We didn't have any opposition to putting advanced meters there, which may not be typical across the country" Kirkeby sad.
Buiding awareness and understanding among custmers was critical to successitly deploying new technology and engaging peopie Inspirational key messages were disseminated through focus groups, targeted omall and direct mail, pint advertising. town meetings and board meetings. Cuting through the ciutter of busy lives was challenging. customers responded bost to the in-person communication.
"They had the feeling that they were part of a project of national impotance. The research aspect of our work resonated in a college community like Pulman, It was a feergood thing for the customer - they telt like they were making a difference," said Laumine Jue, a senior communicatons manager at Avista.

A dedicated pont of contaot was critical to answer tough questions about the pilot.




## Smart hermostat pilot

The smart thermostat pilot was one of the customer-experience components of the project. Customers who volunteered to participate in the two-year pilot received a free smart themostat, plus $\$ 100$ per year in exchange for aliowing the tuility to remotely adjust the themostat by 2 degrees Fahrenheit for a period of 10 minutes to 24 hours. The customer could always overide the setting at any time.


You can set up a program to overide at any poin,", said Joshah Jemings, a smart thermostat pilot participant.
Settirgs, including alerts, can be adjusted directly, over the internet or with a smat phone. Using the application on a regular basis keeps energy usage "top of mind" for customers. Participants could view energy usage down to the hour make adjustments, and start saving energy. A price curve was set for hourly consumption. For the Jernings, a fiscally conservative family of five, saving money is important.
But being a technology buff too, if was kind of fun to play with the new technology," Jennings said.
All customers with the smart thermostats also had advanced meters that provided usage data. At the end of the pilot, data indicated that mat thermostat particpants reduced consumption between 4.5 and 9 percert.
unsw win The themostat was designe so that the vendor and its product were not dependent on Avista - - the cormection was through public intemet. The themostat ead the meter and sent data back to the themostat vendor through its own mechanism, That means no maintenance for Avista.

## Energy Analyzer needs actionable items

Another aspect of the customer experience was eing customers access to information bout their energy use. Using a web portat called the Energy Anaizzer, customers could of in their account to ces their enery se patterns and make inform decision about choices that drive energy costs
The launch of the web portal was promoted with direct marketing and an ontine video to hep educate customers about how to use t. Whale some customers looked at the portal frequently, most customers did not find it compeling. Although the average sile visit was six minutes and 36 seconds. access to the web portal did not result in a measureable change in consumption.

