

ET Summit 2021

Presented by



Smart Speaker Pilot



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Why Smart Speakers

- Smart speakers can become a centerpiece of the smart home
- 35% of U.S. households are currently equipped with 1 smart speaker
 - Estimates project that 75% of homes will have at least 1 smart speaker in 2025
- A 2018 report by Edison Research had some interesting smart speaker findings:
 - Broad Category Interest - Ownership rates for these devices are nearly equivalent among people 25, 35, 45 or 55 years old
 - Increased Engagement - 48% of first adopters use the device more often now than they did in the first month of ownership
 - Virality - 61% of new smart speaker owners have encouraged their friends to buy a device

Pilot Description



- SCE launched a year long smart speaker pilot in 2019.
- TOU customers were incentivized with an Amazon Smart Speaker, an ISY home automation device, an Ecobee smart thermostat, four Wi-Fi enabled light bulbs, and smart plugs.
- SCE leveraged a 3rd party to install and network devices in customers homes (including SCE smart meter). SCE captured device & home-wide data.
- SCE built a smart speaker skill, Energy Expert, that allowed customers to interact with Alexa to optimize their energy consumption, receive energy use insights and so much more.

Pilot Objectives

- **Customer Interaction**
 - Better understand how customers interact with and use the smart speaker and other connected technologies.
- **Customer Satisfaction**
 - Determine how the technology experience affects customer satisfaction.
- **Energy Impacts**
 - Assess customer energy impacts that could be attributed to customer optimizations made through the smart speaker, connected devices and the Universal Devices Gateway.

Primary Learnings

- **Customers Interacted, but...**
 - Customers need to be consistently engaged with alerts & notifications.
 - SCE alerts were a significant driver of customer interactivity.
- **Load Impacts**
 - Preliminary analysis shows that high usage customers significantly reduced their load.
- **Amazon Skill Development**
 - Customers desire a robust smart speaker skill that delivers values across many verticals (i.e.: bills, energy usage, outage notifications, etc.).

Next Steps

Continue to evolve the Alexa Skill!

- Provide the following individualized information:
 - Recommendation engine: (“Am I on the best rate?” “What programs should I enroll in?”, etc.)
 - Enhanced alerts & notifications (high bill, outage, energy use during peak times, PSPS, etc.)
 - Useful bill information (amount due, due date, bill projections, etc.)
 - Energy use (comparisons, disaggregation, costs, etc.)
 - Energy saving tips