Building Engagement over Time for Low-Priority, Repetitive Behaviours - Team Power Smart Update

Jay Kassirer
WSMC April 2015
A Low Involvement Product

support for

vs

engagement with
Objectives, Target Audience

• 25 repetitive behaviours leading to residential energy reductions without reducing lifestyle quality
  – Eg: lower the heat at night – manually or using a programmable thermostat.

• Annual cumulative savings (4.9 GWh by 2013)
Objectives, Target Audience

Psychographic and geo-demographic and segmentation analysis used to understand the market
Objectives, Target Audience

Prioritized behaviours

• (cbsm model: impact, probability of adoption, and penetration)

Decided to promote all 25 behaviours at once

• To help frame and build momentum
Customer Orientation: Barrier and Benefit Analysis

- **Key Barriers:** indifference, forgetting, misconceptions, lifestyle concerns

- **Key Motivators:** saving money (but seen as small), environmental concerns, pride in the province and its natural heritage; an opportunity to challenge oneself, be recognized and earn a small reward
Competition Analysis

Competition from things that people are passionate about (because energy conservation is a low priority)

- health and wellness
- food and drink
- life and leisure
- family and relationships
- home and garden
- gadgets and technology
The Social Offering

- Loyalty program (builds engagement)
- Opt-in
- Marketed as **TEAM POWER SMART**
The Social Offering

Value proposition (member perks):

• Exclusive offers, events, contests (e.g. Earthopoly, Science World social)
• Regular communications by email and mail (alerts, correspondence, newsletter, member magazine) is a
• Online Member’s Tool Box
• More (next two slides)
Connecting with Existing Passions
Goal Setting and Challenges

JOIN TEAM POWER SMART AND TAKE THE CHALLENGE
Challenge Participation

Note: The number of Team Power Smart members exceeds the number of Challenges, as not every Team Power Smart member is participating in a Challenge.
Challenge Performance

- Pass (Save ≥10%)
- Save (Save <10%)
- Fail (Not Save)

FY2009:
- Fail 59%
- Save 24%
- Pass 17%

FY2015:
- Fail 39%
- Pass 31%
- Save 30%
Co-creation is one of the powerful tools to increase engagement.
Participation and Co-creation

Tactics

Engaged Customer Actions

- Passive
- Active

Web site visits
- Use of PowerSmart tools
- Display of logo
- Word of mouth communication
- Sending personal photos and stories
- Contributing to blog, wiki, social media
- Offering original marketing ideas
- Hosting events at home

Appliance inventories
- Asking people to talk with friends
- Logo merchandise and decals
- Appliance reminder stickers
- How-to workshops
- Photo contests
- Publishing personal stories
- Smart meters
- Special offers for members only
- Usage graphs
- Washing machine stickers
- Wiki or blog spaces

Affiliation
Feeling related to: connection, commitment, identification, ownership, closeness.

“This is who I am.”

Resonance
Feeling attracted to: involvement, relevance, sharing values, wanting to learn about.

“This is right for me.”

Cullbridge™ Marketing and Communications | www.toolsofchange.com | WSMC April 2015
Affiliation
Feeling related to: connection, intimacy, identification, kinship or relationship, closeness, loyalty, ownership.

“This is who I am”

Enjoyment
Feeling good: satisfaction, functional benefits, hedonistic emotions

“I like this”

Resonance
Feeling attracted to: involvement, relevance, sharing values, wanting to learn about

“This is right for me”
Integrated Intervention Mix: The Four P’s of Marketing

- Product
- Price
- Place
- Promotion
1. Core Product: Benefits

<table>
<thead>
<tr>
<th>Consumer Pays</th>
<th>Consumer Gets</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Bill savings</td>
</tr>
<tr>
<td></td>
<td>• Comfort</td>
</tr>
<tr>
<td></td>
<td>• Entertainment</td>
</tr>
<tr>
<td></td>
<td>• Contribute to a sustainable future</td>
</tr>
<tr>
<td></td>
<td>• Challenge oneself and be recognized</td>
</tr>
</tbody>
</table>
2. Price

• Costs of / barriers to changing behavior *(or not!)*
• Can be financial, emotional and psychological
• *NOT inconvenience* (time and effort go under Place)
## 2. Price

<table>
<thead>
<tr>
<th>Consumer Pays</th>
<th>Consumer Gets</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Reduces barriers (other than inconvenience) to joining, doing the targeted behaviours</td>
<td></td>
</tr>
<tr>
<td>- Uses commitments to increase the psychological price of <em>wasting</em> energy</td>
<td></td>
</tr>
</tbody>
</table>
3. Place (convenience)

- Easy to join and participate
- Multiple touch-points and member experiences on-line and off-line
- Prompts
- In-home feedback
4. Promotion

- Emotional appeals
- Testimonial storytelling
- Connecting to things people already care about
Promotion

• Word of Mouth, from friends and family
Promotion

• Word of Mouth, from friends and family
Measuring W-o-M-strength

Team Power Smart Quarterly Satisfaction Survey

How would you describe your likelihood of recommending Team Power Smart?

Overall NPS Score: -29%

- Never in a challenge
- Previously in a challenge
- Currently in a challenge

The Net Promoter Score is calculated by subtracting % Detractors from % Promoters. Detractors are those who provided a 1-6 rating and Promoters provided a 9-10 rating.
Impacts: Energy Savings

FY2010, 2011 and 2012 validated through Impact Evaluation
Impacts

Eg: Turning Down the heat at Night

2012 Members

2012 Non-members

2009 Baseline 63%
Impacts

Eg: Turning Down the heat at Night

- 2012 Members: 79%
- 2012 Non-members: 71%
- 2009 Baseline: 63%
Lessons Learned

**Affiliation**
Feeling related to: connection, intimacy, identification, kinship or relationship, closeness, loyalty, ownership.

“This is who I am”

**Enjoyment**
Feeling good: satisfaction, functional benefits, hedonistic emotions

“This is right for me”

**Resonance**
Feeling attracted to: involvement, relevance, sharing values, wanting to learn about

“This is right for me”
Lessons Learned

1. Three components of engagement (affiliation, Enjoyment, Resonance)
2. Cash incentives: competence vs control
Lessons Learned

1. Three components of engagement (affiliation, Enjoyment, Resonance)
2. Cash incentives: competence vs control
3. Sometimes you will want to promote more than a few behaviors at first
4. 4Ps heuristic is complementary to cbsm
Further Details

- Further details: SMQ Sept. 2014
Thank you

TEAM POWER SMART

Jay Kassirer
Cullbridge Marketing & Communications | Tools of Change
(613) 224-3800
kassirer@cullbridge.com

www.cullbridge.com   www.toolsorfchange.com
Recent Changes

• Smart meters introduced
• Increased focus on segmentation and individualization in communications
• Challenge incentive reduced to $50
• Maintenance incentive of $25 introduced
Recent Changes

• New tracking option highlights progress relative to challenge goal
Trends

The age of the internet of things:

- Smartification of dumb appliances
- Measure everything (Fitbit)
- Personalization/individualization

Gamification

New (unexpected) entrants into the market (Apple, ADT, Google, etc.)