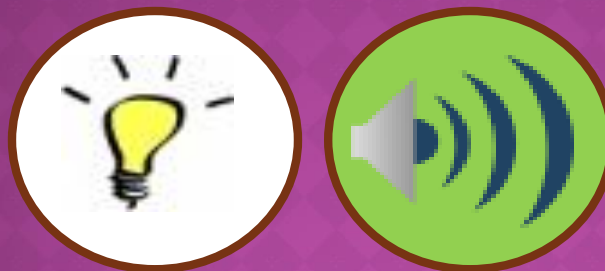


By Luigi Gabriele
Regulatory Affairs
and Relation
Consumer association
Codici

II ° WORKSHOP ENERGY@HOME MILAN, NOVEMBER 26 °, 2013

Raoud Table - Policies ad regulation



SUMMARY

- ◉ Video - TED Conference - Talk from Alex Laskey Opower -
- ◉ Italian consumers survey
- ◉ Type of consumers
- ◉ 5 steps for a behavioral science
- ◉ Starting to the paper BOLLETTA “2.0”
(understandand the bill)
- ◉ Proactive communication and IFITT

THE VIDEO - TED CONFERENCE



Alex Laskey Ted Talk

[clik here for PLAY](#)

Statics Report, from facile.it

Leggi sempre la bolletta?	percentuale
Sì, la leggo attentamente	53,1%
Dipende, mi soffermo a leggerla solo se è troppo "salata" rispetto al solito	39,1%
No, la pago e basta	7,8%

Cosa non ti è chiaro della bolletta?	percentuale
Quanto pago effettivamente per l'energia consumata	39,4%
Cosa sono i servizi di rete e i servizi di vendita	23,5%
Il peso delle imposte e delle tasse sul totale	20,4%
Quanto e dove avrei potuto risparmiare	8,8%
Quanta energia ho consumato	6,1%
No, è tutto chiaro	1,8%

Qual è la voce che ti fa più arrabbiare?	percentuale
Iva, tasse, imposte e accise regionali	69,4%
I servizi di vendita	13,3%
I servizi di rete	11,5%
I costi di spedizione della bolletta	5,8%

Type of Consumers and “what they want”



THE MEEK CUSTOMER

The Meek Customer generally will not complain. However, they will post or comment on Facebook or Twitter when they have really been pushed to the edge. The Meek Customer will often have little to no history of complaining and is often just looking to be reassured that their voice is heard.

HOW COMMON: [3 birds]

HOW DIFFICULT TO FIX: [4 arrows]

HOW IRRATIONAL: [1 arrow]

SOLUTION:
A simple and public "I am sorry" on the social channel used for their comment will usually rectify the situation and turn the Meek Customer into a passive brand advocate.

THE AGGRESSIVE CUSTOMER

The Aggressive Customer readily complains, often loudly and at length. However, if you solve the problem for this customer in a quick and efficient manner, you are likely to have a very vocal and prolific brand advocate through all social channels. The Aggressive Customer does not respond well to excuses or aggression.

HOW COMMON: [3 birds]

HOW DIFFICULT TO FIX: [4 arrows]

HOW IRRATIONAL: [1 arrow]

SOLUTION:
Always take this customer offline through direct messaging or email. Listen completely and ask: "What else?" Agree that a problem exists, and indicate what will be done to resolve it.

THE CHRONIC COMPLAINER CUSTOMER

The Chronic Complainer is never satisfied; there is always something wrong. This customer's mission is to whine. Yet, they are your customer, and as frustrating as this customer can be, they cannot be dismissed. In spite of their constant complaining, they tend to be good customers and will tell others about your positive response.

HOW COMMON: [3 birds]

HOW DIFFICULT TO FIX: [4 arrows]

HOW IRRATIONAL: [1 arrow]

SOLUTION:
Extraordinary patience is required, but a two-way dialogue should never take place through social channels. One must listen carefully and completely and never get angry.

THE HIGH-ROLLER CUSTOMER

The High-Roller Customer expects the absolute best and is willing to pay for it. They are likely to complain in a reasonable manner, unless they are a hybrid of the aggressive customer. They are interested in results and what you are going to do to recover from the customer service breakdown.

HOW COMMON: [3 birds]

HOW DIFFICULT TO FIX: [4 arrows]

HOW IRRATIONAL: [1 arrow]

SOLUTION:
Always listen respectfully and actively, questioning carefully to fully determine cause. Quickly and publicly acknowledge the issue online and go offline to correct the situation.

ExactTarget.

THE OPPORTUNIST CUSTOMER

For the Opportunist Customer, the goal is not to get the complaint satisfied, but rather to win by getting something the customer is not entitled to receive. A constant and repetitive "not good enough" response to efforts to satisfy this customer is a sure indicator of an opportunist.

HOW COMMON: [3 birds]

HOW DIFFICULT TO FIX: [4 arrows]

HOW IRRATIONAL: [1 arrow]

SOLUTION:
Remain unfailingly objective. Use accurate quantified data to back up your response. Consider asking "What can I do to make things right?" after the first "not good enough."

THE ESSENTIAL STEP FOR THE BEHVAIORAL SCIENCE

1. Energy efficiency based on behavioral science



2. Development of smart grids



Helping Consumers to benefit from smart meters and further increase energy efficiency

3. Capacitation of consumers



Better information right for consumers to help them manage their consumption

4. Adoption of new rates



Efficient transition to dynamic rates through consumer education

5. Home automation for information



Behavioural science - Capacitating the consumer is a path that requires a scientific approach

Help them to take an interest

Help them to understand



Help them check consumption

Help them to take action

The Italian case and the Bill



The Italian consumers when they receive an energy bill get angry often

The Italian Bill is Undestending



- the number of pages is very large, in average 8-10 pages
- presents dozens of adjustment items is incomprehensible to all

What can we do in the future ??? Audition of AEEG - Bolletta 2.0-

mercoledì 9 ottobre	
10:00 - 13:00	Lega Consumatori AIGET ASSOELETRICA WWF Italia Soggetto singolo Soggetto singolo AZA ENERGIA Spa ACEA Energia Spa CVA Trading Spa
14:00 - 16:00	ALTROCONSUMO ENI Spa Epiù Spa GDF SUEZ Energie Spa R.E TE. Imprese Italia Sorgenia Spa
giovedì 10 ottobre	
10:00 - 13:00	ASSOGAS Federazione ANIE ADOC Lombardia Opower Ind. USA EDISON Energia Spa Soggetto singolo Codici Federutility ENEL Spa
14:00 - 16:00	E.ON Energia Spa ANIGAS ADICONSUM CITTADINANZATTIVA Movimento Consumatori Unione Nazionale Consumatori Federconsumatori

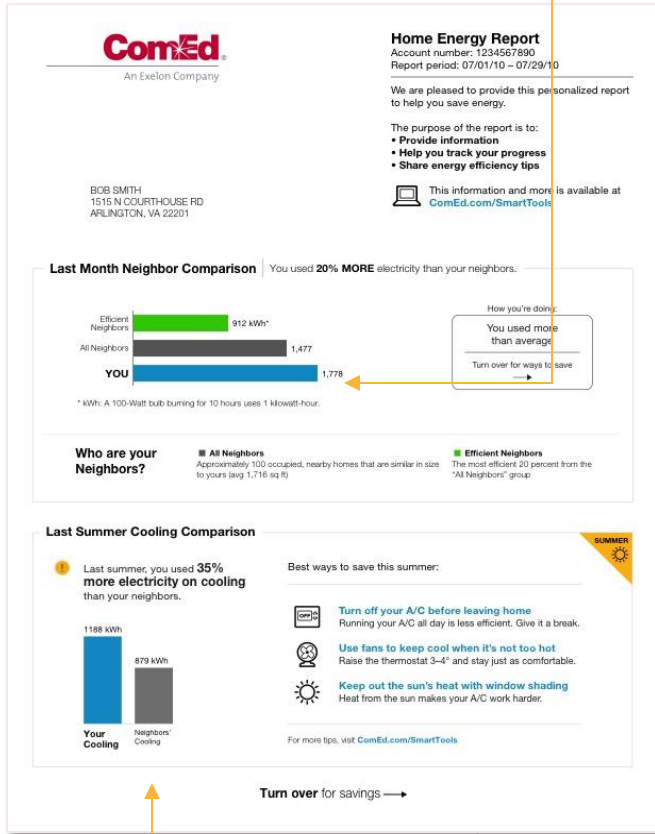
Transform the energy bill in
a relationship and simplify

Consultation AEEG in 9 & 10
October 2013

in order to acquire critical
elements and requirements
associated with the current
structure of billing
documents

Bolletta 2.0/Bolletta trasparente starting
delibera 13 giugno 2013,
[260/2013/R/com.](http://www.garbia.it/260/2013/R/com.)

The programs begin with the paper, the Bill



Analytics

Insights that consumer care about, such as how their cooling use compares

Neighbor Comparison

Behavioral science helps motivate consumers to save energy



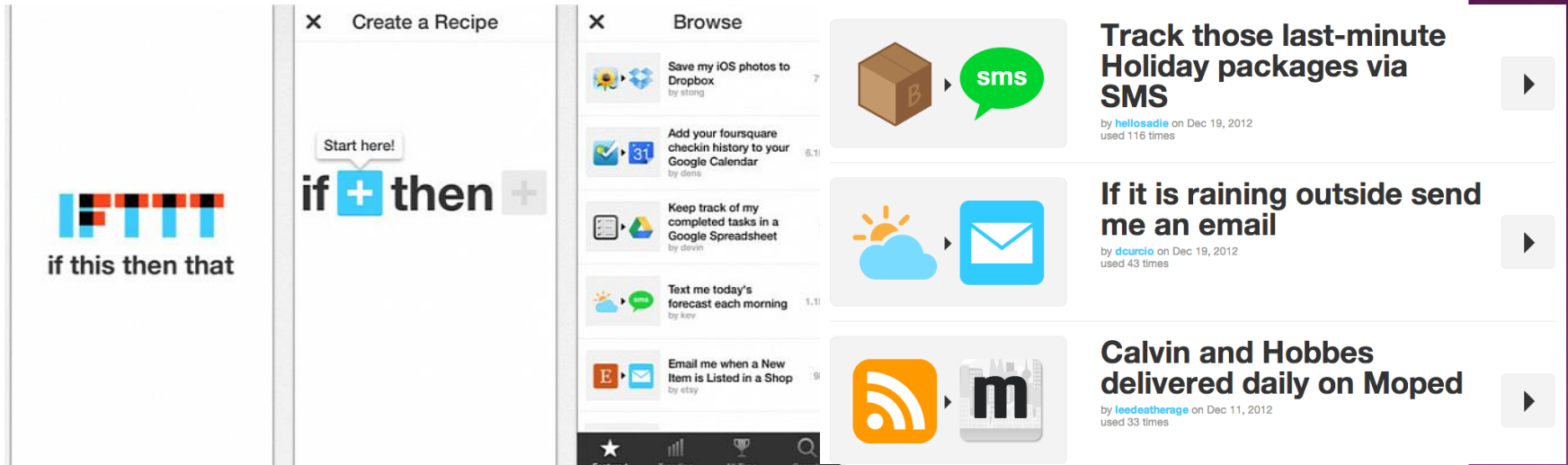
Mailed reports

Reach all consumers regardless of demographics

PERSONALISED TIPS

To help consumers take action

IFTTT - PUT THE INTERNET TO WORK FOR YOU.



IFTTT is pronounced like “gift” without the “g.”

Channels

Channels are the basic building blocks of IFTTT. Each Channel has its own Triggers and Actions.

Triggers

The **this** part of a Recipe is a Trigger. Some example Triggers are “I’m tagged in a photo on Facebook” or “I check in on Foursquare.”

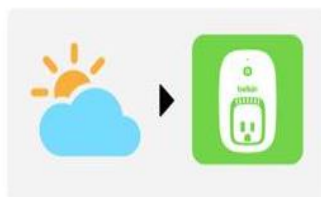
Actions

The **that** part of a Recipe is an Action. Some example Actions are “send me a text message” or “create a status message on Facebook.”

Ingredients

Pieces of data from a Trigger are called Ingredients. For example, the Ingredients of an Email Trigger could be: subject, body, attachment, received date, and the sender’s address.

WOMO CHANNEL



Turn on your lights when the sun sets

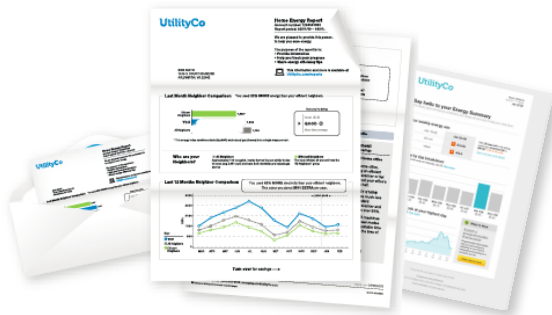
AND



Use Siri to control your Air Conditioner



Proactive communication and personalized based on behavioral psychology



Report on Bill to EE



Web and Mobile



Social media



Call center



Marketing



Thermostats

INFORMATION AND TALK WITH CONSUMERS

We can do many things for reduces and controll.....how say Alex Laskay in TED



But the most overlooked resource to get us to a sustainable energy future, it isn't on this slides. It's in this room. It's you, and it's me.

THANKS

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