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The Smart Energy Consumer Collaborative Shares Outlook on Energy Consumers and Small Businesses for 2025

A new report provides actionable takeaways to help energy industry stakeholders align programs with the needs and wants of consumers, small businesses

ATLANTA – March 19, 2025 – Electricity providers are widely regarded as trusted authorities by residential and small business customers, and this strong foundation presents a valuable opportunity to deepen the customer relationship and drive greater participation in energy programs, according to a new report from the [Smart Energy Consumer Collaborative](#) (SECC).

According to the [“2025 State of the Consumer”](#) report, a meta-analysis of SECC’s 2024 research agenda, artificial intelligence (AI) in particular has the potential to help electricity providers offer more personalized options to their customers and position themselves as innovative, customer-centric leaders in a rapidly evolving energy landscape.

In 2024, [SECC’s research agenda](#) included two major studies – “Modern Energy Messaging: Transactions to Relationships” and “Understanding the SMB Landscape: New Needs and Concerns” – plus four Smart Energy Snapshot Surveys. Last year, the Snapshot Surveys covered price sensitivity around electric vehicles, interest in AI services from electricity providers, the needs of Spanish-speaking households, and consumer interest in winter demand response.

The latest version of SECC’s “State of the Consumer” report – which is released to the industry each year in Q1 – begins with an overview of the key findings and takeaways from SECC’s 2024 surveys. The second half of the report expounds upon the three themes on the utility-customer relationship that emerged from this research:

1. Electricity providers have a solid foundation on which to build strong customer relationships.
2. While interest in energy programs is high, motivating consumers to act can be a complex endeavor.
3. To deepen their customer relationships, electricity providers should explore how to leverage AI.

“This year’s report showcases the substantial potential that exists for deepening the utility-customer relationship,” said SECC’s President & CEO Nathan Shannon. “Both residential and

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small business customers have considerable trust in their electricity providers, and providers can use new tools like AI build upon this trust and help customers meet their specific energy goals.”

Member organizations can download the new report on [SECC's website here](#), and it is available to the media on request. A half-hour Research Brief Webinar covering the report's key takeaways will be held in the first half of April. More information will be available shortly.

About the Smart Energy Consumer Collaborative (SECC)

The Smart Energy Consumer Collaborative (SECC) is a 501(c)(3) nonprofit organization that works to learn the wants and needs of energy consumers in North America, encourages the collaborative sharing of best practices in consumer engagement among industry stakeholders, and educates the public about the benefits of smart energy and energy technology. To learn more, visit www.smartenergycc.org or follow us on [LinkedIn](#).