



AI Enabled: HEA Insights and Overview


BlastPoint completed an analysis for a major northeast utility company to determine which customers are most likely to participate in a Home Energy Assessment (HEA). Leveraging advanced analytics and customer segmentation, the study identified key demographics and behavioral patterns indicative of a higher propensity for HEA engagement. These insights will enable utility company to tailor their marketing efforts more precisely, focusing on the segments most inclined to take advantage of the HEA offering.



HEA Propensity: 8
Segment Size: 320,902
Completed HEA: 33%


Best Channels






HEA Propensity: 7
Segment Size: 320,902
Completed HEA: 27%


Best Channels






HEA Propensity: 6
Segment Size: 264,908
Completed HEA: 18%


Best Channels






HEA Propensity: 4
Segment Size: 836,163
Completed HEA: 10%


Best Channels

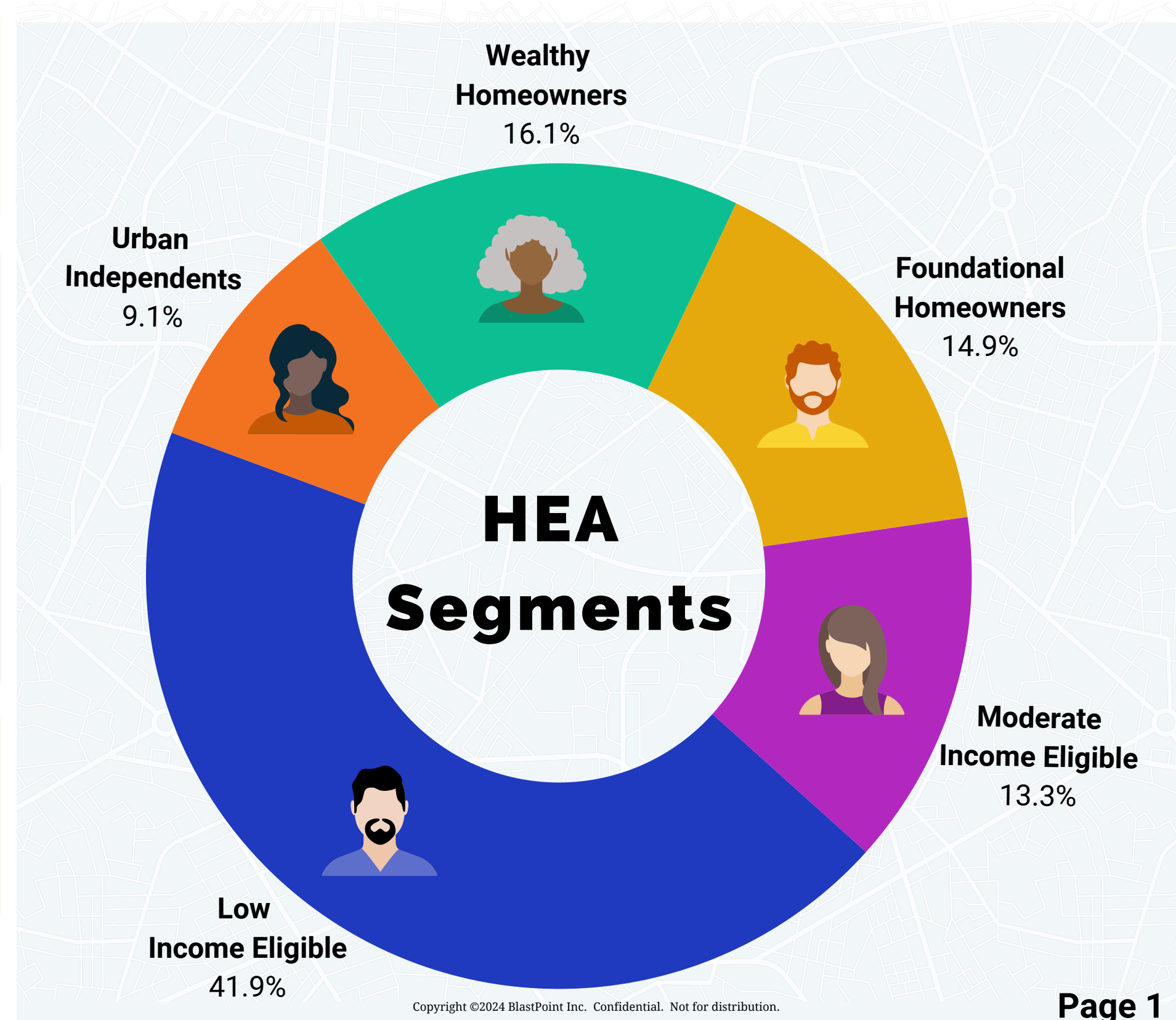




HEA Propensity: 3
Segment Size: 181,202
Completed HEA: 7%

Best Channels





Understanding Segmentation & Propensity

Segments and propensity scores play pivotal and complementary roles in refining the utility company's HEA outreach strategies.

Segments: In the context of the utility company's HEA program, segmentation involves dividing the customer base into distinct groups based on shared characteristics such as income level, property type, and home ownership. This segmentation allows for the creation of specialized marketing strategies that are specifically designed to appeal to the unique needs and preferences of each group. Tailoring the approach in this way enhances the relevance and effectiveness of the HEA program's communication with different customer segments.

Propensity Scores: Complementing segmentation, propensity scores offer a numerical estimate of the likelihood that an individual customer within these segments will engage with the HEA program. This level of detailed targeting assists in identifying not only which segments are generally more inclined to participate in the HEA program but also pinpointing specific individuals within those segments who are most likely to take action. By integrating these scores into their strategy, the utility company can allocate resources and tailor messaging more efficiently, focusing on customers with the highest propensity to respond positively to the HEA program.

The Ideal HEA Profile

To gain a deeper understanding of the characteristics that make certain customers particularly well-suited for HEA, the below graphic compares two extreme groups: the top 10% who demonstrate the highest propensity and the bottom 10% who are least likely to engage. This approach allows us to identify key differentiating factors.

	Top 10%	Bottom 10%
Account Age	125 months	15 months
Homeowner	95%	22%
Renter	5%	78%
Home Year Built	1962	1970
Web Account	95%	22%
Low Income Eligibility	20%	68%
Household Income	\$135,000	\$32,000
Home Market Value	\$615K	\$471K
Economic Stability	8	4
Length of Residence	12 years	2 years

HEA Segment Details



Wealthy Homeowners
Propensity: 8



Foundational Homeowners
Propensity: 7



Moderate Income Eligible
Propensity: 6

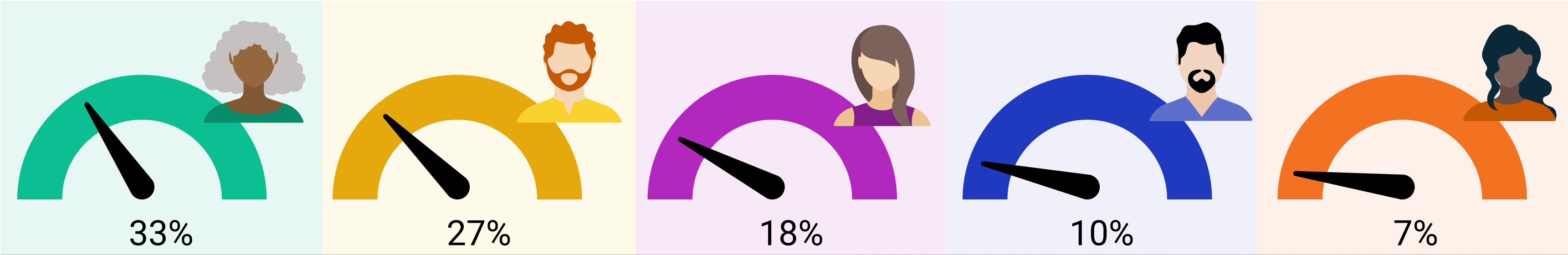


Low Income Eligible
Propensity: 4

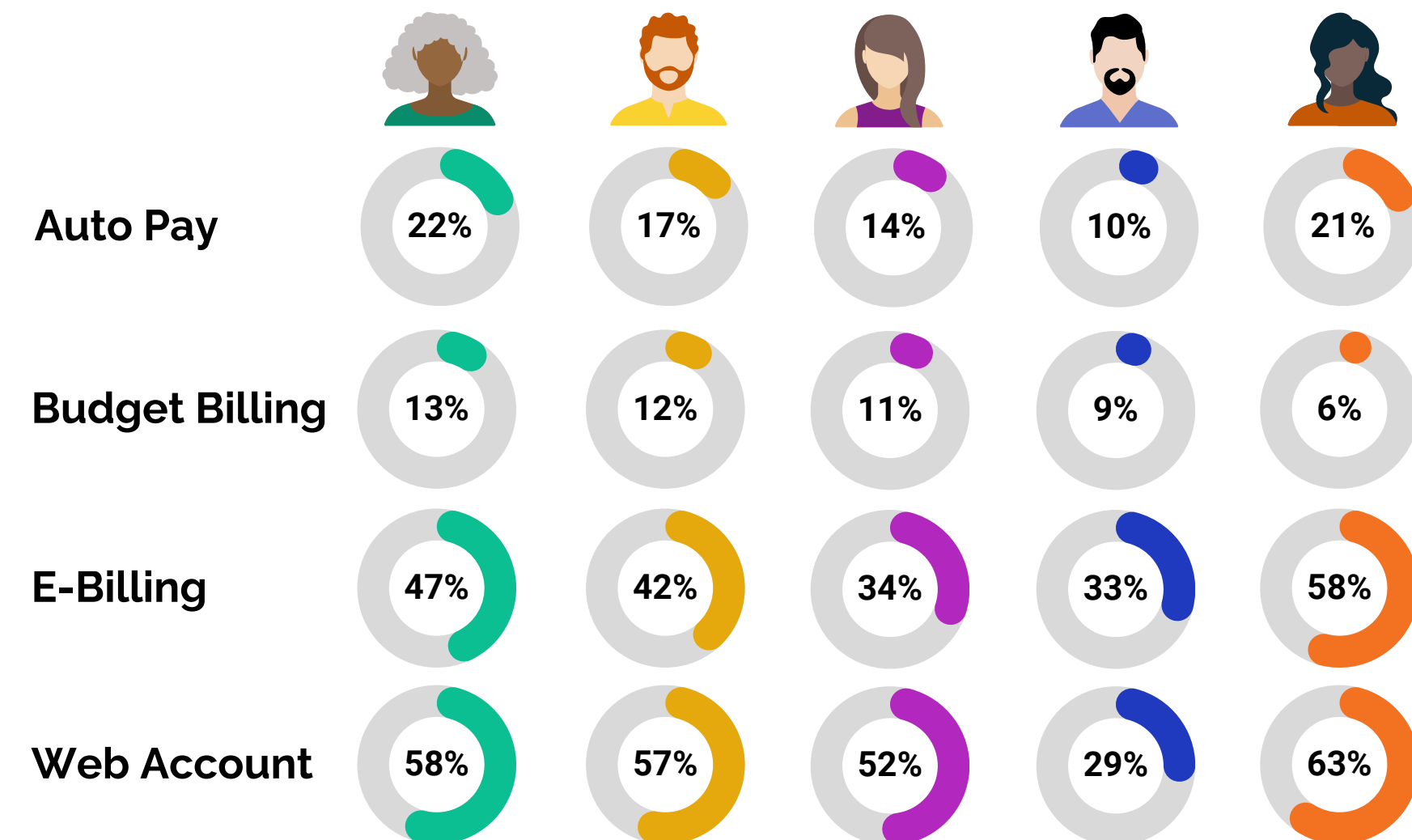


Urban Independents
Propensity: 3

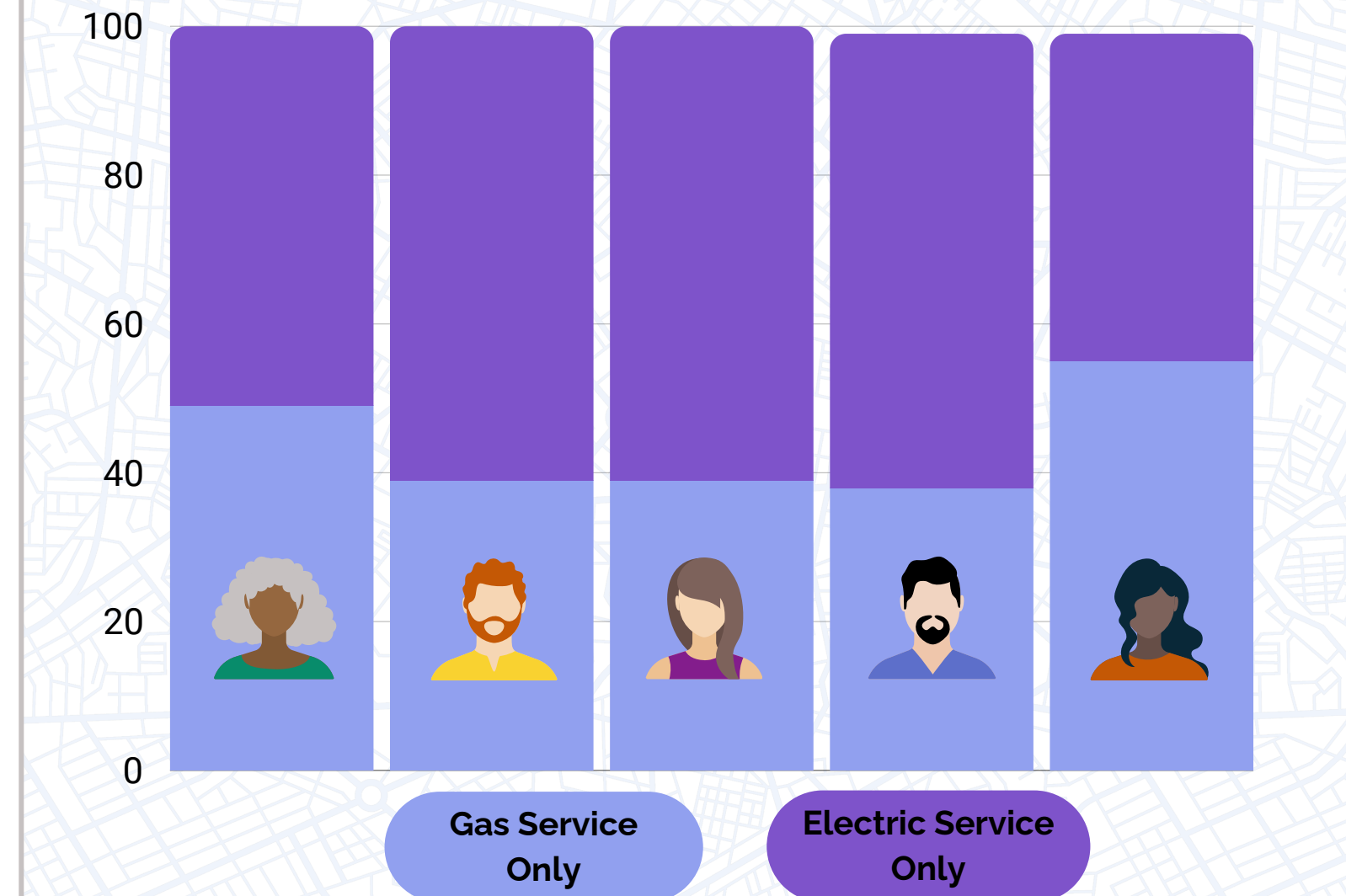
Completed a Home Energy Assessment



Program Engagement



Service Type



HEA Segment Details



Wealthy Homeowners
Propensity: 8



Foundational Homeowners
Propensity: 7



Moderate Income Eligible
Propensity: 6



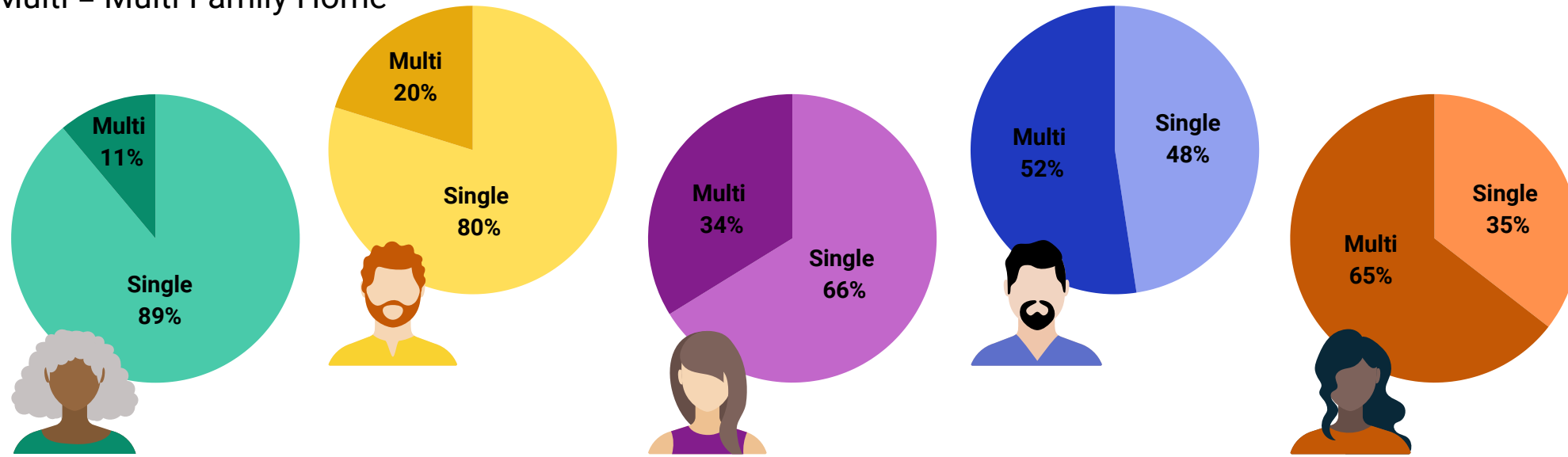
Low Income Eligible
Propensity: 4



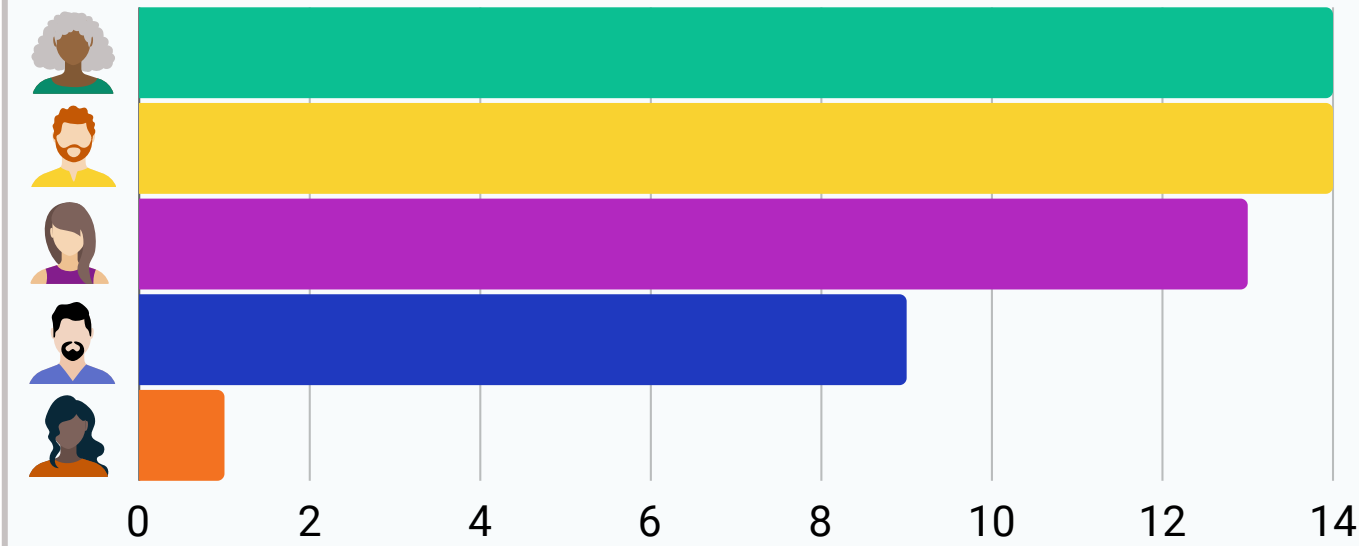
Urban Independents
Propensity: 3

Single = Single Family Home
Multi = Multi-Family Home

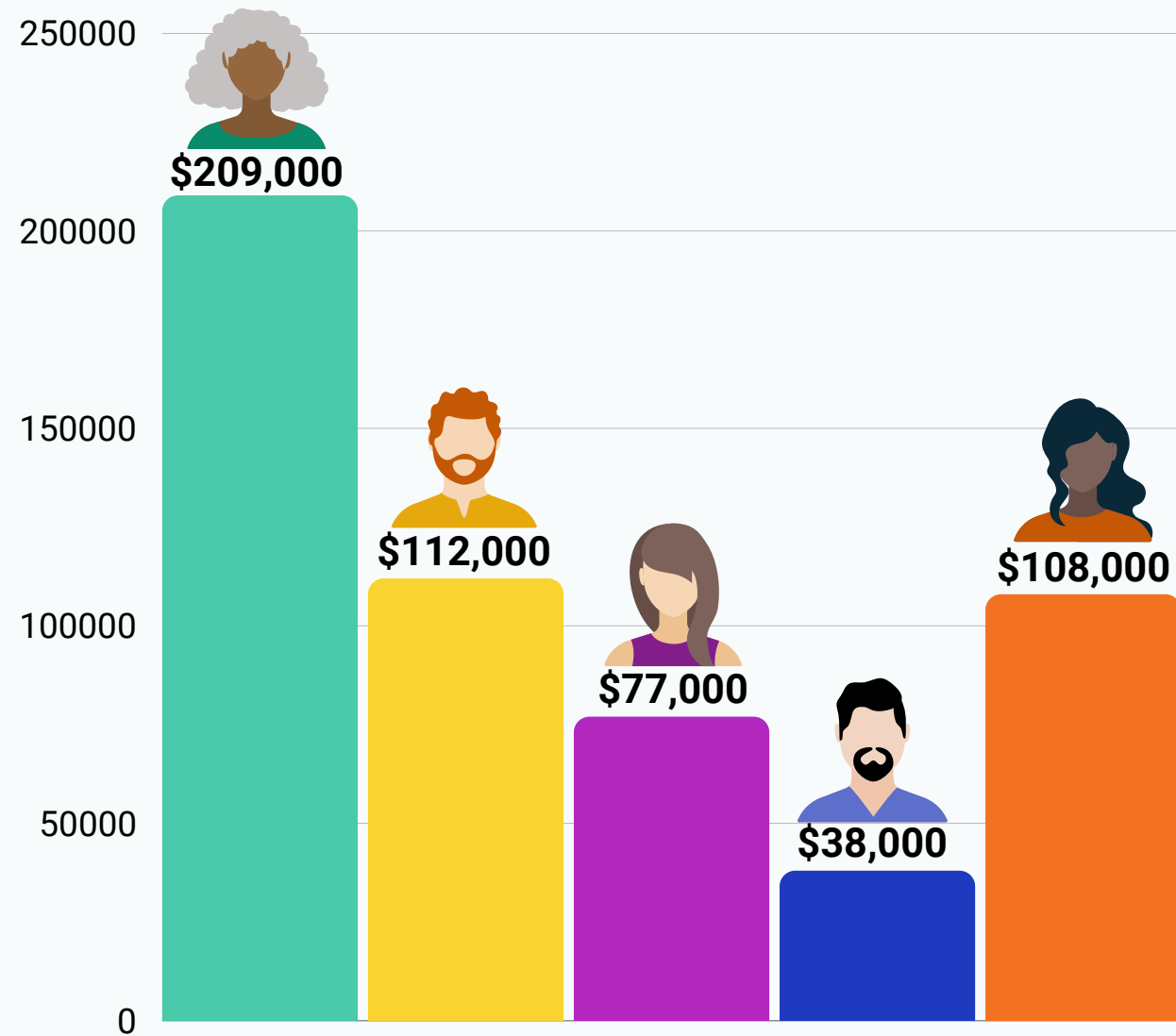
Home Type



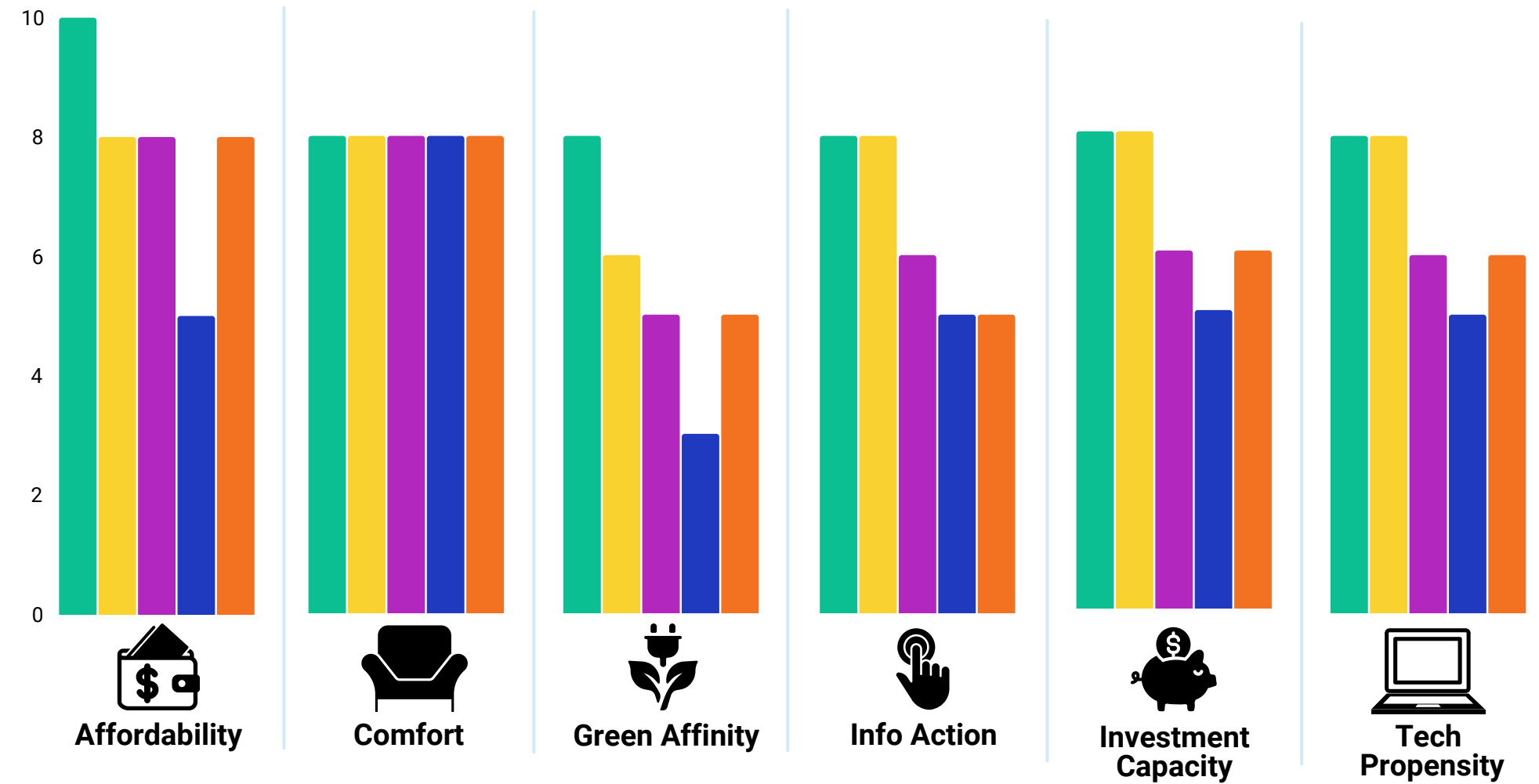
Length of Residence (years)



Median Income



Energy Values



HEA Segment Insights



High Value on Comfort

The high comfort scores across all segments in the utility company HEA program data reveal a customer-wide trend: comfort in one's home is a universally appealing factor, potentially as influential as cost savings. This insight suggests that homeowners, regardless of their segment, prioritize the comfort that energy-efficient improvements bring. Emphasizing comfort in marketing strategies could therefore resonate broadly, appealing to a diverse range of homeowners and potentially driving greater interest in the program.



Green Messaging

There is an opportunity to cater to the different levels of green affinity across segments. For Wealthy Homeowners, consider focusing on high-end, technologically advanced eco-friendly products and services, aligning with their preference for premium, sustainable solutions. In contrast, for Foundational Homeowners, the emphasis could be on cost-effective and practical solutions that offer both sustainability and affordability. A tailored approach could effectively meet the diverse environmental interests and needs of the customer base.



Channel Preferences

The data analysis highlights a significant age-related variation among customer segments, particularly noting the younger demographic of Urban Independents. This suggests a strategic opportunity: younger customers are likely to be more receptive to digital and advanced technological solutions in energy efficiency. In contrast, older segments tend to value reliability and straightforward benefits in their energy choices. Catering to these distinct preferences can enhance the effectiveness of our program offerings and communication strategies.



Low Income Eligible Opportunities

The Low Income Eligible segment represents the largest group within the utility company Home Energy Assessment segments, and despite their lower propensity, there could be substantial need for energy-saving solutions among its members. Given the demographic, financial constraints are likely a predominant concern for this group, which could influence their decisions regarding energy efficiency investments. There may be a lower level of awareness about the available programs, or some skepticism regarding the actual benefits in comparison to the costs involved. There could also be systematic barriers for this group. For example, if a specialist needs to inspect the house while the owner is at home, a Low Income Eligible household may face challenges in taking a day off from work.

Messaging Recommendations:



Clearly communicate any aspects of the program that are free or heavily subsidized.



Ensure that the messaging conveys ease of enrollment and participation in the program.



Demonstrate the convenience of upgrading home energy efficiency with the HEA program with minimal impact on daily life.

Channel Recommendations:



LinkedIn



Outdoor



Radio



YouTube

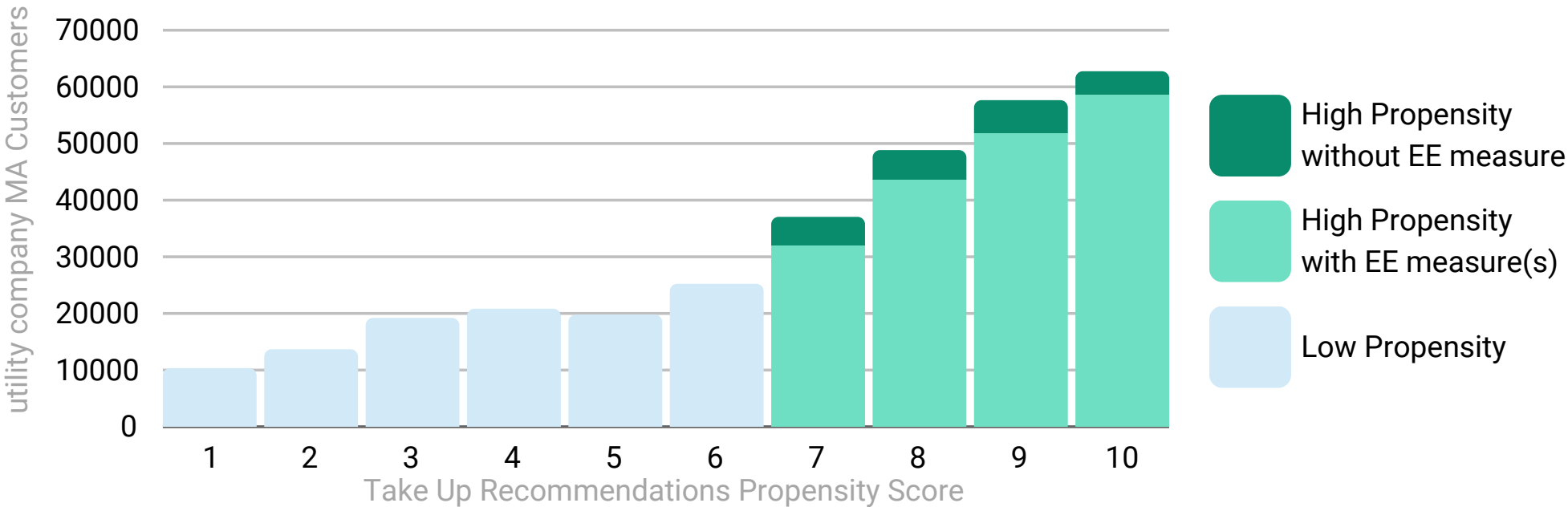
HEA: Take Up Recommendations

To supplement the Home Energy Assessment (HEA) insights, BlastPoint analyzed customer propensities to **Take Up Recommendations**. These insights will enable the utility company to focus on converting **HEA-Complete** customers into new/additional EE programs as well as target **HEA-Potential** customers based on likelihood to implement resulting recommendations.

MA Customers with a Completed Home Energy Assessment

14%

Propensity for the 14% to Take Up Recommendations



Conversion Opportunity

Encourage customers with a completed HEA and a higher propensity score to take up recommendations for the first time or to consider additional recommendations.

20K

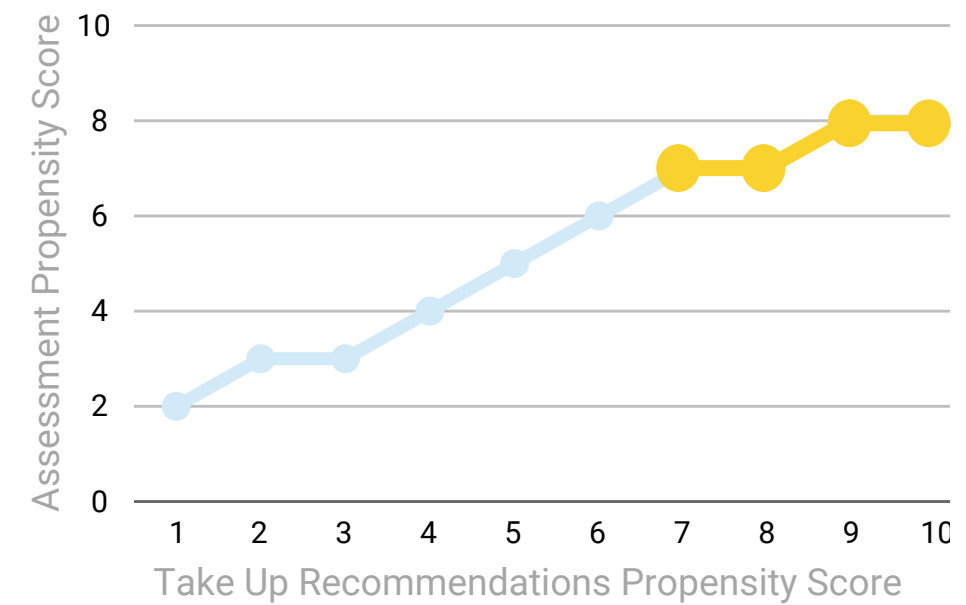
High Propensity
First Time EE Measures

186K

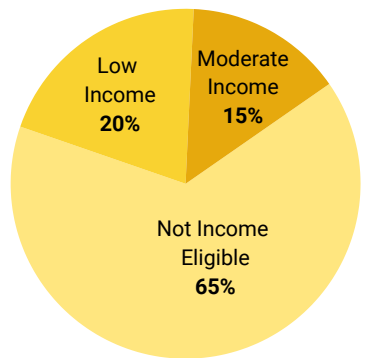
High Propensity
Additional EE Measures

Future Opportunity

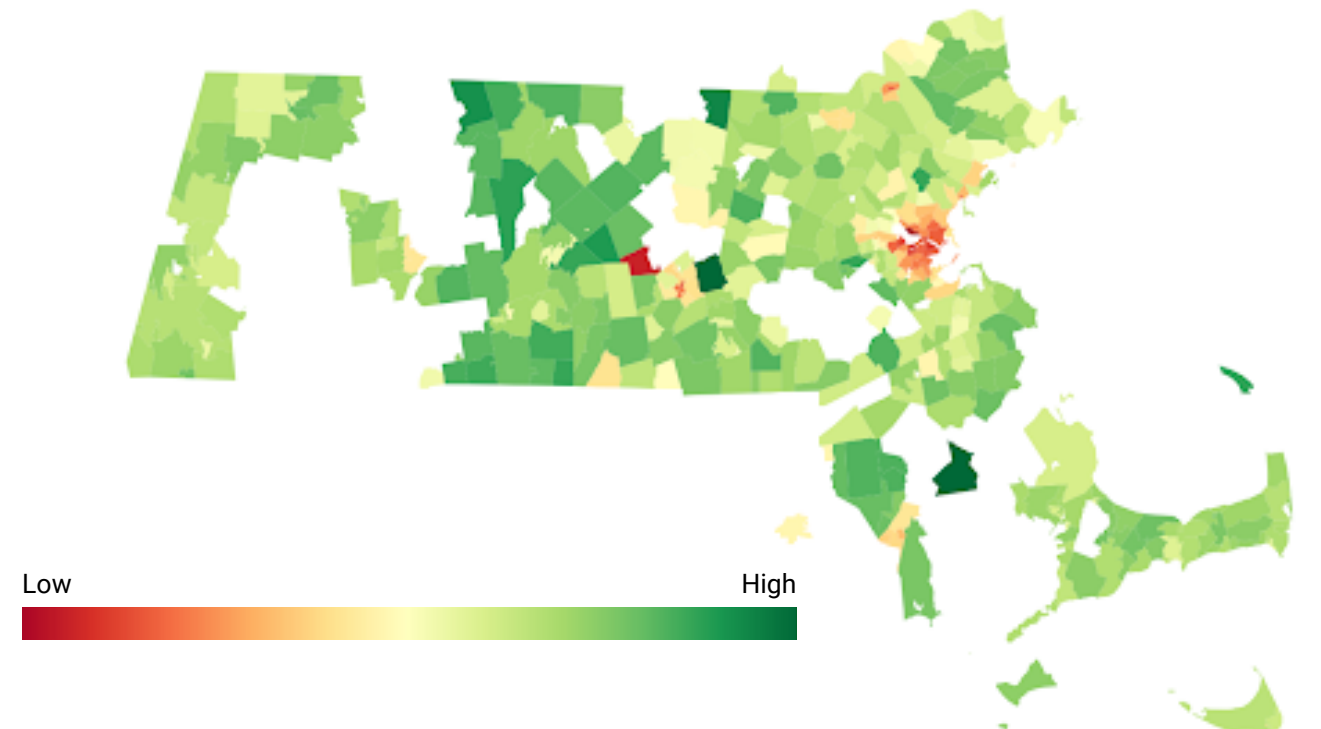
Target customers with no prior HEA who have high propensity scores for **both** completing an HEA **and** taking up recommendations



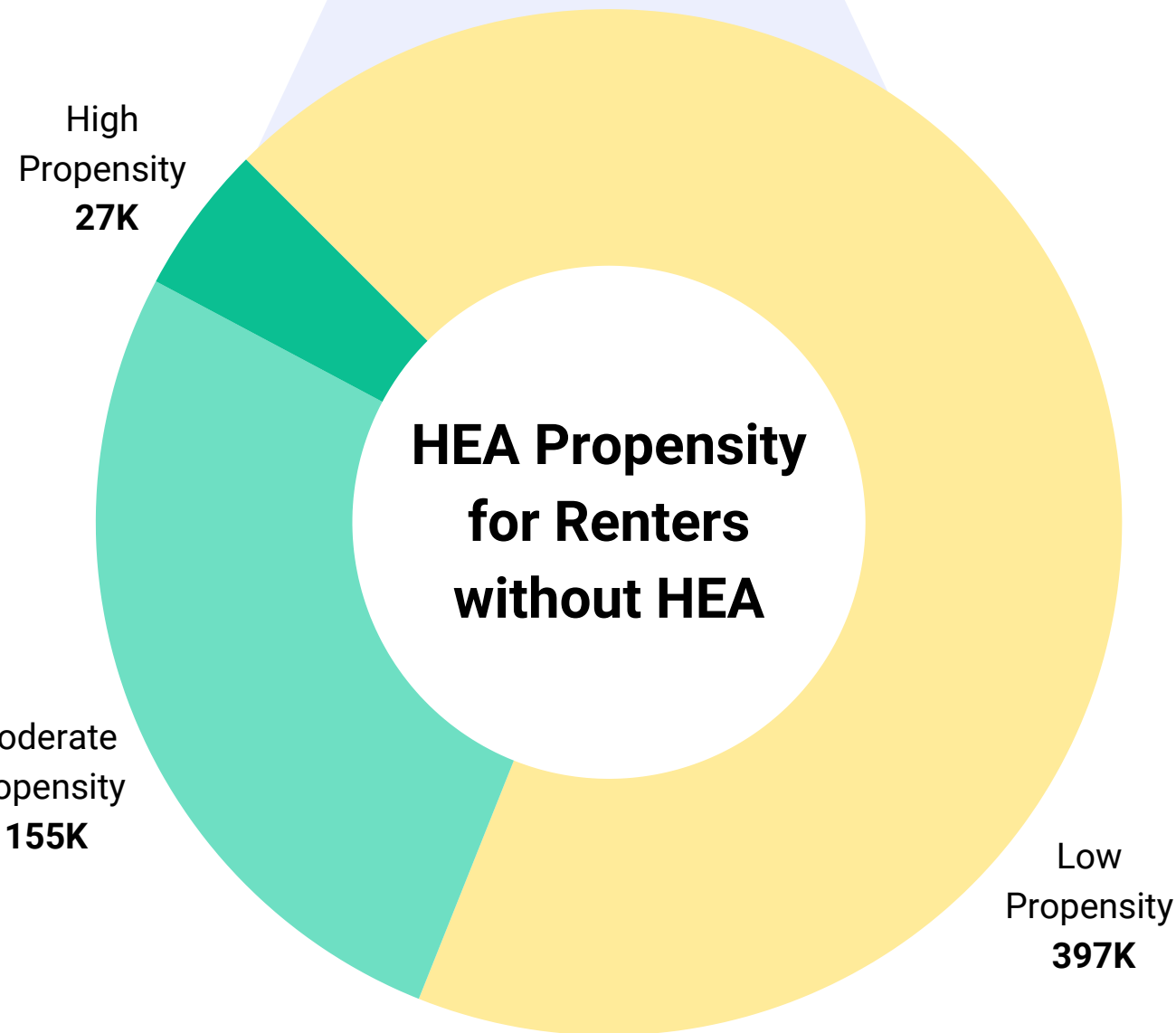
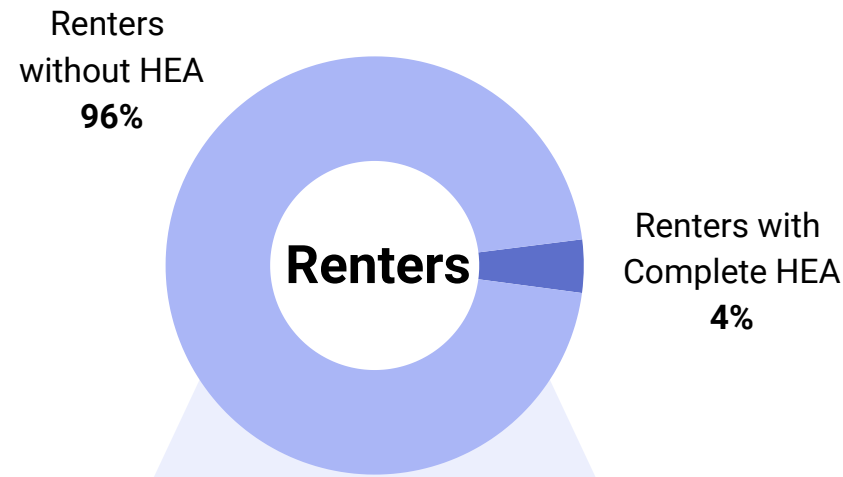
316K
High Propensity
No HEA, No EE



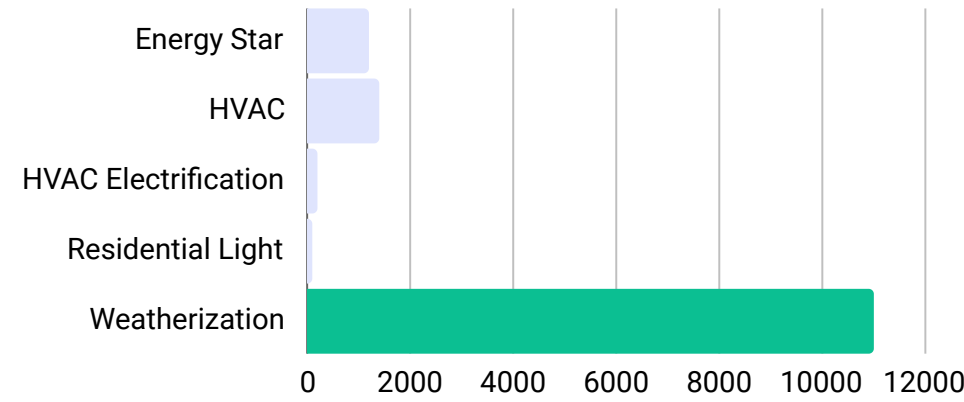
Take Up Recommendations Propensity Scores



Renter HEA Completion & Propensity



EE Measures by HEA-Complete Renters

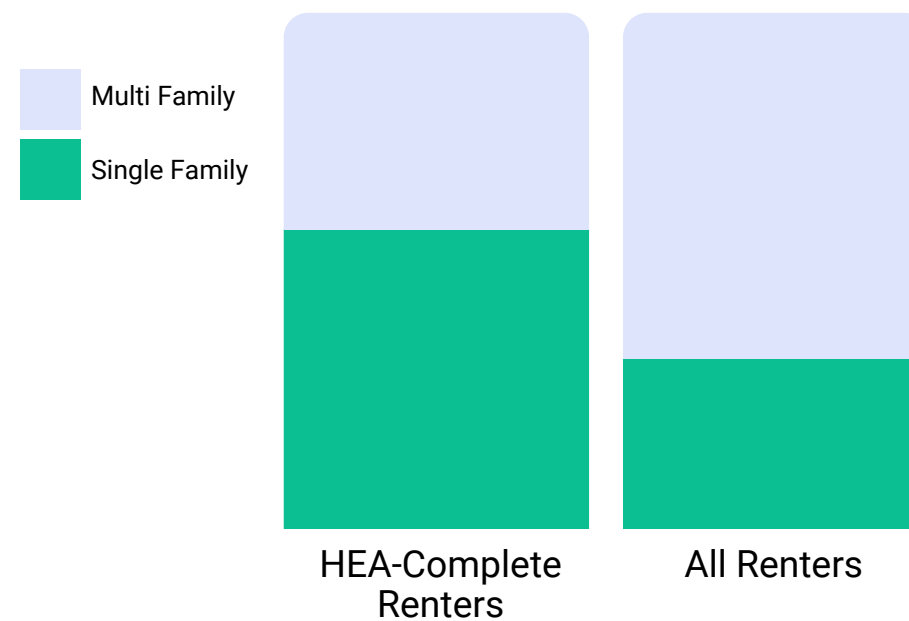


Low Lift Conversion Opportunity

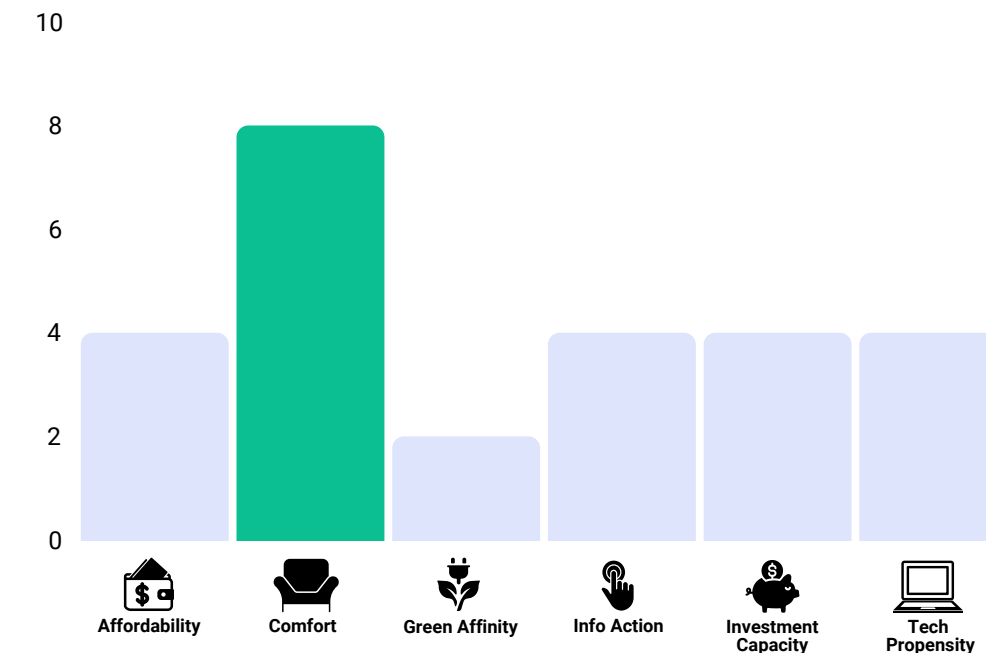
13K

Greater than 50% of renters who have taken an HEA have not pursued likely best fit recommendations.

Dwelling Type



Renter Energy Values



HEA Insights for MA Renters

- There are **182,000** renters with a moderate to high propensity to participate in a Home Energy Assessment program.
- Renters demonstrate a greater likelihood of engaging with **Weatherization** offering compared to other Energy Efficiency programs.
- Those residing in **single-family homes** exhibit higher participation rates than renters in multifamily dwellings.
- Messaging highlighting the **potential for improved comfort** may resonate well with the renter audience and could effectively promote program participation.