



Uniting Programs to Simplify the Customer Journey

09.25.19

Presenters

- Rob O'Connell, Xcel Energy: Product Portfolio Manager
- Kristin May, Xcel Energy: Associate Product Portfolio Manager
- Clayton Reed, CLEARResult: Portfolio Manager

Xcel Energy Residential Programs

Home Energy Audit

- CAZ Testing
- Blower Door
- Infrared
- Completed by Participating Contractors
- Rebates up to \$200
- Customer Cost \$185

Home Energy Squad

- \$50 customer copay
- No cost direct installed measures:
- LEDs
- Low flow devices
- Smart Thermostats
- Weather stripping

Home Performance w/ ENERGY STAR

- Provide additional rebates to encourage larger projects and deeper savings
- Minimum number of projects must be implemented
- Energy Advising

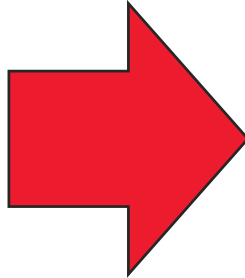
Challenges with Silo Programs

- Individual programs operating in siloes.
- Home Energy Squad participants were not participating in deeper savings through Audits and HPwES programs.
- Audit customers were not taking advantage of DI measures.
- Limited coordination between all customer facing residential programs creates a confusing experience.
- Great products were falling short of their potential.

Simplify the Customer Journey

Home Energy Squad Plus

- Advanced Audit PLUS Direct Install Measures.
- Operational cost savings passed on to the customer.
- Customer Cost \$150.
- Offered on the Xcel Energy Store.



Home Performance w/ ENERGY STAR

- Squad DI products qualify as an implemented measure.
- Boost Energy Advising hours to assist customers with deeper savings projects.
- All completed Plus visits are offered Advising Services

Results

Squad Plus Visits YTD	164
Conversion Rate – All Projects	38%
Conversion Rate – HPwES	13%

- Home Performance with Energy Star projects take significant lead time. Results will hopefully improve over time.

