

Educating Customers with Intel

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Our Modernization
Action Plan- video

AMI works with a Smarter Grid

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Detailed AMI Project Scope by Stage

Stage 0: Meter Deployment	Stage 1: Over the Air Billing and Web Portal Enhancements	Stage 2: Remote Connect / Disconnect	Stage 3: Dynamic Pricing & Outage
<ul style="list-style-type: none"> ▪ Deployment Planning and Scheduling ▪ Supply Chain ▪ Meter and Network Deployment ▪ Metrics and Reports ▪ Customer Communications 	<ul style="list-style-type: none"> ▪ Cutover to over-the-air billing ▪ Over-the-air Meter Read ▪ Validation, estimation, and editing of interval and register reads in the MDMS ▪ Over-the-air Billing ▪ AMI Analytics ▪ Web Presentment ▪ Green Button ▪ Customer Communications 	<ul style="list-style-type: none"> ▪ Remote Connect/Disconnect (with credit) ▪ Analytics – Revenue Protection ▪ AMI Analytics – Predictive (operational) ▪ Customer Communications 	<ul style="list-style-type: none"> ▪ Interval Billing ▪ Dynamic Pricing (including ARES) ▪ Outage ▪ C&I* ▪ Load Settlement ▪ Analytics – Customer Demand ▪ Customer Communications

AMI Customer Communications Overview

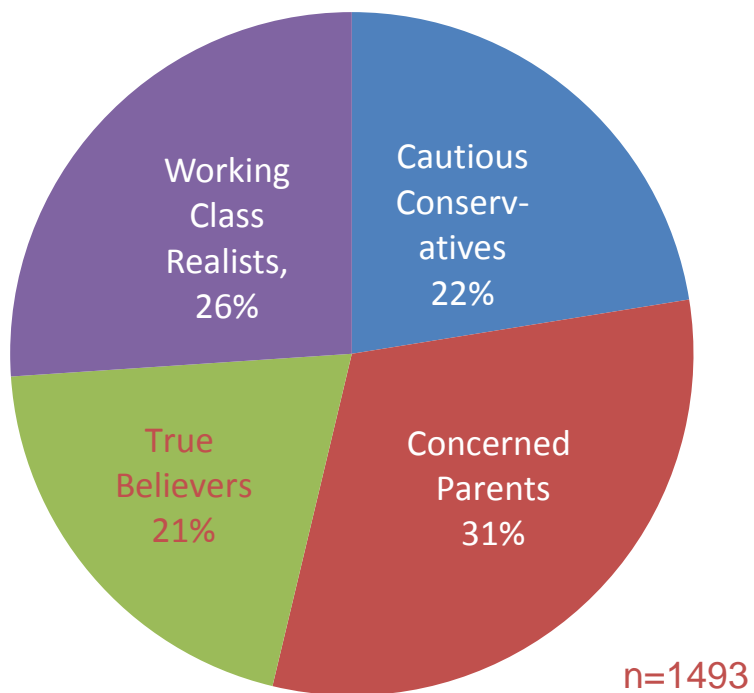
Time Before Deployment	Description
25 weeks (180 days)- <i>Collaboration with Energy Foundry/I-Gen. Media Outreach</i>	Global Early Awareness – Customer education begins in deployment area. This may include education of co-workers, local officials, consumers, educational institutions, civic leaders and opinion leaders. Key messaging includes value of upgrading the grid, introduction to AMI, privacy / security / safety features of AMI
12 weeks (90 days)	Customer Education – Customer mailer will be sent to customers in the deployment area letting them know that meters are being exchanged in the area. Key messaging includes what the customer can expect during deployment and overview of privacy / security / safety features of AMI
6 weeks (45 days)	Community Outreach - Personal contact is made with local mayors, police and other community leaders. Additional information is provided to address any local community needs.
4 weeks (30 days)	Media Outreach - Localized news release is conducted and a media event is arranged to demonstrate the installation of AMI technology in the local community.
4 weeks (30 days)	Customer Outreach –Ameren will send a reminder postcard to the customer about the AMI deployment. Key messaging includes the timeline of the installation of their meter and highlighting specific benefits
Day of	Door Knock / Hanger - Installer attempts a courtesy contact with the customer to inform them of brief interruption of power. After the install is complete, a door hanger is left that provides information about the installation, general benefits and whether or not a return visit is required.



Customer Segmentation

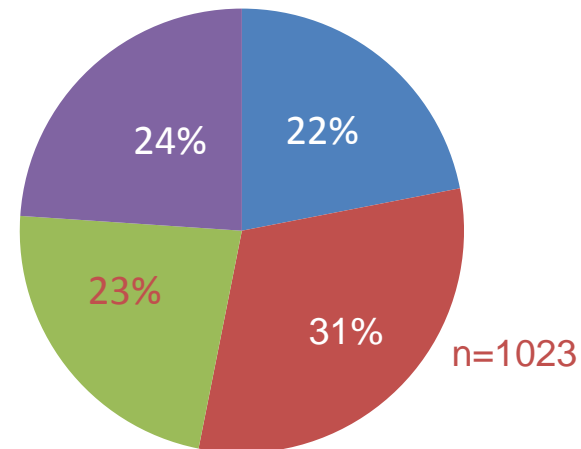
Ameren Illinois customer segmentation generally mirrors the U.S. population

Ameren Illinois

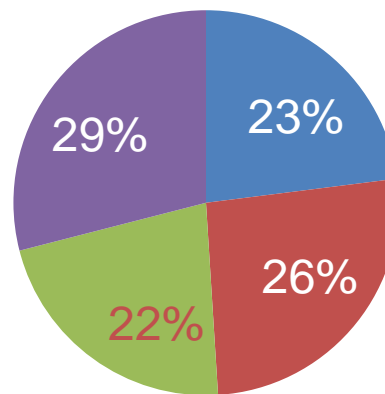


National

From Utility Pulse 2013



Ameren 2012 EE Study



Four messaging directions were tested with customers

- ✓ An advanced meter gives you access to better information so that you can monitor and control your energy consumption and costs in ways you've never been able to before.
- ✓ We've been using the same metering technology for 100 years. Advanced meters are an important tool for securing our country's energy future – improving reliability and making innovations possible.
- ✓ Advanced meters will give you a much better picture of your energy usage, so you can make changes to stop wasting energy and your hard-earned dollars.
- ✓ Being more energy efficient is one of the most important ways we can reduce our environmental impact. Advanced meters can show you how you currently use energy, so you can make the right decisions for a bright future.

True Believers



23% of Americans
21% of Ameren IL Customers

93% say that energy conservation is important (vs. 81% overall).

Top motivators/drivers: to save money (43%) and to protect the environment/save natural resources (23%)

Above average number of energy-efficiency behaviors/habits: 6.4 (vs. 5.5 overall)

Preferred messaging direction: information/control (31%)

Concerned Parents



31% of Americans
31% of Ameren IL Customers

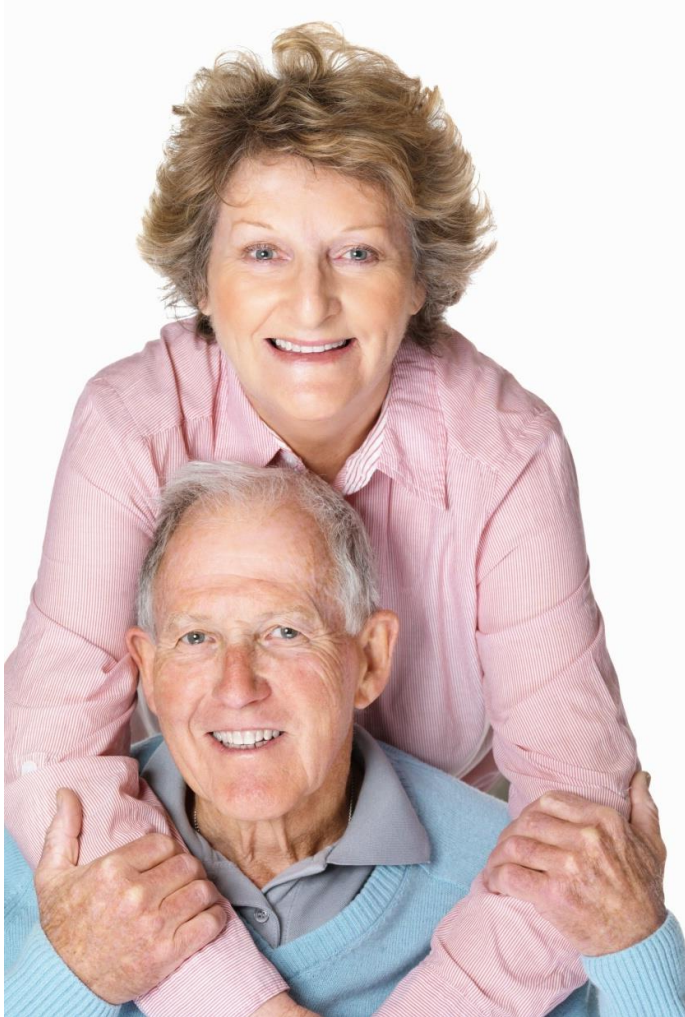
76% say that energy conservation is important (vs. 81% overall).

Top motivators/drivers: to waste less money (26%) and to be responsible/not waste (19%)

Average number of energy-efficiency behaviors/habits: 5.5

Preferred messaging direction: information/control (32%) and avoid waste (30%)

Cautious Conservatives



22% of Americans
22% of Ameren IL Customers

90% say that energy conservation is important (vs. 81% overall).

Top motivator/driver:
to save money (62%)

Highest average number of energy-
efficiency behaviors/habits:
7.2 (vs. 5.5 overall)

Preferred messaging direction:
avoid waste (35%)

Working Class Realists



24% of Americans
26% of Ameren IL Customers

Below average rating of energy conservation importance (71% vs. 81% overall)

Top motivator/driver:
to save money (79%)

Below average number of energy-efficiency behaviors/habits: 3.3

Preferred messaging direction:
information/control (36%) and avoid waste (31%)

Why Use Customer Segmentation?

- The advanced technology and the focus on energy conservation, gives us a window of opportunity to engage customers based on the issues they consider relevant to their lifestyles and energy consumption.
- In essence, we can reduce or eliminate “shot gun” approach to customer education.
- Segmentation allows us to deliver the right message to the right customer at the right time. It relies on our ability to use a combination of customer data— meter, account, and activity information as well as behaviors and attitudes.
- It’s a paradigm shift from a transactional relationship to an interactive relationship.

Summary

What we have learned: Attitudes and Behaviors

- Energy conservation is important to Ameren IL customers; 81% consider it important, significantly higher than the national average.
- Compared to Americans overall, Ameren IL customers are more engaged in energy conservation behaviors. On average, customers have completed 5.5 of such improvements in their home – more than Americans overall (2.8).
- When it comes to energy-efficient products, saving money is the strongest motivator/driver.
- Ameren IL's customer segmentation generally mirrors the U.S. population, with 22% Cautious Conservatives, 31% Concerned Parents, 20% True Believers and 26% Working Class Realists.

Interest in Participating in AMI Programs

- Customers reacted positively to the AMI program options described:
 - 67% say they are likely to participate in a peak power rebate plan.
 - About half (48%) of customers that have central AC would be interested in participating in a load control program.
 - 42% are likely to participate in a real-time pricing plan. Interest in real-time pricing increases to 50% if an in-home display monitor or thermostat is provided.

Messaging and Communications

- Of the messaging directions tested with customers, information/control and avoiding waste resonated best with the overall customer base.
 - True Believers – Information/Control (31%)
 - Cautious Conservatives – Avoid Waste (35%)
 - Concerned Parents – Information/Control (32%) and Avoid Waste (30%)
 - Working Class Realists – Information/control (36%)
- When it comes to benefits of the AMI technology, customers considered the availability of new pricing plans and improved reliability the most important.



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