

The New Energy Consumer: Trends Shaping the Energy Ecosystem

Welcome to the world of meaningful experiences

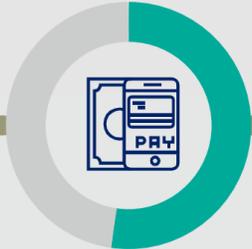
Energy is no longer just a commodity. It has become an expression of who you are and what you value.



Wanted in the next five years?

Lifestyle energy products and services

52%



A program that credits my bill when my provider makes minor adjustments to my smart thermostat during peak usage hours

51%



A smart thermostat that learns what temperatures I like, automatically adjusts the temperature when I'm away, and allows me to make adjustments from anywhere via my smartphone

51%



An application that enables me to remotely monitor and control elements of my home

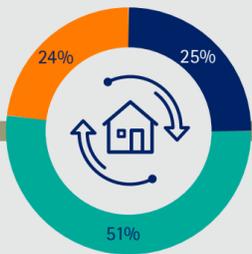
Source: Accenture's New Energy Consumer research program, 2016.

Growing interest?

Next-generation value propositions

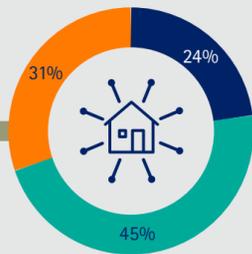
As consumer attitudes shift toward greater alignment with their personalities and values, leading energy providers can engage consumers looking for more than a core product. They can generate interest in broader lines, such as connected products and services.

Automated home energy management



A service to lower energy costs, make the home more comfortable, optimize distributed energy resources, and personalize home energy savings programs

Connected home



A bundled service including an automated "home energy management" service, plus home monitoring and automated control services, plus connected car services and connected media and entertainment services

Energy trading marketplace



A service to maximize the money made from the energy generated from distributed energy resources by automatically deciding when to buy energy from third-party providers, as well as other consumers and/or when to sell energy to third-party providers as well as other consumers

■ I am not interested
 ■ I am interested but not willing to pay for it
 ■ I am interested and willing to pay for it

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

Lifestyle disruption = catalyst for change

Start now



Enhance the customer experience with new lifestyle offerings



Build loyalty by fulfilling the brand promise



Differentiate yourself with new value propositions

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.