

Thought Leaders Speak Out 2021

ENGAGING CUSTOMERS WITH TECHNOLOGY

Key Takeaways: Advances in Pre-enrolled Smart Thermostat Programs

A Fireside Chat with APS and Google (April 2021)

The Institute for Electric Innovation's *Thought Leaders Speak Out 2021: Engaging Customers with Technology* series brings together electric company executives with customer responsibilities to share lessons learned and the results of successful customer engagement strategies.

This dialogue focused on the **APS Cool Rewards** program and featured a discussion between Jacob Tetlow of Arizona Public Service and Aaron Berndt of Google. APS has a commitment to deliver 100% clean, carbon free energy by 2050 and the Cool Rewards Program is one element of achieving that goal. Google is working with APS on this program. Lisa Wood of IEI moderated the discussion, Bob Rowe of NorthWestern Energy provided opening remarks, and Mary Kipp of PSE provided closing remarks. Key takeaways are summarized and highlighted below.

[Click Here for the Agenda and Speaker Bios](#)

Leveraging Customers on the Path to Achieve 100% Carbon Free Energy Goals

 [Video Clip Here](#) (2 minutes)

Description: APS describes how the Cool Rewards Program is a triple win, providing value to all customers, the energy grid, and the environment. Currently, APS can dispatch an event across 37,000 customers (via their smart thermostats) and reliably provide about 40 MW of load, avoiding the dispatch of less efficient and less environmentally friendly generators.

 [Video Clip Here](#) (1 minute)

Description: Google shares its perspective on customer motivation to enroll in Cool Rewards, including how the program enables customers to 'do their part' for the environment.

Pre-enrollment Is Key to Achieving Scale & Increases Customer Satisfaction

 [Video Clip Here](#) (2 minutes)

Description: Google explains how offering pre-enrolled smart thermostats on electric company online marketplaces is key to achieving scale by simplifying the transaction. Pre-enrollment provides customers with a simplified purchase experience with all incentives bundled for the customer at checkout.

 [Video Clip Here](#) (1 minute)

Description: APS discusses how pre-enrollment results in a seamless purchasing and enrollment experience that has led to 95 percent customer retention in the Cool Rewards program.

 [Video Clip Here](#) (1 minute)

Description: APS details the customer value proposition offered in partnership with Google and EnergyHub to drive adoption – customers that pre-enroll in Cool Rewards get a free smart thermostat and enrollment incentives.

Coordinated Marketing Efforts, the Online Marketplace, and Rate Design Increase Enrollment

 [Video Clip Here](#) (1.5 minutes)

Description: APS provides insights into the mechanisms used to get customers to the online marketplace and to join the smart thermostat program. Overall, customers that participate are highly satisfied.

 [Video Clip Here](#) (1.5 minutes)

Description: Google emphasizes the need for an omni-channel marketing approach during promotional offerings to scale enrollment; this also creates another touchpoint for APS to communicate with customers about their ambitious carbon reduction goals.

 [Video Clip Here](#) (1.5 minutes)

Description: APS shares how the Cool Rewards programs is designed to work with APS rates and how APS tailors the application to the technology to ensure benefits for customers.

Looking Forward, Pre-Enrolled Smart Thermostat are a Leading Technology for Load Management Programs with Tremendous Growth Potential

 [Video Clip Here](#) (2 minutes)

Description: APS shares its goal to enroll 85,000 customers by the end of 2021 and to expand the Cool Rewards to small businesses. Google highlights that the U.S. market potential for smart thermostat programs has plenty of upside.

 [Video Clip Here](#) (1.5 minutes)

Description: APS explains that smart thermostat programs are another example of smart meter benefits to customers while Google confirms that adding pre-enrollment to a smart thermostat program drives a step change in enrollment by doubling or tripling enrollment rates because the process is much simpler.

 [Video Clip Here](#) (1 minute)

Description: PSE provides closing remarks, summarizing how combining technology with the customer experience allows for more effective and attractive programs. There is something in the Cool Rewards program for everyone – savings, environmental benefits, and grid reliability/resiliency benefits.