
Digital Engagement & Customer Awareness Update

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Purpose

Provide an update and key takeaways on digital engagement and customer awareness in relation to SVCE and electrification initiatives

- Key digital engagement goals and metrics
 - Website engagement
 - Email outreach
 - Online promotions
- New features on the award winning eHub



eHub wins Green Power Leadership Award, Sept. 2022



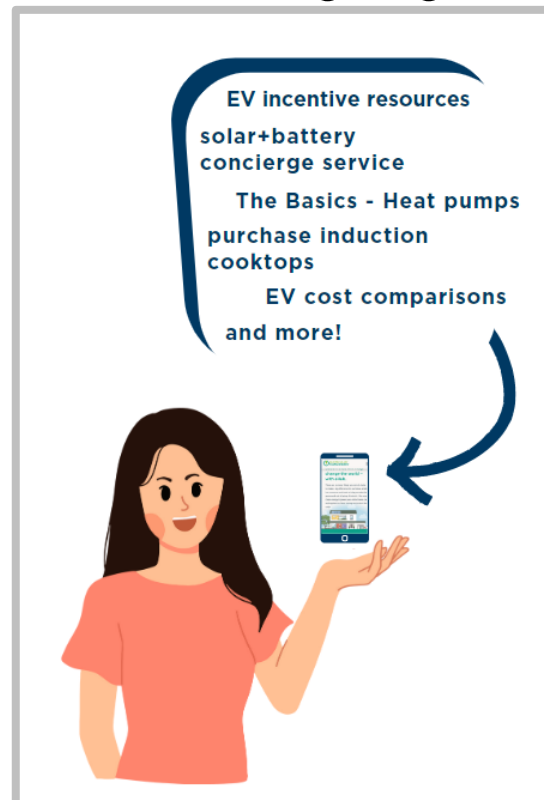
Why electrification engagement with eHub?

‘One-stop-shop’ to take the guesswork out of going all-electric at home and on the road

how it started



how it's going



Scaling electrification engagement

SVCE Team



The community

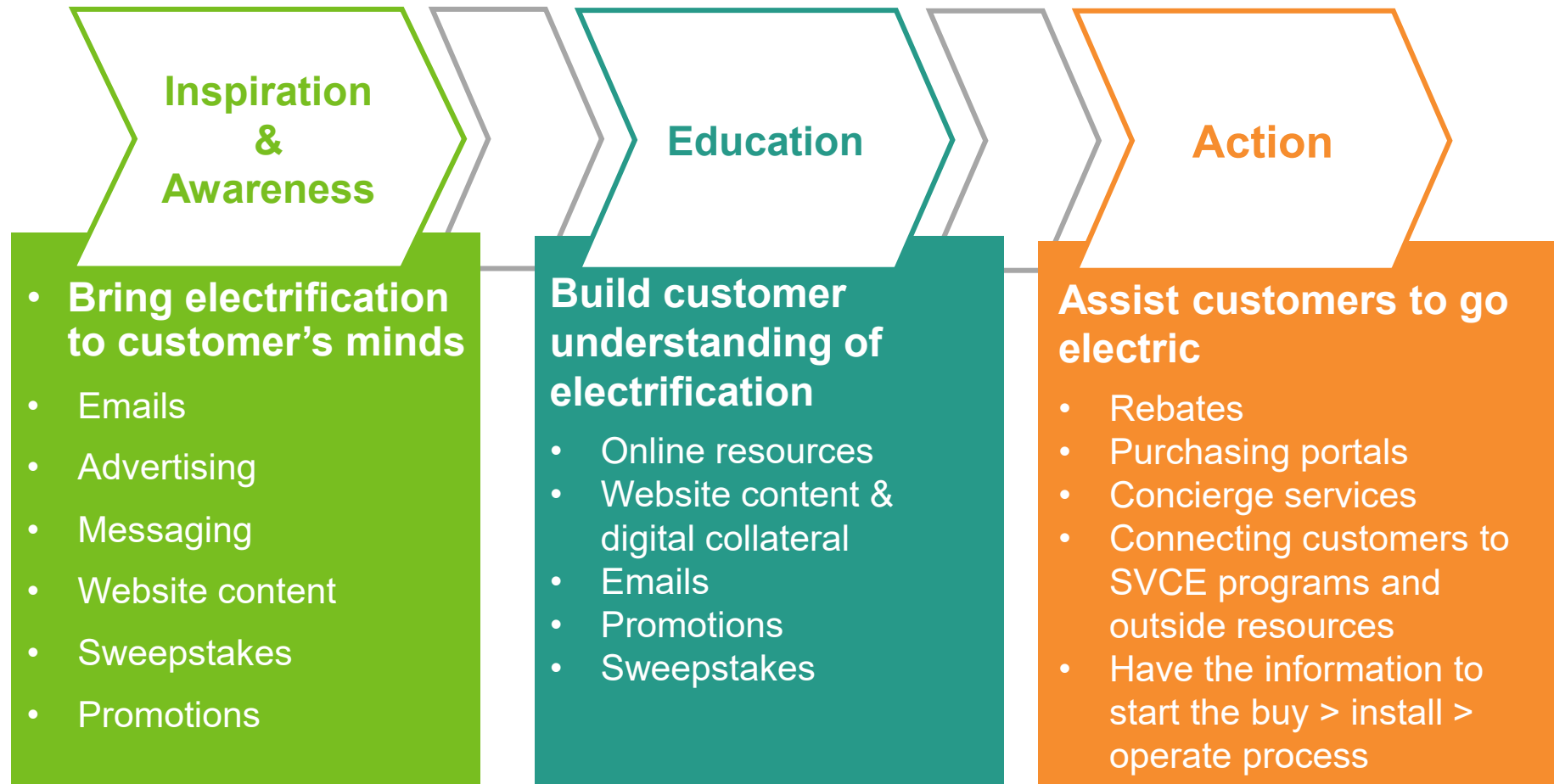




Background – Goals of eHub

Supporting customer's electrification journeys

**Strategic Goal 6,
Measure 2:**
Enable customer education, engagement and action related to electrification and decarbonization, via online tools, resources and promotions





Key elements of the eHub customer journey

Engaging content

- Inspiring & approachable tone

Three “Buckets”

- Clean Electricity
- Drive Electric
- Electric at Home

Third-party tools

- Solar+Battery Assistant
- EV Assistant
- Appliances Assistant

Designed with inspiration, education & action as the foundation



All-electric education, tools and incentives

Available at eHub SVCleanEnergy.org/eHub



EV ASSISTANT 

Shop & compare electric vehicles – discover incentives and savings



APPLIANCES ASSISTANT 

Shop for efficient, electric products – Receive rebates for energy resilient products



SOLAR + BATTERY ASSISTANT 

Concierge service for solar & battery storage – can get \$1,000 off an electrical panel upgrade

Education Through Digital Engagement



Current Inspiration & Awareness Campaign

Don't homecrastinate



**They call it outerwear.
Not, the-furnace-
isn't-working-ware.**

It's gonna break. Don't homecrastinate.


 SILICON VALLEY
CLEAN ENERGY



**When it feels like Winter inside,
that's not good.**


The furnace is going to break. Don't wait.



**Your hot water heater is about
to become a not water heater.**

It's gonna break. Don't homecrastinate.

 SILICON VALLEY
CLEAN ENERGY



**Cuando adentro parece
invierno, no es buena señal.**

La caldera está por descomponerse. No espere.



Thật tệ khi trong nhà lạnh cóng.

Hệ thống sưởi sắp hỏng. Đừng chần chừ nữa.



**别让热水器的
出水变冰水。**

热水器就要坏了。您还在等什么？

Campaign Video





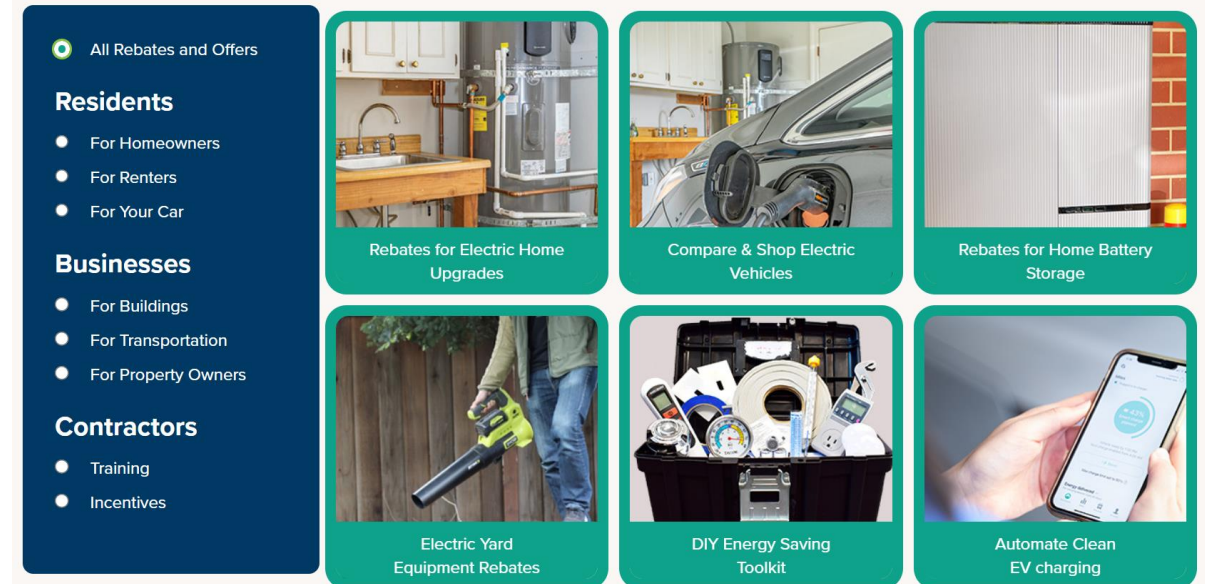
Website Engagement & Updates

As web activity and traffic grow, we need the website to make a good first impression

- 2021 - 86,239 unique visits
- 2022 - 91,826 unique visits
- Conducted user testing in 2022 to evaluate and optimize website for customer use and education
- Informed navigation updates implemented this spring

Rebates and offers to help you save money and go all-electric

As a customer of Silicon Valley Clean Energy, you have access to unique rebates and offers tailored for all our customers. Customize your search by selecting a filter to show eligible offers.



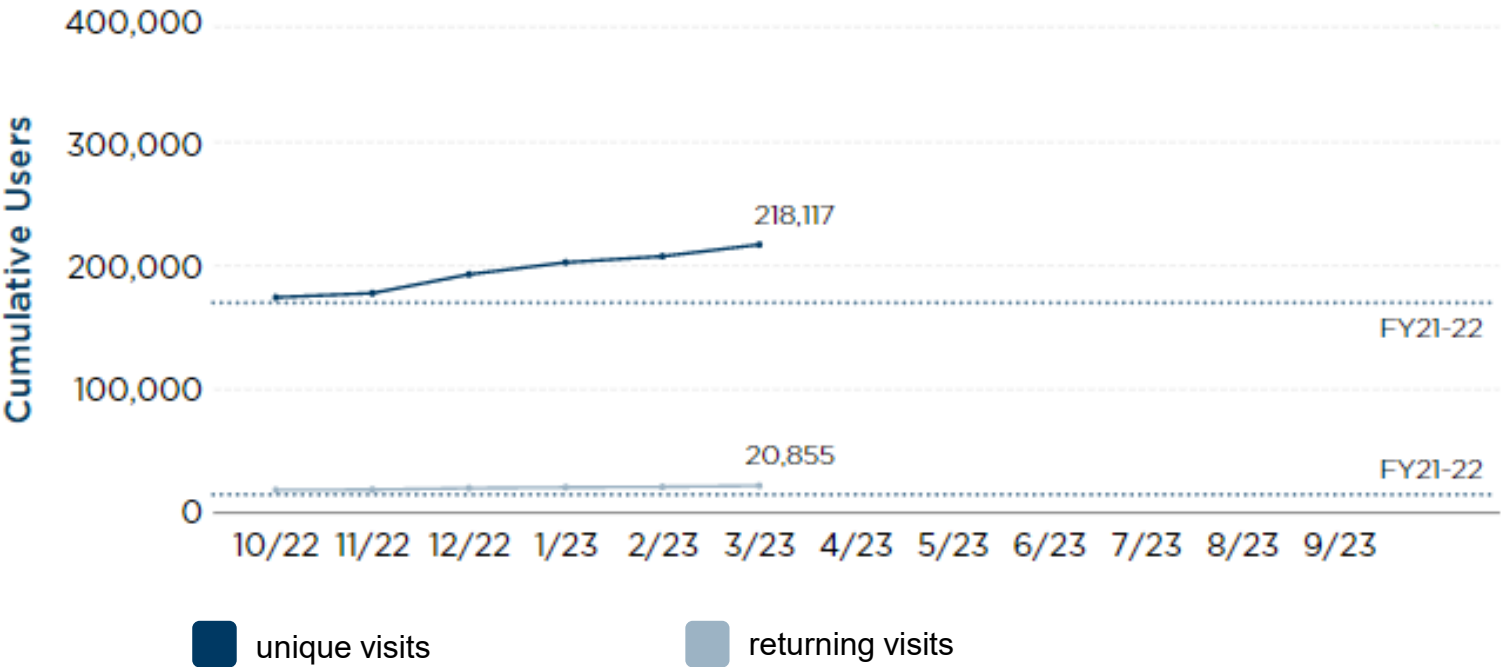
Updated rebates & incentives page



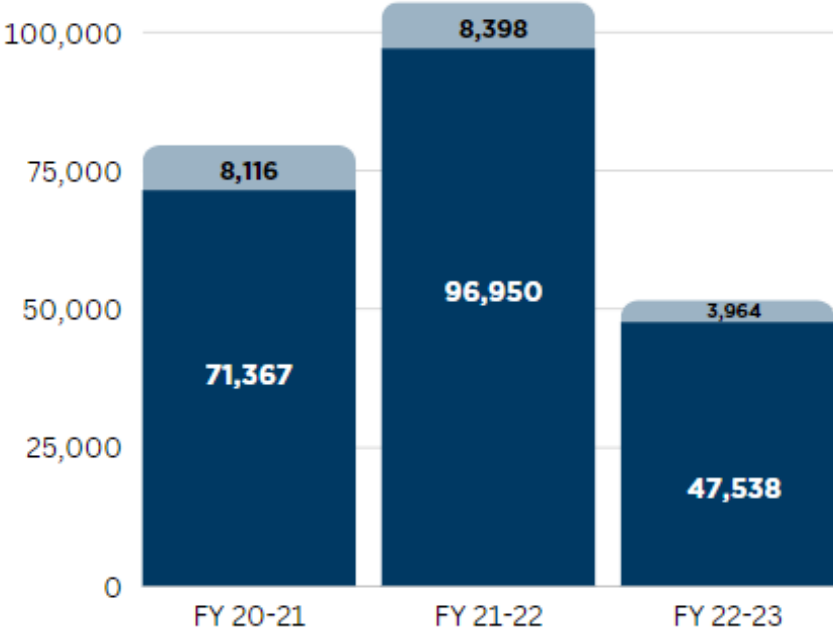
Customers Are Engaging With eHub Resources and Services

FY 22-23 Goal: Reach 250,000 unique users with eHub resources

Total eHub Users Since Launch



Total eHub Users by Fiscal Year





Customers Are Spending Time Learning With the eHub Resources

The high average time on page shows how customers are engaging with the content and materials on the website

eHub Resource	Unique Visits Since Launch	Returning Visits Since Launch	Average Time on Page
SVCE eHub Webpages	37,309	5,525	2 min 33 seconds
EV Assistant	24,272	1,380	2 min 26 seconds
Solar+Battery Assistant	17,599	1,059	1 min 35 seconds
Appliances Assistant	138,937	12,891	2 min 04 seconds

*54 seconds is the average time on page for all industries and between 2-3 mins is considered good. ([Contentsquare's 2021 Digital Experience Benchmark report](#))

Inspiration & Education Through Email Campaigns

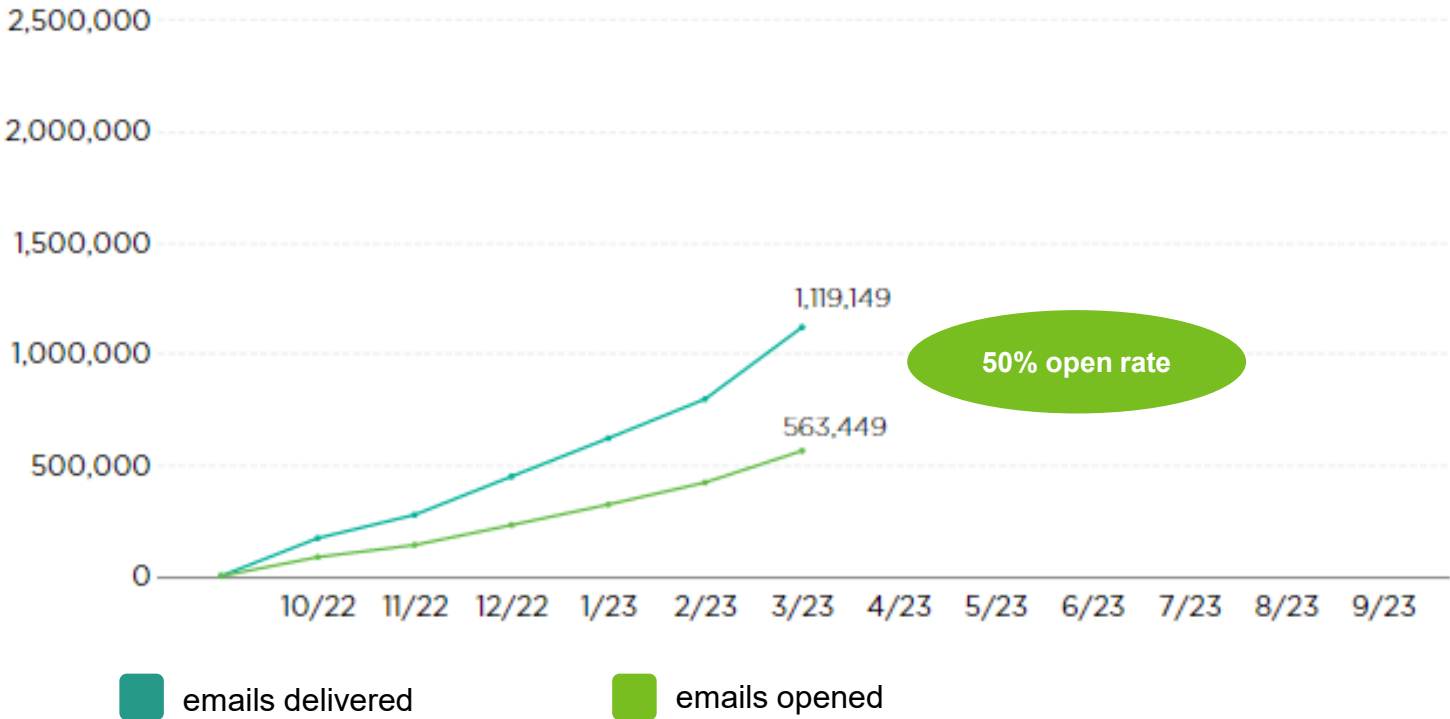




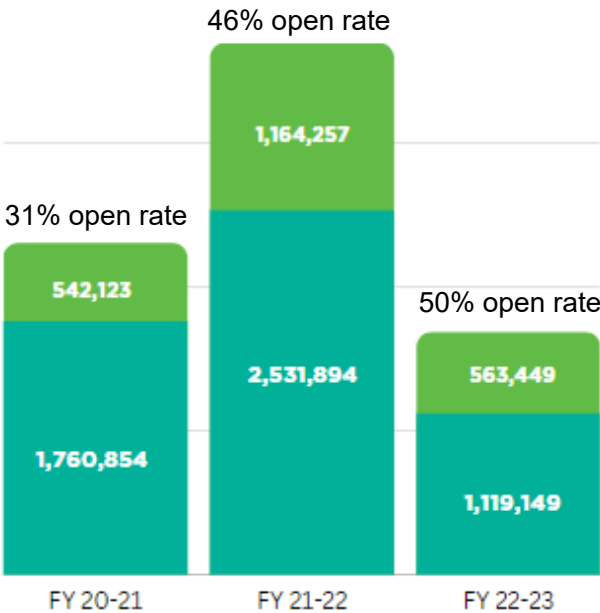
Direct Email Campaigns Produce a Significant Increase in Electrification Education and Online Engagement

FY 22-23 Goal: Deliver 2.5 million emails to customers with a 60% open rate

FY 22-23 Total Emails Delivered and Opened



Total Emails by Fiscal Year



*SVCE's average open rate to date is 35%. Industry-standard is about 22% (Enervee Performance Benchmarks)

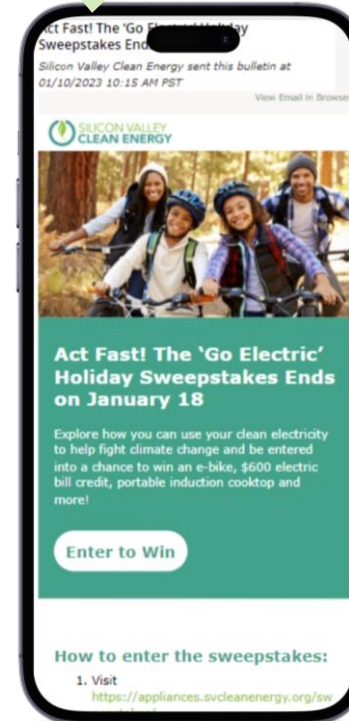


Implementing learned best practices for email content and design

Why Customers Are Opening Emails

1. Sending targeted emails that is simple and relevant
2. Subject line includes: \$\$\$, Personalized: “You,” Urgent: “Act Fast!”, Call-to-Action: “Join, Claim, Learn,” and Valuable information: “Tips, Upcoming Changes”
3. Customers are recognizing and has a positive association with SVCE
4. Sending follow-up emails to unopened emails and relevant “next step” information to opened emails.

81% Open Rate: Highest open rate because email was a follow up to customers who opened a previous email about the Sweepstakes



7.3% Click Rate: Highest click rate because email went to solar customers who would be interested in learning about the new Net Billing Tariff

Inspiration & Action With eHub Promotions

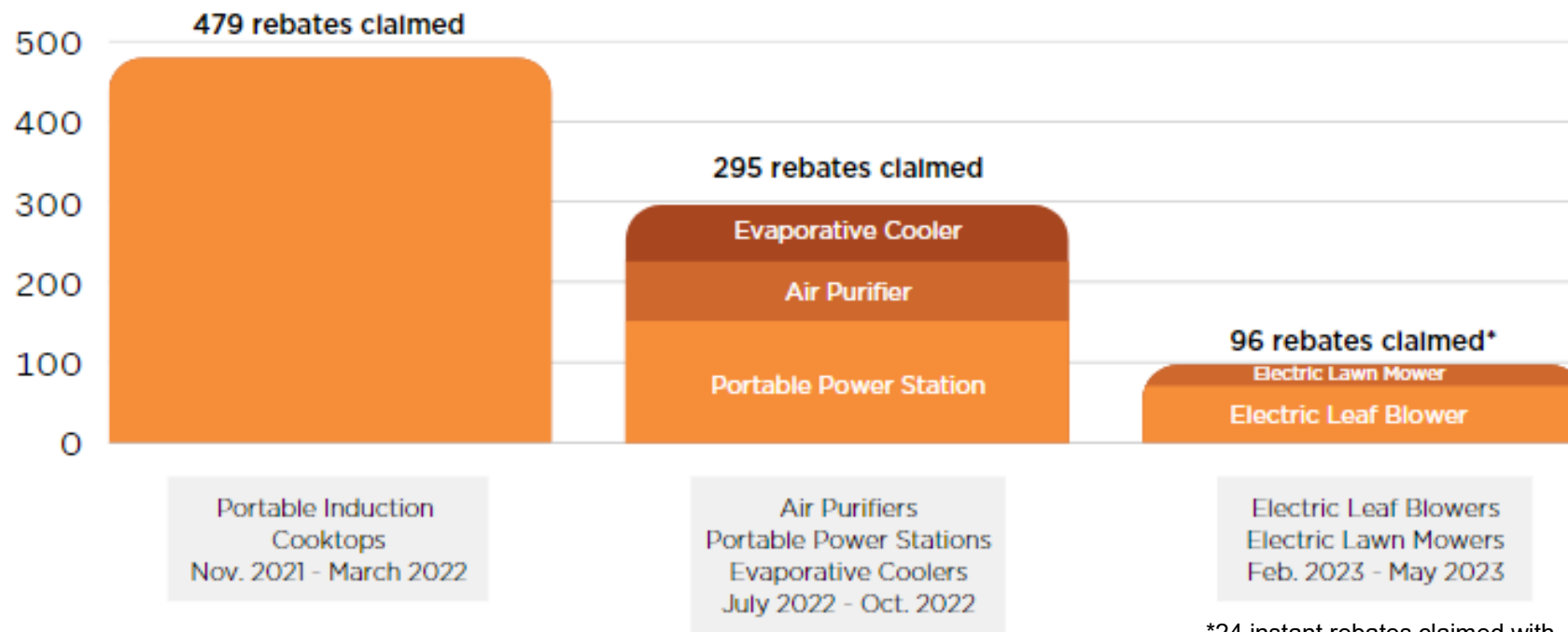




Implemented Promotions to Inspire Action and Build Electrification Education and Awareness

Expanding and evaluating promotions to implement lessons learned for future offers

FY 21-22 and FY 22-23 Promotions



*24 instant rebates claimed with the new direct purchase feature

- Through promotions, customers claimed rebates on eligible electric products up to \$50
- Increased website engagement due to promotions
 - **32,950** unique visits during 2021-2022 Induction Cooktop Promotion
 - **16,861** unique visits during Summer 2022 Promotion
 - **7,246** unique visits during All-Electric Yard Care Promotion (so far)



'Go Electric' Holiday Sweepstakes

Engaged customers through online sweepstakes to share electrification resources and education on the benefits of going electric on the road and at home



Launched Dec. 19, and closed Jan.
18

Sweepstakes Results



4,840 Participants



24,095 Actions Completed



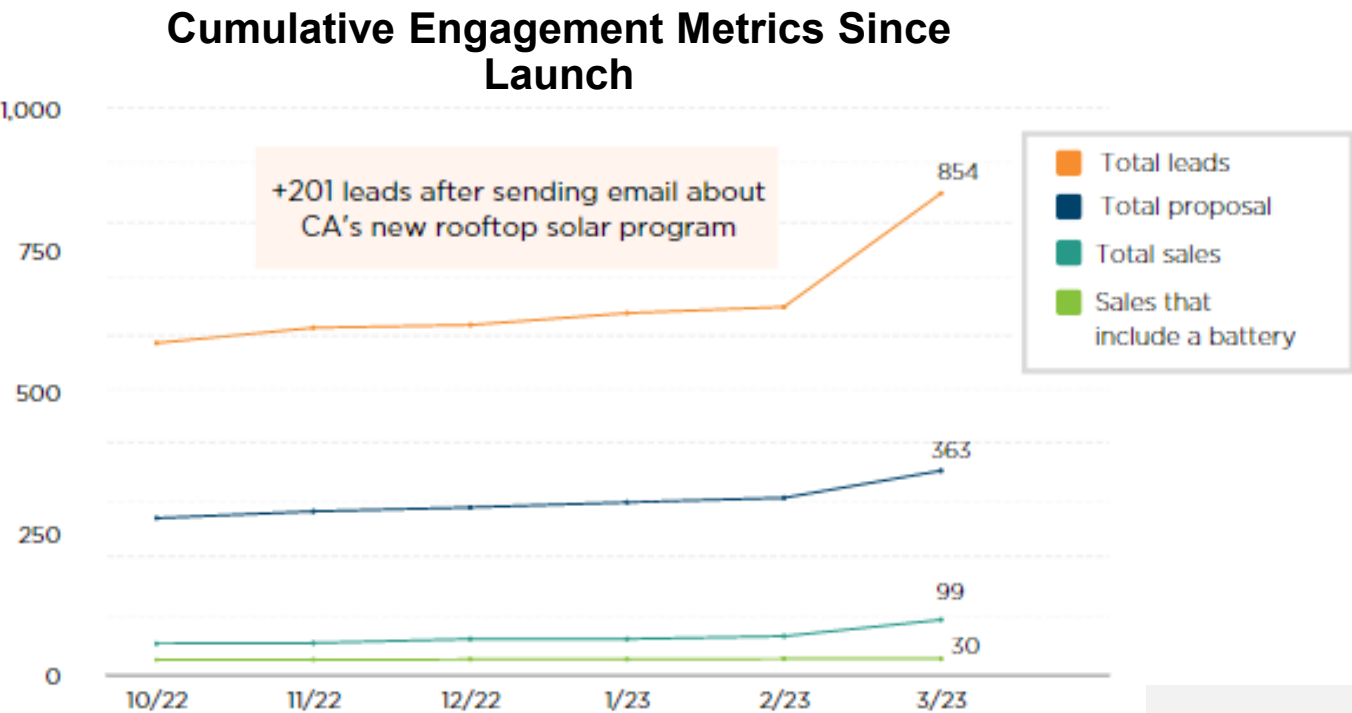
114,152 Total Entries

- **Purpose of Sweepstakes:** Encourage customers to learn about electrification and visit eHub tools.
- **Prizes:** Ten winners chose between a \$600 electric bill credit, an e-bike, a Le Creuset 5-piece cookware set paired with a portable induction cooktop, a portable power station paired with a portable solar panel, or a Smartenit EV Charger. Seven winners chose a \$600 electric bill credit, and three winners chose an e-bike.
- **Webpage User Engagement:** 15,767 unique visits on the Appliances Assistant during Sweepstakes period.



Providing ‘Concierge Service’ for Customers Interested in Home Solar+Battery Storage

With the Solar+Battery Assistant, customers can identify their needs, have a system designed, and receive quotes from multiple local contractors



Customers can get \$1,000 off the installation price of a main service panel upgrade for a battery or solar+battery installation.



I can't remember the last time I experienced such good customer service. Our solar system is up and running and we couldn't be happier with our decision."
- Michele B.



Explore the Solar+Battery Assistant

Glossary:
Leads - customers who have created an account through the solar portal
Proposals - leads that have completed a consultation call, provides necessary information, and received offers
Sales - leads that have selected an offer and signed a contract

New Features on the Award Winning eHub



Direct Purchase on the Appliances Assistant Marketplace

- Allows customers to receive an instant rebate on an electric product on the Appliances Assistant during a promotion.
- Allows customers to purchase directly on the Appliances Assistant marketplace, removing the step to purchase the product with an external online retailer.

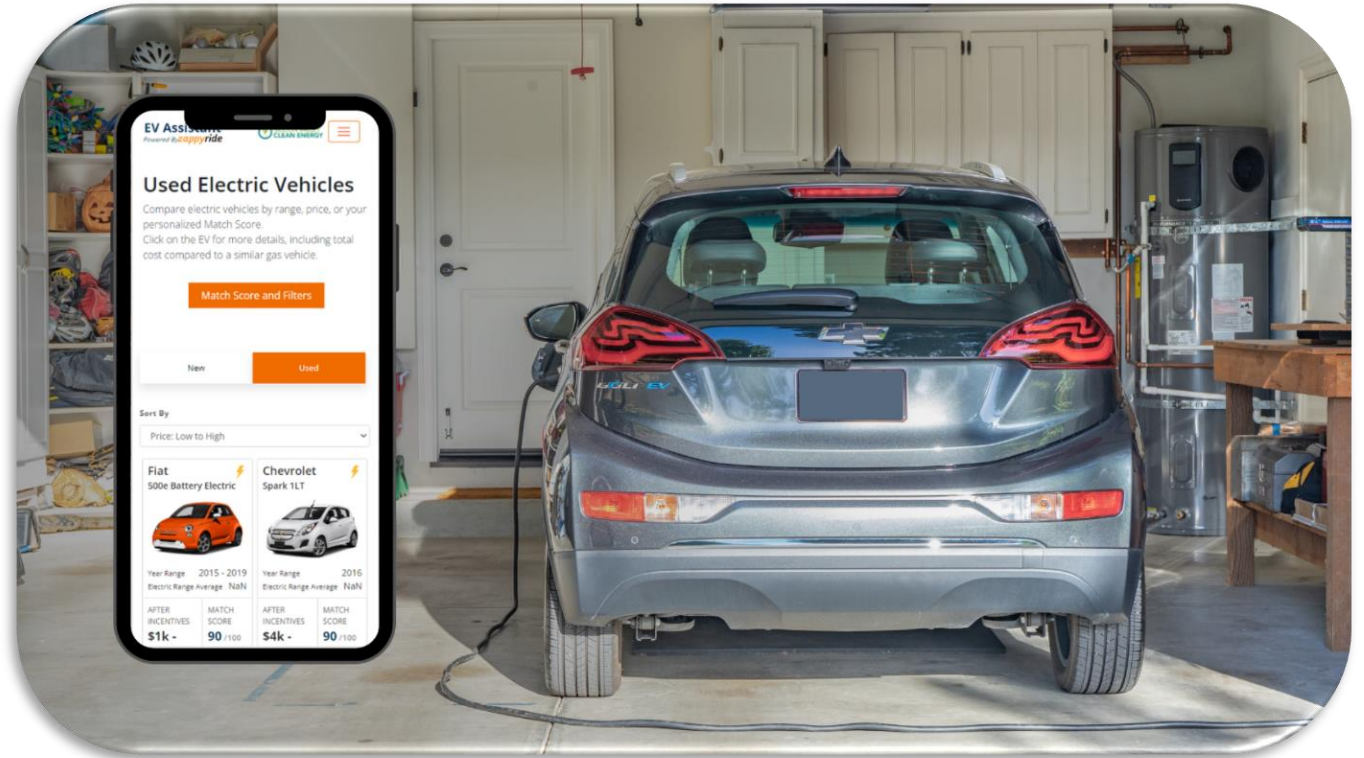
→ Visit appliances.svcleanenergy.org



Pre-Owned Electric Vehicle Catalog on the EV Assistant

- Increases the options customers can choose to go electric on the road
- Allows customers to explore pre-owned electric vehicles, compare costs, and discover personalized incentives (based on zip code & income)

→ Visit ev.svcleanenergy.org





Upcoming eHub Additions

- **HPWH Assistant:** With the Heat Pump Water Heater (HPWH) concierge service, customers can identify their needs, have a system designed, and receive quotes from multiple local installers
- **EV Charger Assistant:** With the EV Charger concierge service, customers can identify their needs, have a system designed, and receive quotes from multiple local installers



Questions?

Goals of eHub

