



“Day In The Life Of a Utility Customer”

Presentation to: Ontario Smart Grid Forum

Topic: Consumer Focus

July 2008



Introducing DEFG LLC

The Distributed Energy Financial Group (DEFG LLC) is a holding company with three branded entities

DEFG, a management consulting and financial services firm focused on innovative energy technologies and solutions



EcoAlign, a full-service strategic marketing agency focused on the energy and environment space, and transforming the customer relationship



DEFG Ventures, an investment arm that provides capital, advisory services and marketing expertise to alternative energy companies seeking angel and venture capital.



DEFG's overall mission is to bring together customers, capital providers, and companies to create exceptional value for its clients. DEFG's clients include many of the leading utilities, vendors and equipment manufacturers, and financial firms active in the energy sector.

DEFG founded and manages two utility consortiums

- An independent research Consortium which co-sponsors targeted, fact-based research on customer service quality issues
- Intended to facilitate discussions and decision-making by regulators, business executives and other stakeholders
- Provide proposed solutions to the challenges to the management of utility customer service quality in the 21st century.



-
- An independent research consortium which sponsors research on “Win-Win” policies and innovative solutions that promote demand response and energy efficiency programs, distributed energy, and revenue producing premium products and services
 - Focus is on policies, new technologies and solutions that drive innovation in the delivery of reliable energy
 - Promotes the development and sharing of best practices among its members



The CCRC has been in existence for 5 years

We have built a mature, effective model for collaboration and shared research...

- Completed a wide range of both tactical and strategic initiatives
- Grown into a sizeable group of strong peer relationships
- Built a platform for collective action and industry leadership
- Undertaken a number of tactical and strategic research initiatives over the years, including: CSQ metrics, first contact resolution, customer segmentation, USB, to name a few
- The CCRC recently finished the “Day In The Life Of” (DILO) production, a vision of the customer experience in 2015



DILO charter

Produce a coherent vision of the residential customer service experience circa 2015

Why is this initiative needed?

- **Problem Statement:** There exists gaps in key stakeholders' understanding of the changes facing the utility customer service model vision. Utilities need to be proactive in confronting change and these gaps
- **Value:** This initiative will help utilities in their efforts to engage stakeholders, thereby bridging the existing gaps in stakeholders' understanding of the issues and resource implications for creating the future vision

DILO Goals?

- **Goals are ...**
 - To paint a well-informed vision of what the future customer DILO “could be”
 - To posit this vision as a future that utilities need to prepare for
 - To help frame an informed discussion of the implications with stakeholders
- **Goals are not ...**
 - To *advocate* for a particular future vision
 - To argue the *certainty* of a particular future vision, at exclusion of other scenarios
 - To paint a deterministic, “*will-be*” picture of the future as inevitable

Six vignettes are used to articulate the emerging DILO vision

Disruptive Game Changers

- Security crises (terror, supply)
- Technological breakthroughs
- Climate disruptions
- Extreme price volatility



DILO Drivers

- Prices
- Climate change policies
- Reliability requirements
- “If my bank can do it...”
- Technology diffusion
- Demographic shifts
- Income disparities
- Possible Future Scenarios



1. Jenna- Reduce energy usage
2. Joshua- Manage energy usage
3. Cecilia- Technology and self generation
4. Ming- Turn on a new customer
5. Maria- Respond to a power outage
6. Alex- Provide financial assistance

DILO Presentation - Topics for discussion

Vision of the future

- When looking at the DILO production, take note of what you see and the experience the customer is having
- What attracts you to the vision? What do you think will represent a challenge? (At the end of each vignette, there are “utility spotlight” questions, e.g., how does the DILO vision impact the utility.)
- What does the DILO vision mean for the Smart Grid?



Lights please....



Key themes of the DILO vision

- Customer choice
- Information
- Technology enablement
- Multiple communication channels
- Access, on the customers terms
- Others?



Tom Brunetto

Managing Partner DEFG LLC

www.defgllc.com

tbrunetto@defgllc.com

(240) 463-9928

