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New Paper Explores Successful Utility Programs for Residential Customers

Smart Energy Consumer Collaborative reveals success stories in the customer-centric energy transition

ATLANTA – May 28, 2020 – The [Smart Energy Consumer Collaborative](http://www.smartenergycc.org) (SECC) today announced release of a new white paper, “Identifying and Meeting Consumer Needs,” that highlights successful programs and services for residential customers from electricity providers across the United States.

The white paper is based on the five themes on consumers’ needs and wants found in SECC’s [“2020 State of the Consumer” report](#), a meta-analysis of 2019 consumer research aimed at providing a big-picture overview of today’s residential energy consumers. The five themes identified in the report are:

1. Consumers are more ready than ever to engage on energy.
2. Segmentation remains essential in a digital world.
3. Energy engagement is fundamentally a journey for both society and individuals.
4. Consumer expectations are shaping the future.
5. Education remains a clear, strategic opportunity to increase energy engagement.

For each of these five themes, the new white paper provides context for why it is important in today’s energy industry and multiple examples of programs and services that illustrate the theme. The electricity providers covered in the paper include investor-owned utilities, electric utility cooperatives and municipal utilities, including Cobb EMC, Ameren Illinois, Austin Energy, ComEd, National Grid, Hawaiian Electric, DTE Energy and more.

Highlighted programs and services include an environmentally focused education campaign, an electric vehicle rate plan, a digital shopping platform for residential rooftop solar, an online marketplace for energy-efficient and smart home products, and a demand response program that includes a free smart thermostat for participating customers.

“The energy industry has been increasingly transitioning toward customer-centricity over the past decade,” said SECC’s President & CEO Patty Durand. “By providing real-world examples

for the big-picture themes from this year's 'State of the Consumer' report, it is our hope that we can provide a clear path for electricity providers to follow in their consumer-focused efforts.”

The new “Identifying and Meeting Consumer Needs” paper is available for download for both SECC members and the public [here](#), and the “2020 State of the Consumer” report can be downloaded [here](#) by members or sent to media on request.

To learn more about SECC, visit www.smartenergycc.org, follow [@seconsumer](#) or read [our monthly blog here](#).