

Providing the energy industry with the latest information in consumer engagement and smart energy, the Smart Energy Consumer Collaborative's Research Agenda highlights the key topics that will be explored in 2022.

Q1

Electric Vehicles: Driving the Customer Experience

2022 State of the Consumer Report

Electric Vehicles: Driving the Customer Experience

The study will provide an in-depth understanding of consumer interests and concerns related to electric transportation as well as what opportunities exist for current EV owners around smart home devices, energy efficiency and demand response programs. We will investigate how consumers view charging options and battery range as well as what education is needed to ease consumer concerns.

2022 State of the Consumer Report

Drawing on SECC's consumer research projects from 2021 along with curated third-party research, this annual report will present the major themes on today's utility-customer relationship and discuss ways that the energy industry can increasingly move toward customer-centricity.

Q2

Consumer Pulse and Market Segmentation Study – Wave 8

Consumer Pulse and Market Segmentation Study – Wave 8

The last few years have seen unprecedented change in the energy industry and in the tools and programs available to consumers for managing their energy use. As the industry has evolved, so have consumer expectations. This flagship research study will explore the changes in consumer behavior, values and motivations and provide an updated segmentation framework.

Q3

Consumer Energy Knowledge: Testing Awareness of Emerging Trends

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Do consumers know the impact of their behaviors on the grid? Are they making the connection between their actions and the effect on power generation? This research will probe the awareness of smart energy and clean energy technologies, such as distributed energy resources, smart appliances and load flexibility, among residential consumers.

Q4

Consumer Understanding of Billing, Prepay and Payment Options

Segment Analysis: Moving Consumers Along an Engagement Journey
[White Paper]

Consumer Understanding of Billing, Prepay and Payment Options

The appeal of prepay programs has been growing among consumers, and this research will explore how best to set up these and other payment preferences for optimal engagement. This study of customer interest on a diverse set of payment and alternative rate programs will allow us to analyze consumers' understanding of bill cost-drivers as well as what messaging works best when communicating payment options.

Segment Analysis: Moving Consumers Along an Engagement Journey

[White Paper]

Drawing from the updated *Consumer Pulse and Market Segmentation Study*, this paper will take a deep dive into the messaging that best motivates each segment to participate in a program or offering. Key questions will include: What bundle of offers does it take to engage each segment? Where does each segment get information around energy? And are certain segments motivated by non-energy benefits such as comfort, safety or entertainment?

Providing consumers with relevant, reliable information on important topics, the Smart Energy Consumer Collaborative's Education & Outreach Agenda highlights the key projects that will improve consumer understanding and engagement in 2022.

Q1

Automating the Smart Home: Video Series

Electric Vehicle Tune-Up

Automating the Smart Home: Video Series

This video series will showcase a day in the life of a "smart homeowner" as they utilize various technologies for improved home comfort, safety and energy savings. Through one longer video and a series of social "story"-style videos, we will set the stage for how smart home technologies can be fun and easy to use to drive interested consumers to our website resources.

Electric Vehicle Tune-Up

As new electric transportation options increasingly roll off the assembly line, we will look to update some of the existing electric vehicle resources that we currently have available to consumers. Additionally, we will create new infographic pieces to help educate consumers about the differences in various charging technologies and vehicle types.

Q2

Advancing a Smarter Energy Future for All

Advancing a Smarter Energy Future for All

Drawing on the themes of SECC's *2022 State of the Consumer* report, we will look to showcase best practices and other examples of how electricity providers are educating and engaging today's energy consumer.

Q3

A Journey into Home Electrification

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This interactive online journey will help to guide consumers towards their best path to at-home electrification opportunities. From new home building to established rental units, each residential consumer will travel their own path based on what options are available to them and provide solutions that fit their needs.

Q4

Smarter Appliances for a Smarter Consumer

Smarter Appliances for a Smarter Consumer

Serving as a companion tool for our *Journey into Home Electrification* project from Q3, we will create simple to understand overviews of the various types of home appliances available to consumers in today's marketplace. By helping to guide consumers through answering some "blue sky" questions, we hope to direct more informed decision making when the need to replace arises.