



Millennials: A new generation of energy consumers

Video transcript

We are now seeing a new generation of energy consumers emerge—the millennials. Compared to other generations, millennials view energy and engage with energy providers from a completely different vantage point.

Hey ... Who is this?

I am a millennial ... I am everywhere.

And about to be super strong.

Okay Interested in automating your energy management?

Love it! ... Where should I click? Is this clean energy?

Yes ... All on the App. Ok just Snapchatted, will share!

What do millennials want?

They want information and services that are instantaneous and accessible on their terms.

They also want personalization and bundling.

Collaboration and sharing is king with 75 percent creating a profile on a social networking site.

They freely express their passions, values and needs.

“I’d like a half strength, half sweet, almond, semi-dry macchiato, two raw sugars, heated to 120 degrees”

Millennials have very specific values and expectations and expect those to be met.

The new energy millennials are more likely than older generations to ...

Consider distributed energy resources products and services after receiving information 87%

Be more satisfied if offered in-home device providing energy usage feedback and suggesting customized products and services 79%

Be more satisfied if they can use their social media credentials to log on into their energy provider’s portal 72%

Sign up for an app that can remotely monitor and control home elements 61%

Two new clean energy offers now available

My Preferences:

Manage electricity consumption on my own = 6%

Buy new technology = 15%

Value convenience = 13%

Experiment with new technologies = 23%

Desire the lowest cost services = 19%

Prefer a simple and consistent experience = 25%

79% of us would switch energy provider if our experience is not seamless

Warning! Millennials are a more demanding group

More demanding? I just know what I want

I spent more time interacting with a representative over the past 12 months

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