

The New Energy Consumer:  
Trends Shaping the Energy Ecosystem

Hyper-relevant:  
Where More is More

In an interconnected economy, consumers know more and expect more. They want products and services to be highly customized to their needs and expectations. They desire personalized interactions and value-curated experiences.



A personalized experience to drive digital engagement and increase satisfaction

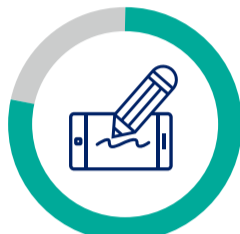
92%

of consumers would be more satisfied if their energy provider could personalize their overall customer experience



78%

of consumers would use more digital channels if they were provided with a personalized experience across digital channels



What does personalization look like for energy consumers?

76%



A website/app which "knows" my real-time energy usage and automatically signs me up to the best available offer from my provider



A customizable digital bill where I can select the usage information to be displayed, bill layout, and frequency of the payment periods

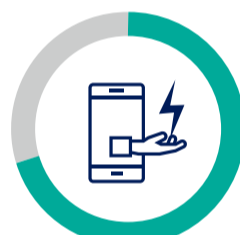


A text message or email that provides me regular updates on my real-time energy usage and projected end of month bill

Source: Accenture's New Energy Consumer research program, 2016.

A personalized experience to enable customers to receive products and services tailored to their needs and preferences

Customers' willingness to simplify their lives through personalization is on the rise



71%

of consumers are interested in an online personalized marketplace from their energy provider, where they can select and purchase energy-related products and services



76%

of consumers are interested in digital notifications for new energy-related products and services identified as relevant to them by their energy provider

Source: Accenture's New Energy Consumer research program, 2016.

Generating massive volumes of data has clear benefits in terms of anticipating consumers' needs and choices.

Yet, in the data economy, data protection and security have become social responsibilities.

A personalized experience anchored in digital trust

91%

of consumers indicated it is important that their energy providers ensure the security of their personal data



79%

of utility executives strongly agree/agree that they are exposed to more risks than they are equipped to handle as a digital business



Wherever data goes, security must go with it

Source: Accenture's New Energy Consumer research program, 2016.

The imperative for the industry?

Digital trust and security is at the core of the customer relationship and must be top of mind as utilities become increasingly digital

Source: Accenture Technology Vision 2016, utilities executives surveyed.

About the New Energy Consumer research program

The multi-year New Energy Consumer research program is designed to help utilities understand emerging consumer needs and preferences, to identify new challenges and opportunities and to bring focus to the critical competencies required to succeed in the evolving energy marketplace. The program draws upon primary research insights from end consumers around the world, leading practices from industry and cross-industry providers, and technology adoption analysis.