

Connecting the Dots and Uncovering Hidden Decision Makers

Seattle City Light and Data Marketing, Inc.

transforming data for sustainable and measurable results

Connecting the Dots

Overview:

- Initial Concepts
- Current State of Resource
- Applications
- New Theories
- Potential Applications
- Questions

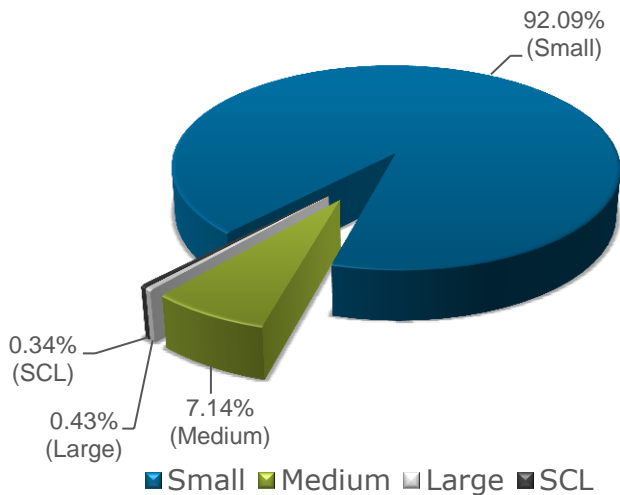


Initial Concept

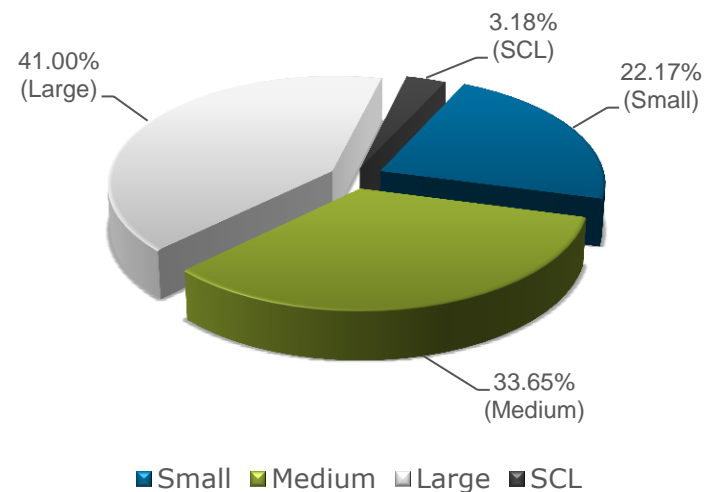
Commercial & Industrial customer energy use represents a significant portion of Seattle City Light's energy use.

Roughly 10% of customers used 66.5% of energy in 2011.

Customer Base



Customer Usage



Initial Concept

Goal:

Combine Seattle City Light's internal commercial & industrial customer data with external data sources to create a Marketing & Customer Segmentation Resource

Key Questions:

- Who Pays the Bill(s)?
- Who Owns The Building(s)?
- Who Uses The Power?

- What are the relationships between these actors?
- Which of these relationships has the greatest potential for impact?



Building the Resource

Challenges:

- Program data and account data held in a number of separate files
- No Business or Property Asset information in system (customers are “bare”)
- No CRM for tracking or dynamic filtering



Building the Resource

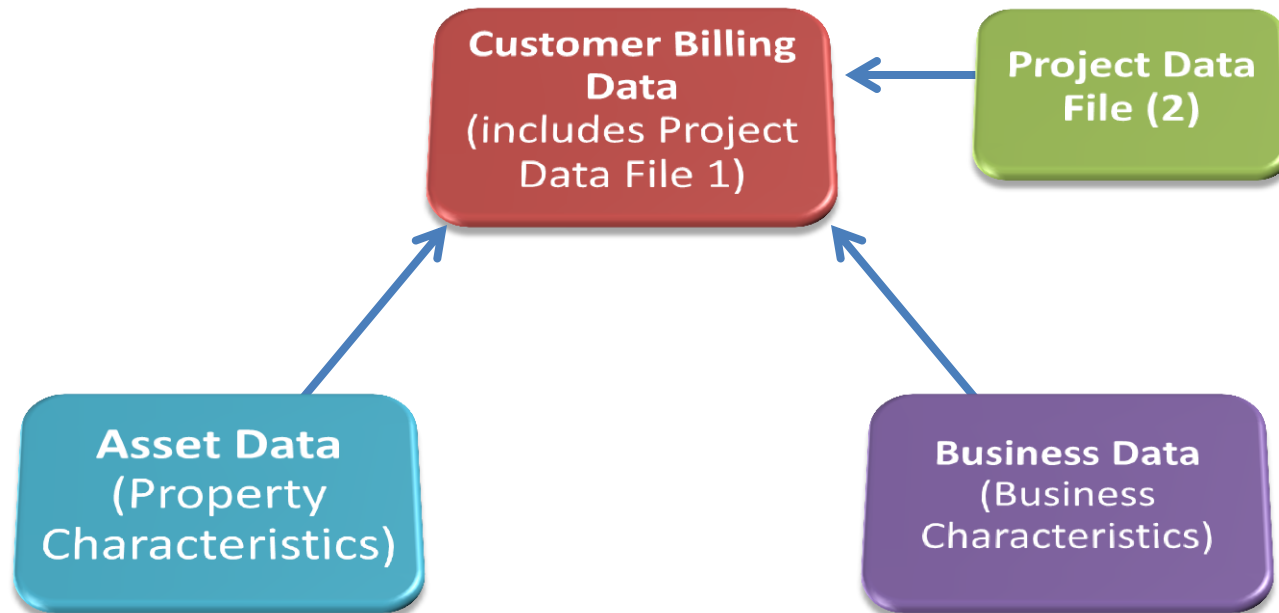
Solution: Focus on the customer based in a physical location

- Consolidate all internal files with key account and program data
 - Service >> Location/Customer
- Link property asset and business data
 - Service >> Site/Assessor
 - Service >> Person/Business
- Create dashboard to create facilitate queries and outputs



Version 1.0

Data Organization



Version 1.0

Outputs:

- Multi-Channel Outreach
 - Direct Mail
 - Email
 - Banner Media
 - Personal Outreach
- Consumption Reports
 - Design of Programs/Products based on real world
 - Measure success



Version 2.0

Key Questions:

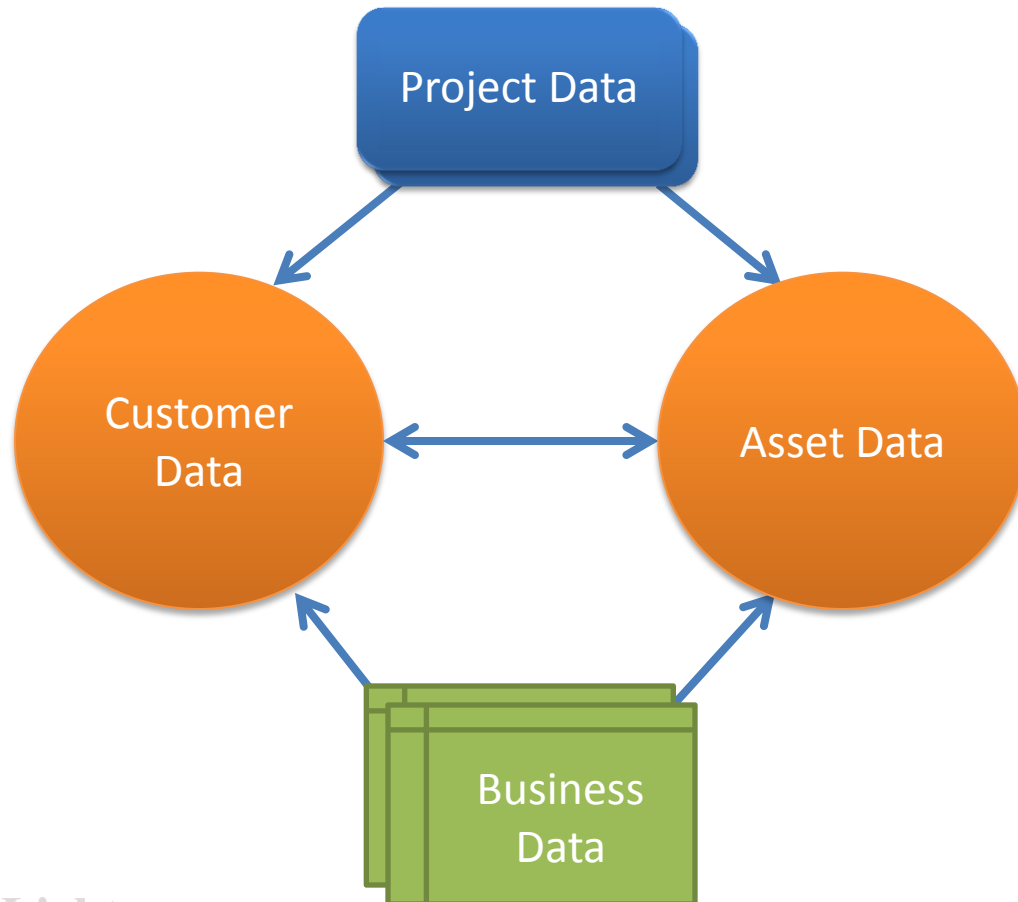
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Hidden Relationships

Connecting the dots



Potential Relationships

Three Types of identities:

- Asset Owners (Who owns the building?)
- Users (Who uses the energy?)
- Customers (Who pays the bills?)

Interactions between Identities:

- Customers/Payers should be Asset Owners and/or Users
- Users do not have to be Customer/Payers or Asset Owners



Applying the Data

Promoting Community Solar: Geography and Relationship

