement begets interest in new programs, services and technologies. This report will explore the messaging, products and services that can be offered to consumers after critical touchpoints to increase engagement and interest in other offers.

Q3

Smart Cities: What Do Consumers Want?

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As municipal leaders strive to create clean, livable and modern urban areas, smart cities technology will be a key method for achieving these goals. This research will look at what today's consumers expect from a smart city, particularly energy-related projects, and what roles consumers believe electricity providers and technology companies should play in this area.

Q4

Underserved Communities and the Smart Energy Future

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While EVs, solar energy, smart thermostats and other modern energy technologies sometimes seem like luxuries for affluent customers, many low and moderate-income consumers are interested in clean energy technologies and in being environmentally conscious; these communities also tend to be more adversely affected by poor air quality and other environmental burdens. This report will explore how underserved communities can participate in modern energy technologies and how utilities can help with accessibility.