

# CUSTOMER JOURNEY FROM DATA TO INSIGHT TO ENGAGEMENT

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# 73%

of global utilities anticipate major or very major business model transformation by 2030.

- 14<sup>th</sup> PwC Global Power & Utilities Survey

# 60%

say their main home market will be more than **'50% transformed'** by 2030.

- 14<sup>th</sup> PwC Global Power & Utilities Survey



A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.

— Mahatma Gandhi —

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Have you done a **customer survey**?



**Analyzed the insights** / feedback from customers?



Based on the survey what is the **Customer engagement plan**?

**It is important to encourage customers to leverage tools and services that improve system operation**



**PEER** was modeled after the LEED green building rating system and bills itself as the nation's first comprehensive, consumer-centric, data-driven system for evaluating power system performance.



**TATA POWER-DDL**



**PEER - ADVISORY GROUP MEETING**



**LAUNCH OF PEER V2 RATING SYSTEM @ ISGW 2018**

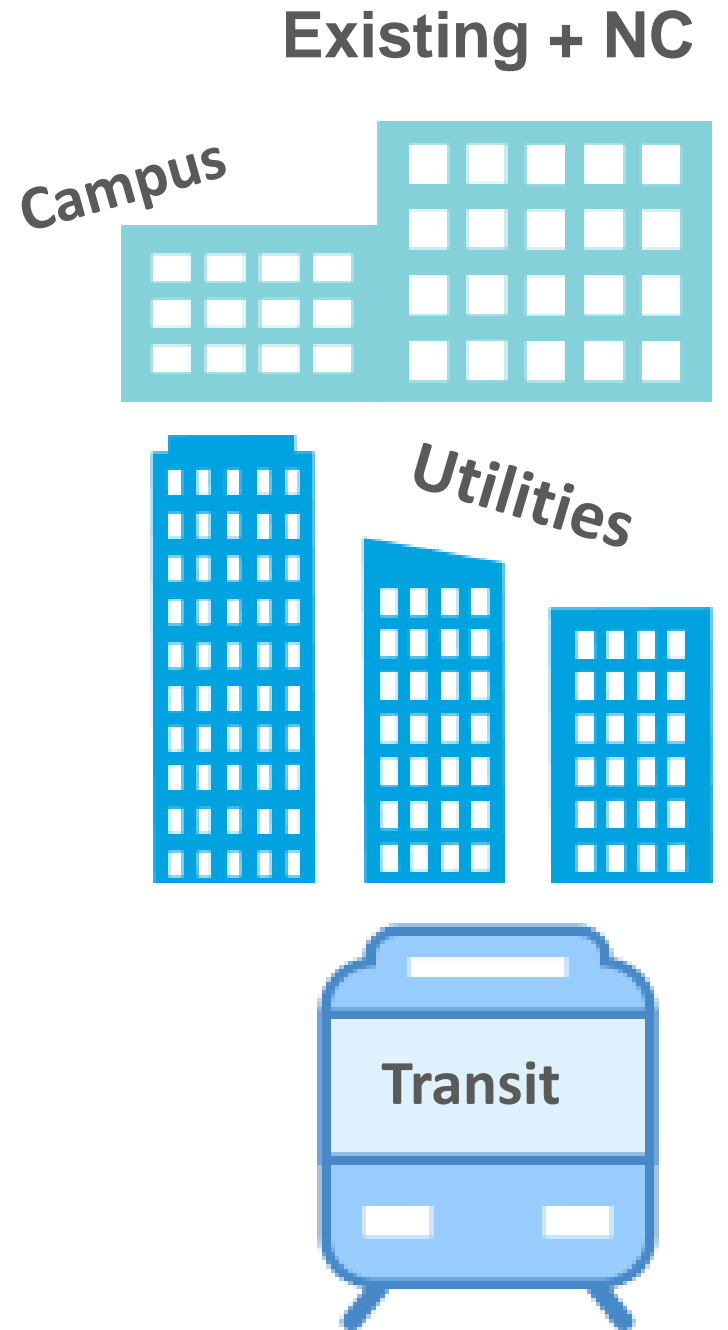


## Project types

**Campus:** *publicly or privately owned or operated* projects that distribute power to **one or more buildings** with individual meters or submeters.

**Utility and city:** generally, public projects with a large **variety of customers**

**Transit:** **Monorail, metro rail,** and intercity or intracity rail projects with at least **three adjacent stations**



# Four important categories of power system performance

**RELIABILITY AND  
RESILIENCY**

**ENERGY EFFICIENCY  
AND ENVIRONMENT**

**OPERATIONS,  
MANAGEMENT &  
SAFETY**

**GRID SERVICES**



# PEER Scoring

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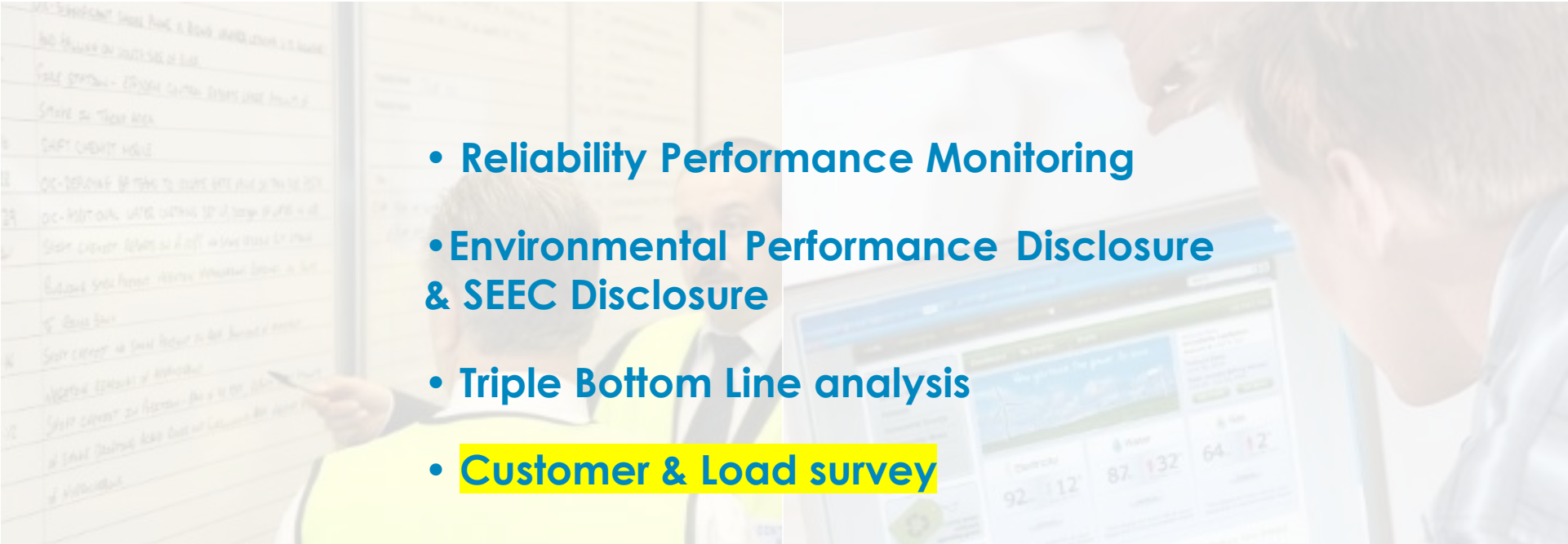
**Total 36 Credits**

**No Scores For Prerequisite Credits**

Certification Levels	Minimum Points Required
Platinum	80+ points
Gold	60-79 points
Silver	50-59 points
Certified	40-49 points

# PEER Prerequisites

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- Reliability Performance Monitoring
- Environmental Performance Disclosure & SEEC Disclosure
- Triple Bottom Line analysis
- Customer & Load survey

Foundational requirements for establishing a **reliable electric grid**, that makes **economically viable**, **environmentally sustainable** and **customer-centric**

Achieve energy savings



Conduct Customer Survey



Improve Customer Satisfaction



Cover prescribed sample size



Increase Customer Participation



Target all consumer classes



**PER** | PERFORMANCE EXCELLENCE IN ELECTRICITY RENEWAL

Develop Improvement Strategies



Document customer survey results



Use Different Communication Media



Share information on different subjects



Increase the communication frequency



# Benefits to DISCOMs

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Benchmark with global utilities on reliability to see your ranking



Meet UDAY & PAT requirements and go beyond through PEER rating



Analyse your asset performance through PEER credits



Third Party validation and Global certification

# PEER value addition to customers through DISCOMs

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1. Grid resilience using **power system hardening techniques**.
2. Protect **sensitive equipment**
3. **Power surety** during extreme weather conditions
4. **Reduce environmental impact** by tracking emissions
5. Increased consumer **awareness & participation** in utilities program
6. **Empower public to participate in hearings** backed up with data for their case.







# PEER Case Studies



# TATA POWER-DDL KEY PERFORMANCE INDICATORS

Through Rebate-based AC replacement program & Unnat Jyoti by Affordable LEDs for All (UJALA) scheme

26 Million Units Saved

21000 tonnes of CO<sub>2</sub> abated

INR 145 Million Savings

# CHATTANOOGA EPB KEY PERFORMANCE INDICATORS

Through demand response & other energy conservation programs



**22 MWh Saved**



**16 tonnes of CO<sub>2</sub> abated**



**\$ 1.5 Million Savings**



# GLASGOW EPB KEY PERFORMANCE INDICATORS

Through smart home energy management and load shifting technologies



**880 MWh Saved**



**655 tonnes of CO<sub>2</sub> abated**



**\$ 12k Savings**





Micro  
CON



**PER**™

PERFORMANCE  
EXCELLENCE IN  
ELECTRICITY  
RENEWAL



# GREENBUILD<sup>®</sup> *India*

INTERNATIONAL CONFERENCE AND EXPO

MUMBAI, INDIA | CONFERENCE: NOV. 15-16 | EXPO: NOV. 15-18, 2018