Instant Rebate Program
Smart Thermostat Validated Point-of-Sale

CalPlug Workshop Series
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Customer Programs
Residential Energy Efficiency

One of SDG&E’s largest sectors...

- 1.2 million residential customers
- 36% of total electric consumption

SDG&E’s Residential Energy Efficiency Mission

Empowering customers by providing the tools, program offerings and access to assistance on their path to zero net energy.

SDG&E’s Residential Energy Efficiency Goals

1. **Savings**: Increase Energy Efficiency Savings in the Residential Sector Through an Improved Customer Experience

2. **Penetration**: Increase Energy Efficiency Participation in the Multifamily Sector

3. **Innovation**: Continue to Innovate by Executing New Approaches to the Market
API developed for instant validation

Customer experience improved through a streamlined process

Cost-effectives increased through a simpler approach
SDG&E Instant Rebate Tool

- Self-validation
- Program terms
- Rebate offer
- Qualifying product list
- Confirmation
- Coupon code
Geo-targeted information about utility offers
NEST.com Instant Rebate Integration (2 of 2)

Instant rebate applied at checkout, reducing the purchase price

Instant rebate message

$174.00

$75 instant rebate from SDG&E

Have a rebate or promo code?
Collaboration and Teamwork

Utility
- Customer Service
- Program Managers
- Systems Support
- Privacy & Security
- Policy & Financial

Implementer
- Tool Creation
- Customer Support
- Privacy & Security
- Systems Support

Manufacturer
- Systems Support
- Privacy & Security
- Marketing

Retailer
- Systems Support
- Privacy & Security
Nest updated in-store signage to highlight the instant rebate and in-store support to customers using SDG&E’s instant rebate validation tool.
Nest included utility-specific messaging in their holiday email campaigns.

Nest also used a utility-specific YouTube video for geo-targeted social media and web marketing.
The retailer with instant rebates had 
\(~5x\) more sales per store on average than all 
other retailers Nov 17 - Dec 31, 2017

Instant rebate at retail begins 11/17/17
Said ability to get an **instant coupon** affected their decision to purchase

96%

would **recommend the instant rebate** to a friend

98%

Viewed SDG&E more **positively** *

84%

*Among those who discussed it with the rep. Other 16%, view remained the same.

CLEAResult customer Survey: N=145

Source: Nest In store intercepts (impressions)
Lessons Learned

• Stock issues at retailers
• Agile collaborative team worked best
• Strong implementer with API experience
• Call center
  – Notifying reps early and often
  – FAQs informative but reps needed information in a different format
• Marketing
  – Early and often check-ins
  – Last chance messaging confusing
  – Manufacturer partnerships were key
    • co-branded videos
    • social media & emails
    • in-store signage