

# Energy Efficiency and Natural Gas Utilities

## Empowering consumers to make smart energy choices

### ALLIANT ENERGY ADVISOR

Alliant Energy in Wisconsin implemented the first year of a two-year pilot program, called Alliant Energy Advisor, using an innovative digital engagement software platform. The pilot's chief objectives were to deliver deeper and broader energy savings through consumer adoption of multiple energy efficiency measures and behaviors as well as gauge behavioral savings for future large-scale rollout.

Alliant Energy designed the pilot to address the fact that only two percent of their Wisconsin customers participated in the statewide Focus on Energy program. This underrepresentation is rooted in common barriers to consumer engagement that form around misperceptions about energy use. For example, studies by the Shelton Group have shown that 80 percent of Americans think that they use less energy than they did five years ago and that nearly half of Americans believe their homes are already energy efficient. Compounding this dynamic is a general lack of consumer engagement with energy-related products, programs and services, illustrated by Accenture's widely cited statistic that energy consumers think about their utility only seven minutes each year.

The screenshot shows the Alliant Energy Advisor website. At the top, there is a navigation bar with links for ACCOUNT, HELP, and LOGIN, and the URL alliantenergy.com. The main header features the text "Welcome to the Alliant Energy Advisor" and the Alliant Energy logo. Below the header, there are three sub-headers: "Why This Works", "Why We're Doing This", and "How You Earn Rewards". The main content area has a large headline "Pay us less. Seriously." and a sub-headline "Alliant Energy Advisor is here to help you shrink your bill. Answer a few simple questions, and we'll give you a free, easy-to-follow plan to reduce your energy use. And you'll get more cash along the way. \*See details below". A prominent orange button says "CLICK TO START PAYING LESS!". To the right of the text is a photograph of a smiling woman. A green badge with the text "RESEARCH DRIVEN. VERIFIED. PULSE" is positioned above her. At the bottom of the page, a dark blue banner contains the text "We're not kidding." and a paragraph explaining the service's benefits: "When you use less energy, it actually saves us money. (Here's why.) So we've designed a service that's totally different from others you've seen. It isn't a laundry list of pie-in-the-sky stuff – it's a manageable plan that's personalized for you and lets you know what kind of savings to expect."

In designing and developing its pilot, Alliant Energy partnered with Fiveworx, who provided the program's central platform. Fiveworx' digital engagement software uses proprietary technologies, methodologies, and persona-based messaging geared toward overcoming barriers to adopting energy efficiency measures and

behaviors, motivating consumers to participate in energy efficiency programs, and changing their daily energy consumption habits.

### Fall Heating Promotion Email Campaign

**Put your heating costs into a deep freeze.**

**Cautious,**  
Manage winter heating costs by sealing gaps and adding insulation in your attic. You'll save on heating costs, be more comfortable, and get \$300 in cash back from Focus on Energy.]

Work with a participating contractor who will do all the work for you, including getting you your cash back. The project pays for itself in lower energy bills in just a few short years, even in newer homes.

Don't wait – contact a participating Trade Ally today and cross another thing off your Alliant Energy Advisor list!

[Get Started](#)

[I've already done this](#)

**There's still time to decrease your footprint while keeping your home warm.**

**True,**  
Contact a participating contractor to seal gaps and add insulation in your attic before the coldest days of winter hit. You'll get an instant \$300 reward and you can check it off your personalized Alliant Energy Advisor plan.

By keeping the warm air inside your home, it will help minimize your environmental impact. Remember the other benefits you'll get:

- Control over energy costs
- Comfort when cold weather hits
- Typically pays for itself in just a few years in energy savings, even in newer homes.

Winter has started - contact a [participating Trade Ally](#) today!

[Get Started](#)

[I've already done this](#)

Enhanced customer engagement is essential to building long-term customer loyalty. As Alliant Energy looks to expand this pilot and also in anticipation of upcoming rate cases, it sees the platform as serving as a cost-effective alternative to traditional marketing, which is typically used to achieve strategic, corporate goals around customer satisfaction and goodwill. Therefore, Alliant Energy will launch a second year and expand the pilot group to more customers. While the primary objectives will remain the same, a key focus for year two will be to improve tracking methods to more precisely report participation and impacts

### Winter Heating Email Promotion and Homer Performance Email Drip Campaign Examples

**Control winter energy costs and get an extra \$50.**

**Cautious,**  
As a participant in Energy Advisor, you now have access to exclusive discounts and promotions to help you save energy. These offers also make it easier for you to reach your goal of completing five things on your personalized energy plan.

For a limited time, get \$50 to use at your favorite home improvement retailer. Plus, get a rebate from Focus on Energy ranging from \$100-400, depending on the unit.

To take advantage of this offer:

- Find an authorized contractor
- Purchase and install a qualifying heating system\*
- File your Focus on Energy rebate form or make sure your contractor does
- Check the box on your savings plan to let us know you completed the improvement
- We will send you a request for what type of system you're replacing (gas boiler or forced hot air furnace), which retailer you want the gift card for, and confirm your mailing

That's all there is to it! Complete these steps and get a \$50 gift card to the home improvement retailer of your choice.

**Keep the warm air inside your home.**

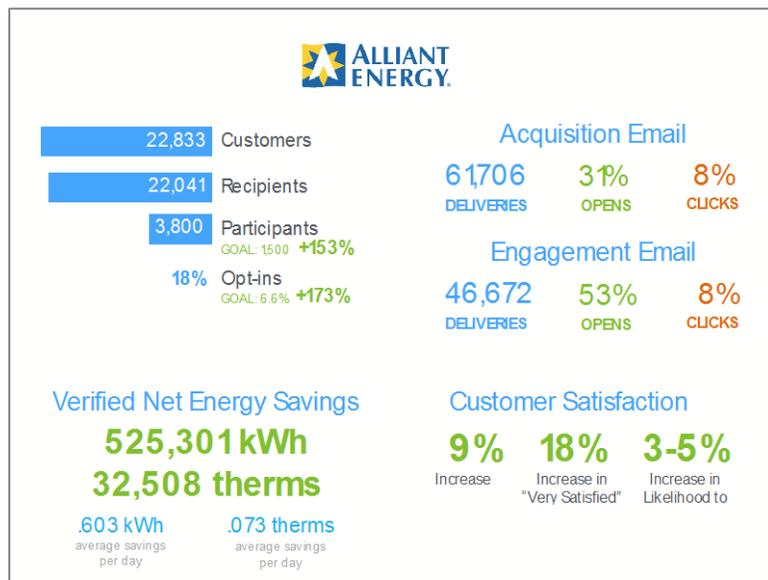
**Cautious,**  
This winter has brought extreme temperatures and massive amounts of snow, which can sometimes reveal signs that your home is not functioning efficiently. For example, if there are melting spots on your roof or ice damming occurring, this could be a sign of heat loss. That's why it pays to get a home energy assessment. It will identify how much energy your home uses and provide recommendations to improve its energy efficiency. If you make the improvements, you can expect to:

- Improve home comfort
- Ensure healthy indoor air quality
- Add long-term value to your home
- Reduce annual energy bills by up to 20%
- Save up to \$2,000 off the total cost of eligible air sealing and insulation improvements
- Receive free energy-saving products (\$100 value)

[Find a contractor](#)

## Measurable Success Outcomes

- Independent evaluation shows that for every customer that was emailed through the pilot, 23.9 kWh of electricity and 1.5 Therms of natural gas were saved over a nine-month period, which was attributable to a mix of program activity and modified customer behavior.
- In addition, efficiency program participation increased in the pilot group 2.5 times as much as the entire Alliant Energy population.
- Alliant Energy also saw strong utility satisfaction ratings from participants, with 59 percent giving it a rating of 8 or above on a 1 to 10 point scale.



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Alliant Save Energy <https://www.alliantenergy.com/SaveEnergyAndMoney/>