

# Behavioural demand response trial

Jan 2019

Our Purpose

**To lead and accelerate the  
clean energy transformation  
for all**

**About Energy Australia**



# Demand response trial overview

EnergyAustralia is delivering a 50MW demand response (DR) trial with AEMO/ARENA

- Building a diverse portfolio of large customers and residential storage, direct load control and **Behavioural Demand Response (BDR)**

**DR** involves helping and incentivising customers to reduce consumption, use onsite generation or storage for short periods when reserves are low and/or prices are high.

**BDR** relies on customers actively choosing to respond to event requests.

Key objectives for the BDR trial are to:

- understand our customers what motivates engagement with **BDR**.
- define and test incentive structures against the motivational themes and DR objectives.
- understand customers preferences for rewards and communication.

# Customer Centric Offer Design



## Sprint 1

- Desktop research
- Customer immersion round 1:
  - in-home interviews
  - video interviews
  - EA internal staff interviews
- Develop customer personas

## Sprint 2

- Build BDR Prototype 1
  - Refine using online user testing
- Refine BDR Prototype 2
  - Refine using online user testing
- Refine BDR Prototype 3
- Customer immersion round 2:
  - online user testing

## Sprint 3

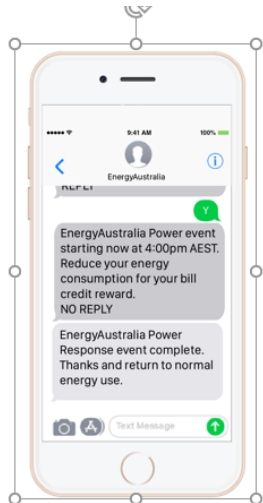
- Develop proposed BDR messaging informed by people
- Collate all data and develop final recommendation and insights

## Sprint 4

- Customer immersion round 3:
  - video interviews
  - EA internal staff interviews
- Develop customer journey map
- Collate all data and update final recommendation and insights

# PowerResponse

*Continually improving the experience ...*

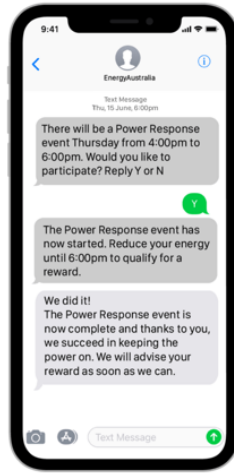


Current

How did I go?  
How did the collective go?  
Was the event successful?



Customer insights



Suggested

*Human Centred Design, Online UserTests, Immersion, Surveys, Pilots & Trials*

**small change big impact cash rewards for you!**

Our grid and generation facilities are pretty reliable, however, on a few days a year, usually when we are all trying to keep cool, they just don't cope.

It won't take much to **make a big difference** to the stability of our energy supply on these days if we all do a little bit.

We will reward you for any changes you make at these times.

[Find out more](#)

**IT'S REALLY EASY**

We will let you know in advance via SMS when we think we will need your help so you can plan ahead and choose if you want to participate.

It'll only be for a few hours, and there's a few really simple things you can do to receive incentives:

- Keep your thermostat set to 24°C during the event.
- Turn off your fridge, freezer and air conditioning.
- Unplug a pack, heater, iron or power off.

**HOW OFTEN**

UP TO **10** EVENTS PER YEAR

**FROM 1 TO 4 HOURS** DURATION

**YOUR REWARD**

You can choose how much you need on your electricity usage during the event and how long:

- Just for participating in an event, we will give you **\$5**
- WANT MORE?** For every 10% reduction in your electricity usage during the event you can receive:
- \$10** (20% reduction in your electricity usage)
- or
- \$20** (50% reduction in your electricity usage)

Choose to take your reward as a voucher or as credit on your next energy bill.

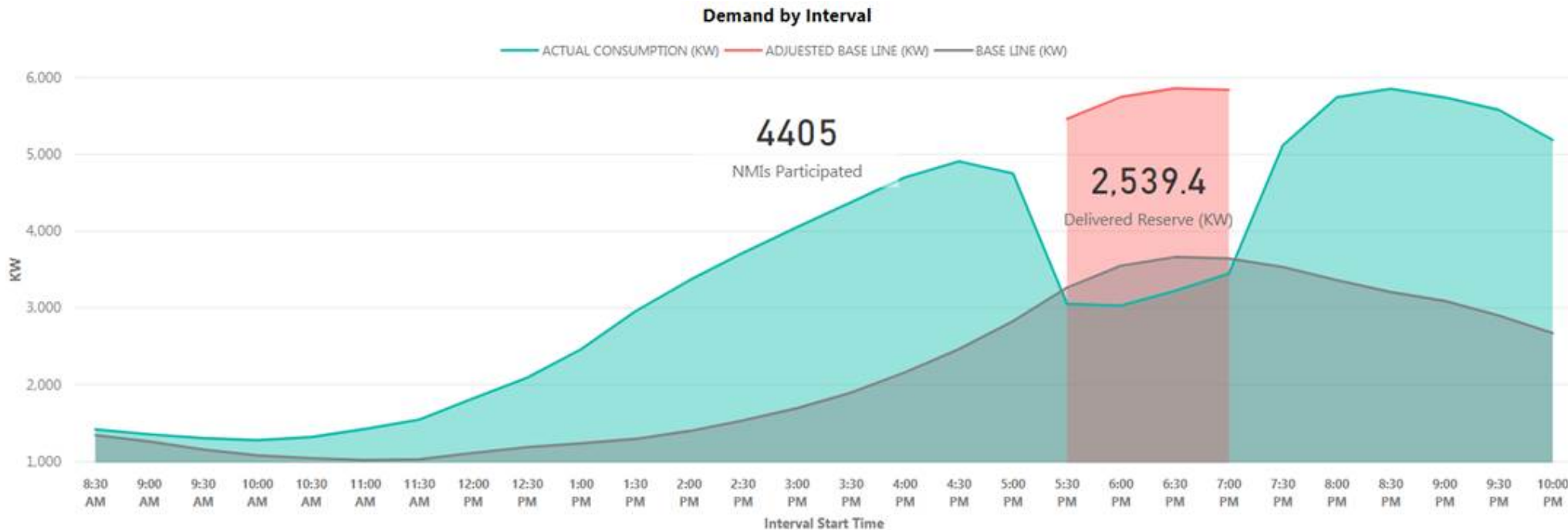
PowerResponse rewarding customers for voluntary reductions in demand

Demonstrates principles 4.1 and 4.3 (shared outcomes for all, simple language)

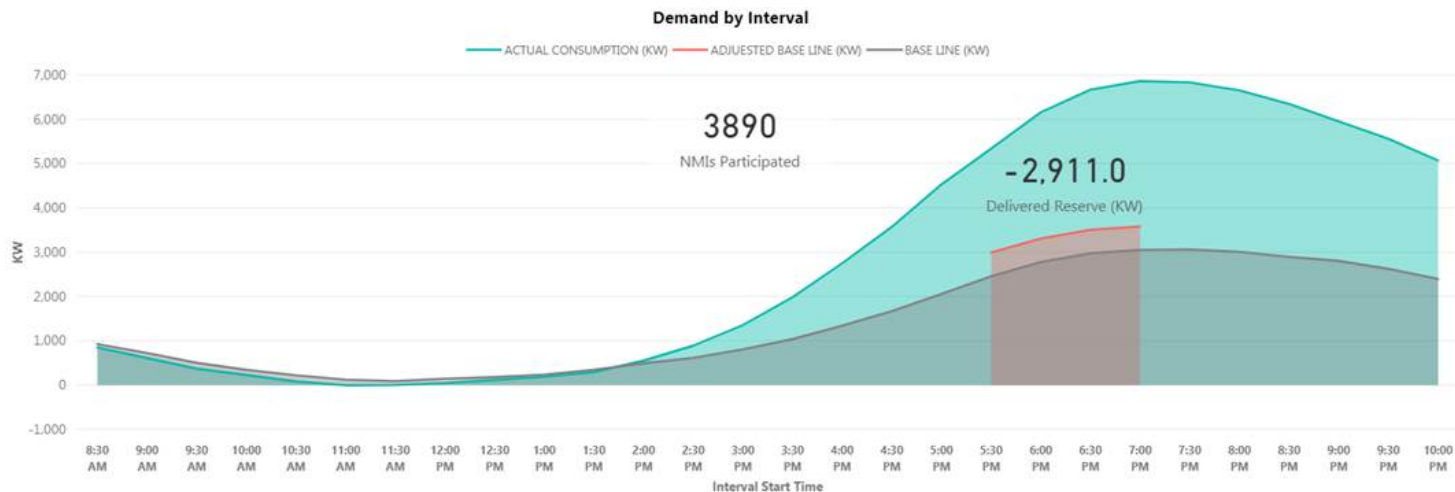
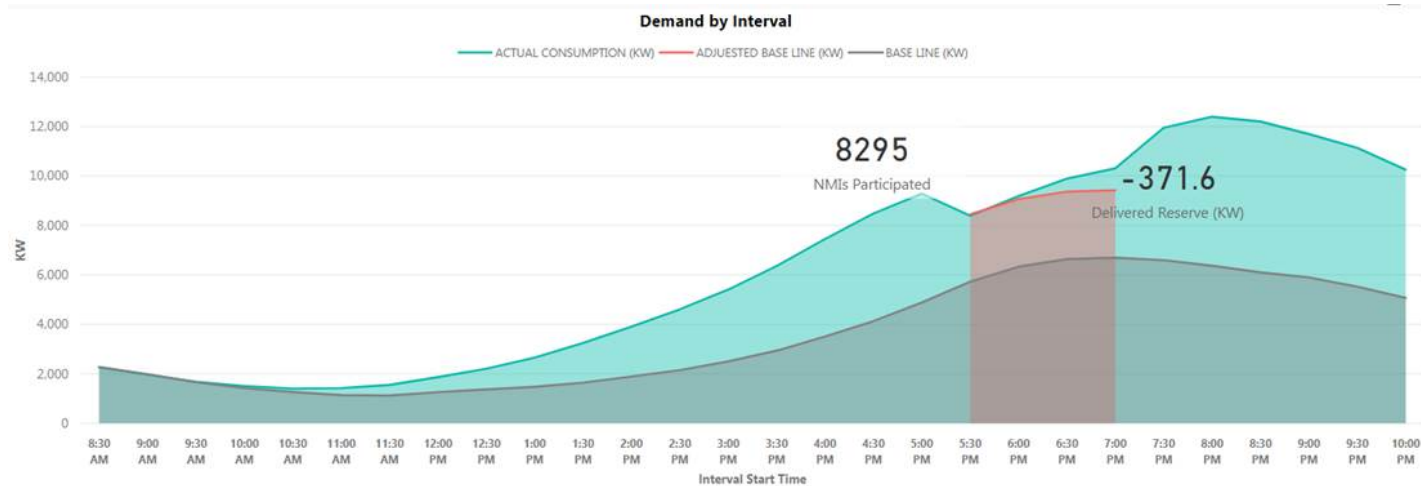
# BDR Works ... Vic/SA heatwave 24 January

8295 customers called

4405 customers reduced delivering 2.54MW



# And there is a lot more to learn and refine



**Thank you**