

NEXT **GEN**ERATION OF CUSTOMERS



PRESENTER:

Cindy Remen, Managing Partner
Excelsus Strategic Consulting and Creative Services



*"A comfort zone is a beautiful place,
but nothing grows there."*

- Anonymous





WHAT'S **MY** STORY?

WHAT'S **YOUR** STORY?



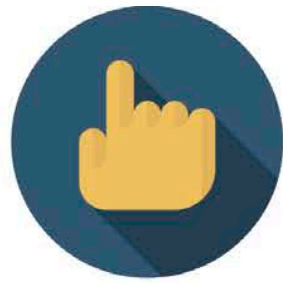
EXPERIENCES, HISTORY, AND TECHNOLOGY SHAPE CONSUMER BEHAVIORS



HOW THE **EVOLUTION** OF THE FOLLOWING HAVE SHAPED OUR **EXPECTATIONS**



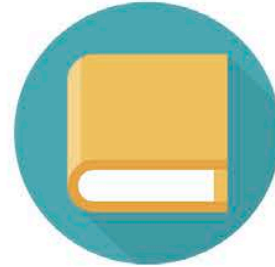
BANKING



INTERNET



PHONES



CONTENT



CABLE TV



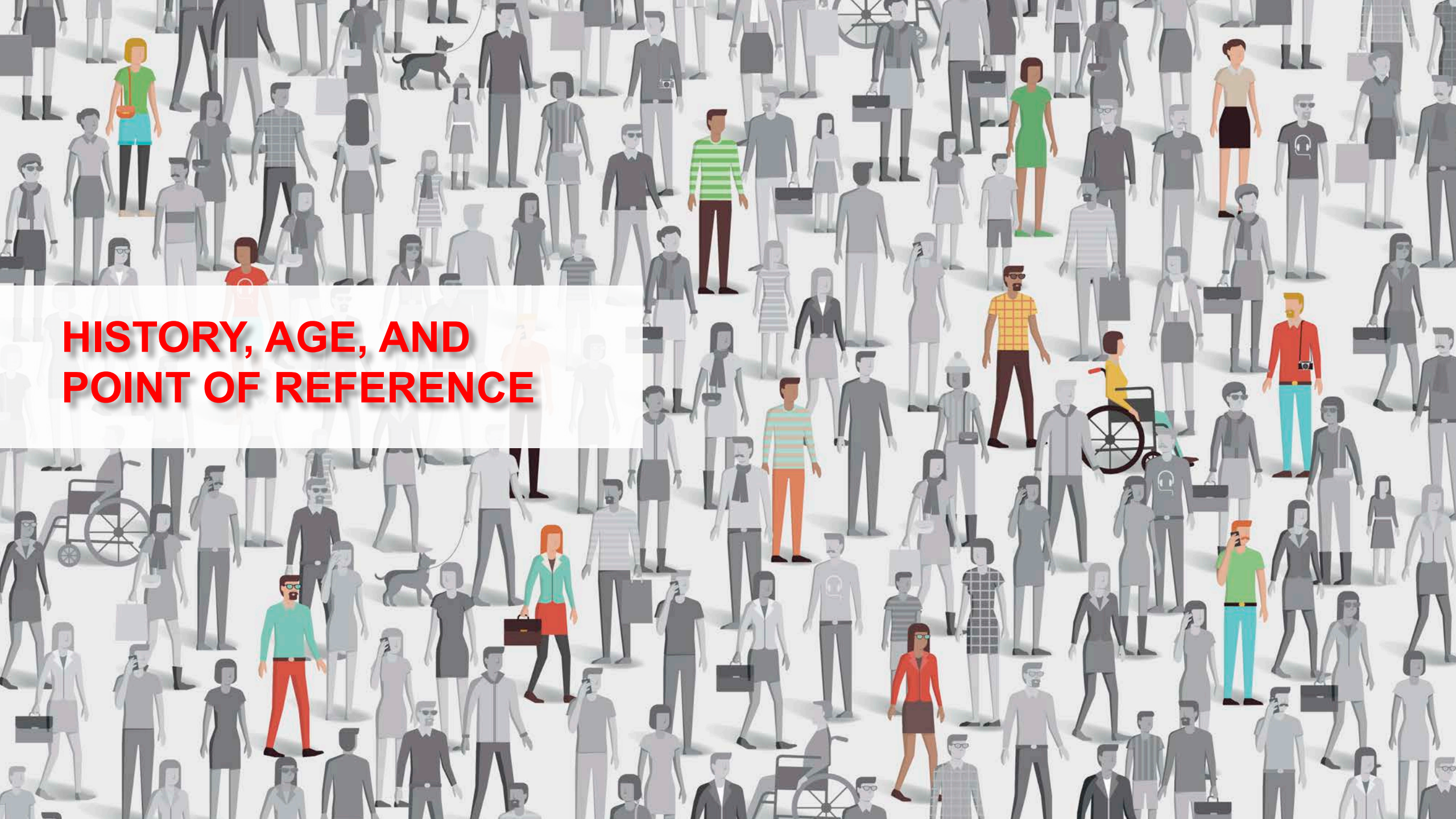
FUNDRAISING



SHOPPING



DATING



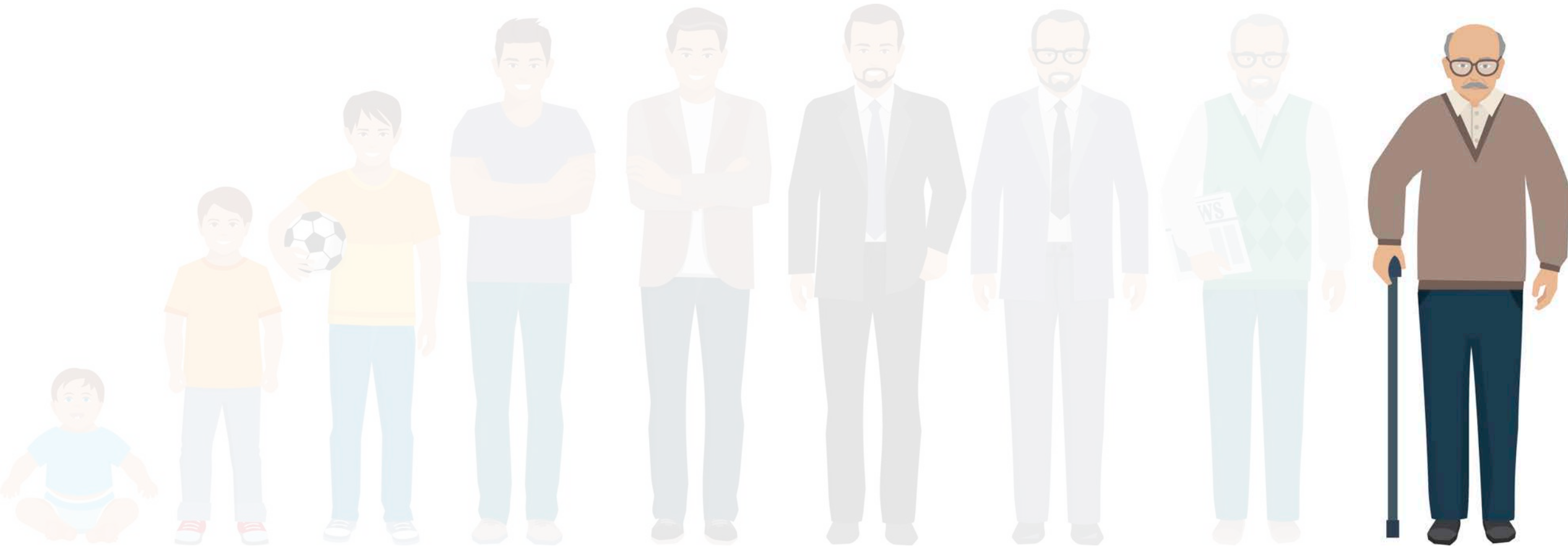
HISTORY, AGE, AND POINT OF REFERENCE

HISTORY, AGE, AND POINT OF REFERENCE



TRADITIONALISTS

b. 1900-1945

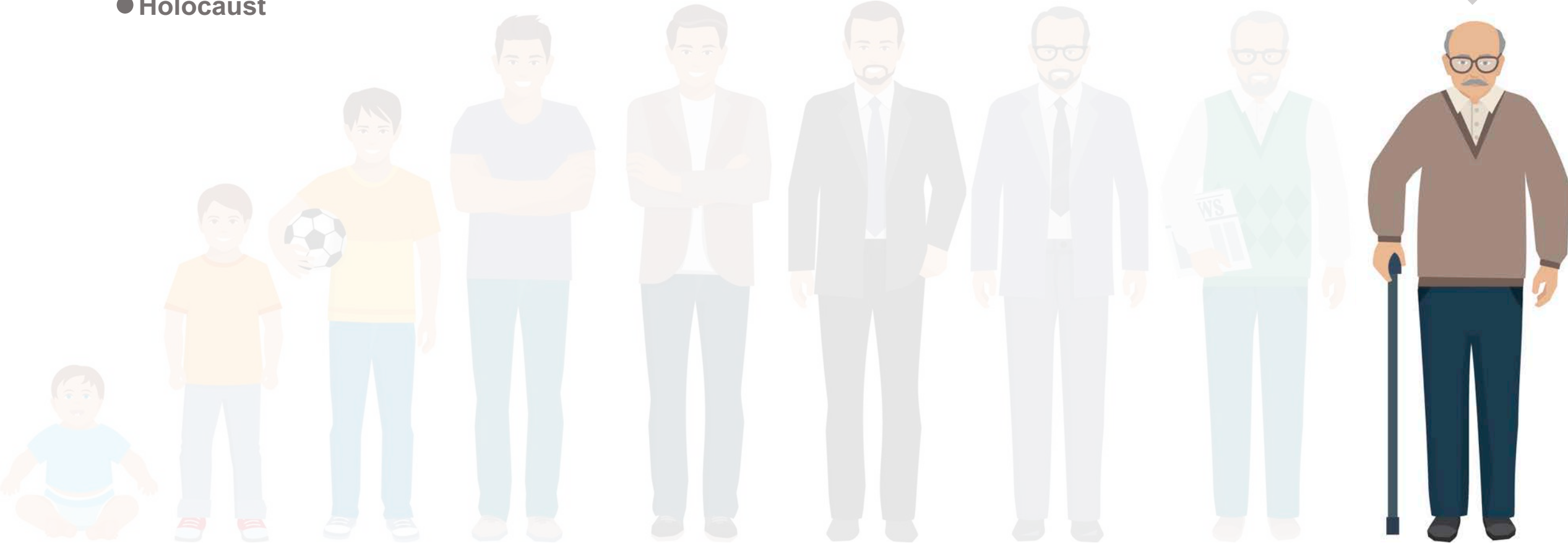


Silent Generation
72+ y.o.

TRADITIONALISTS

b. 1900-1945

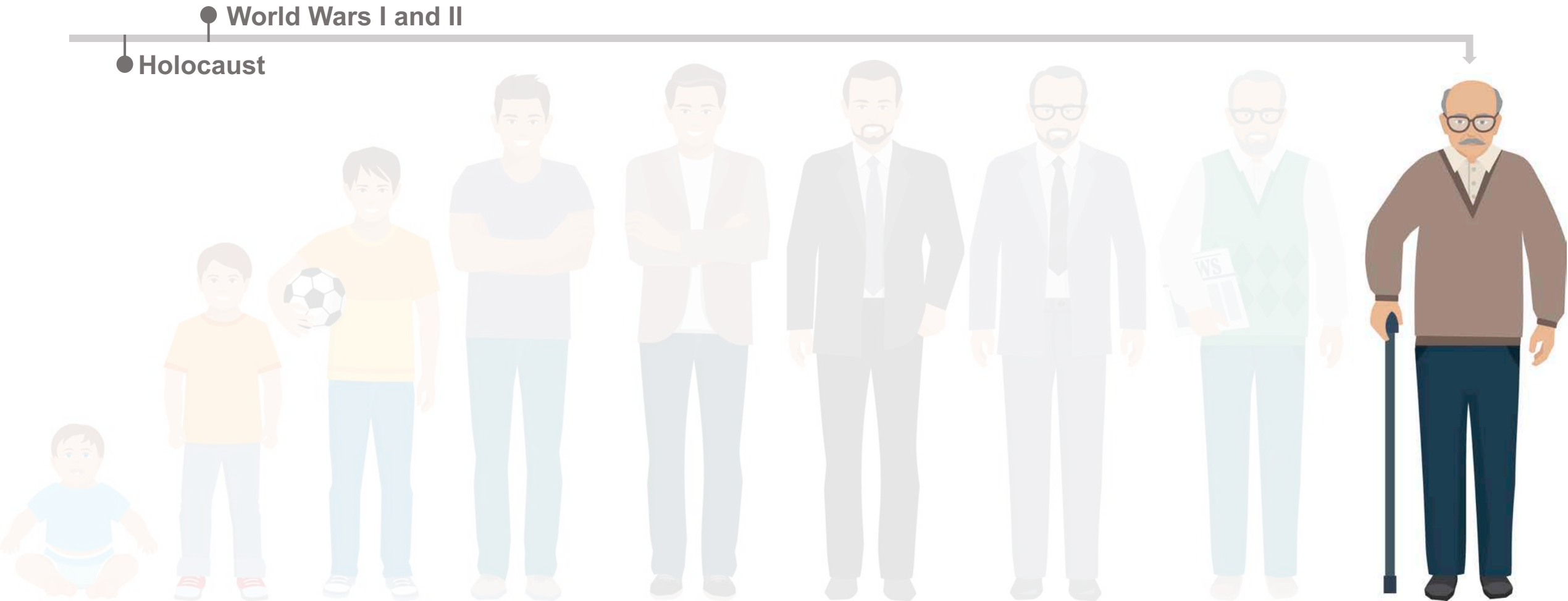
● Holocaust



Silent Generation
72+ y.o.

TRADITIONALISTS

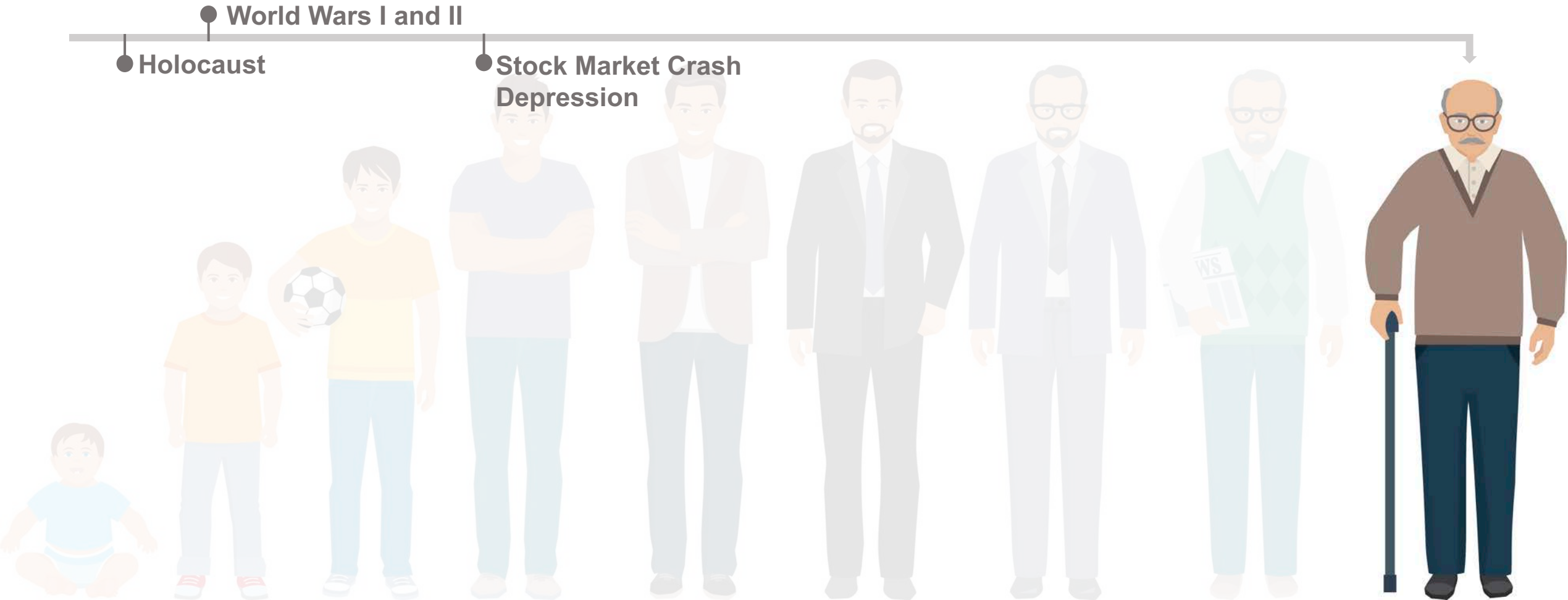
b. 1900-1945



Silent Generation
72+ y.o.

TRADITIONALISTS

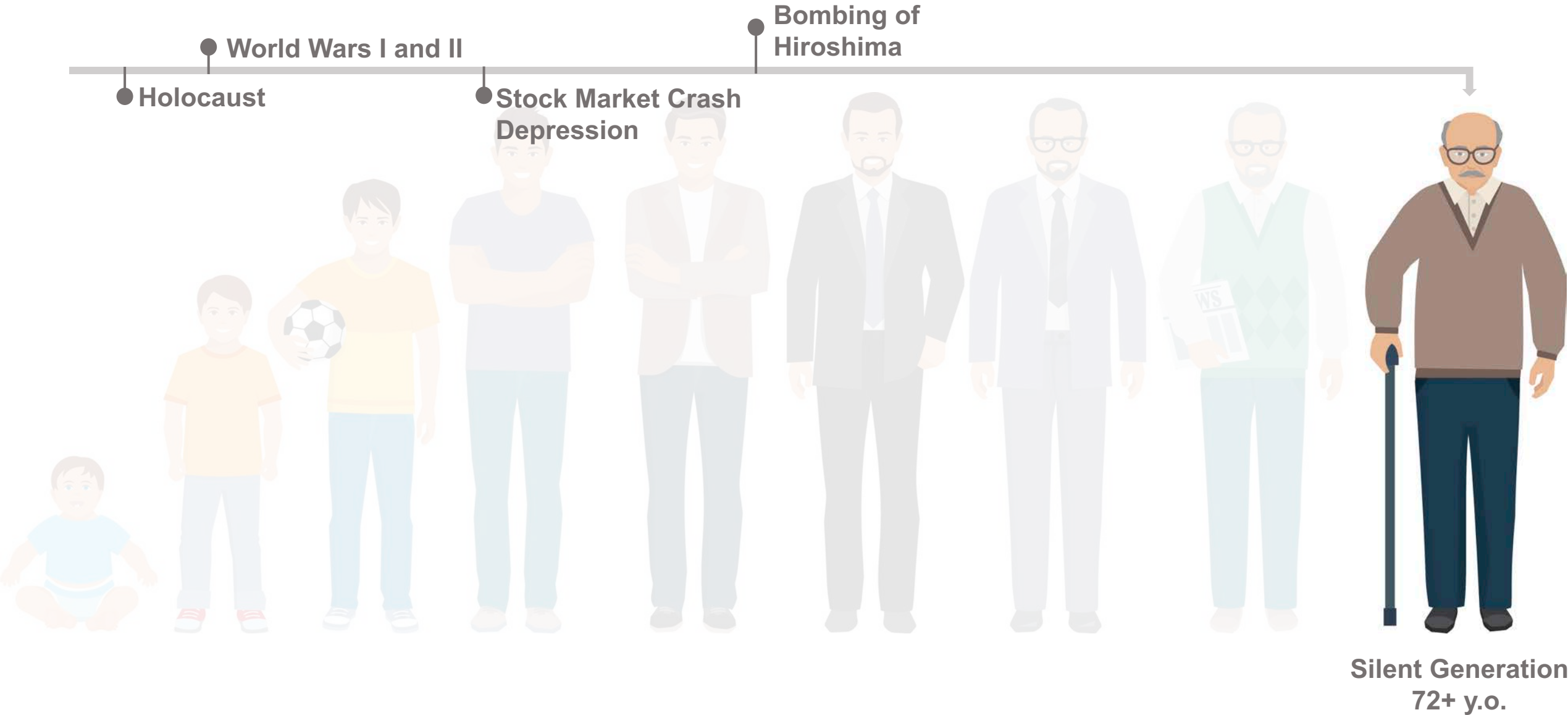
b. 1900-1945



Silent Generation
72+ y.o.

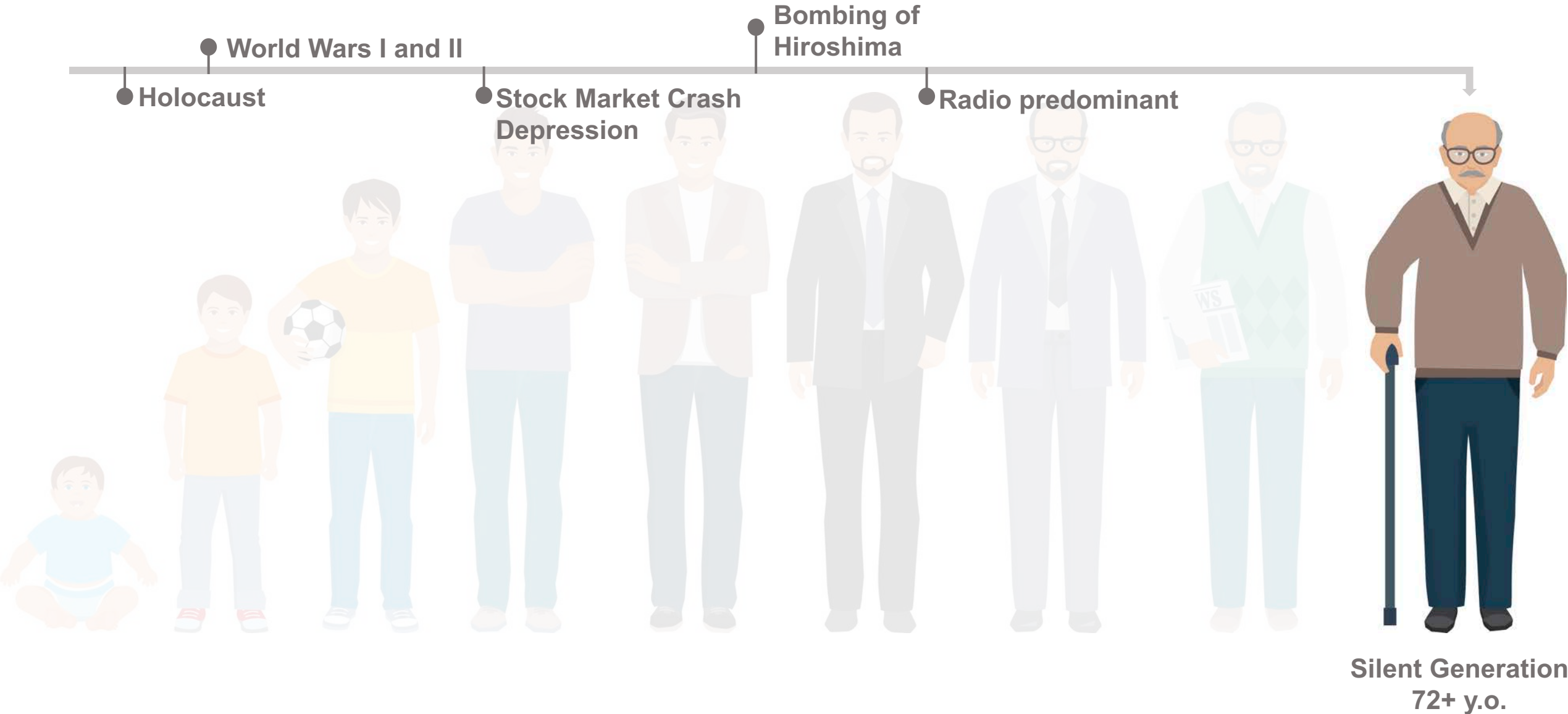
TRADITIONALISTS

b. 1900-1945



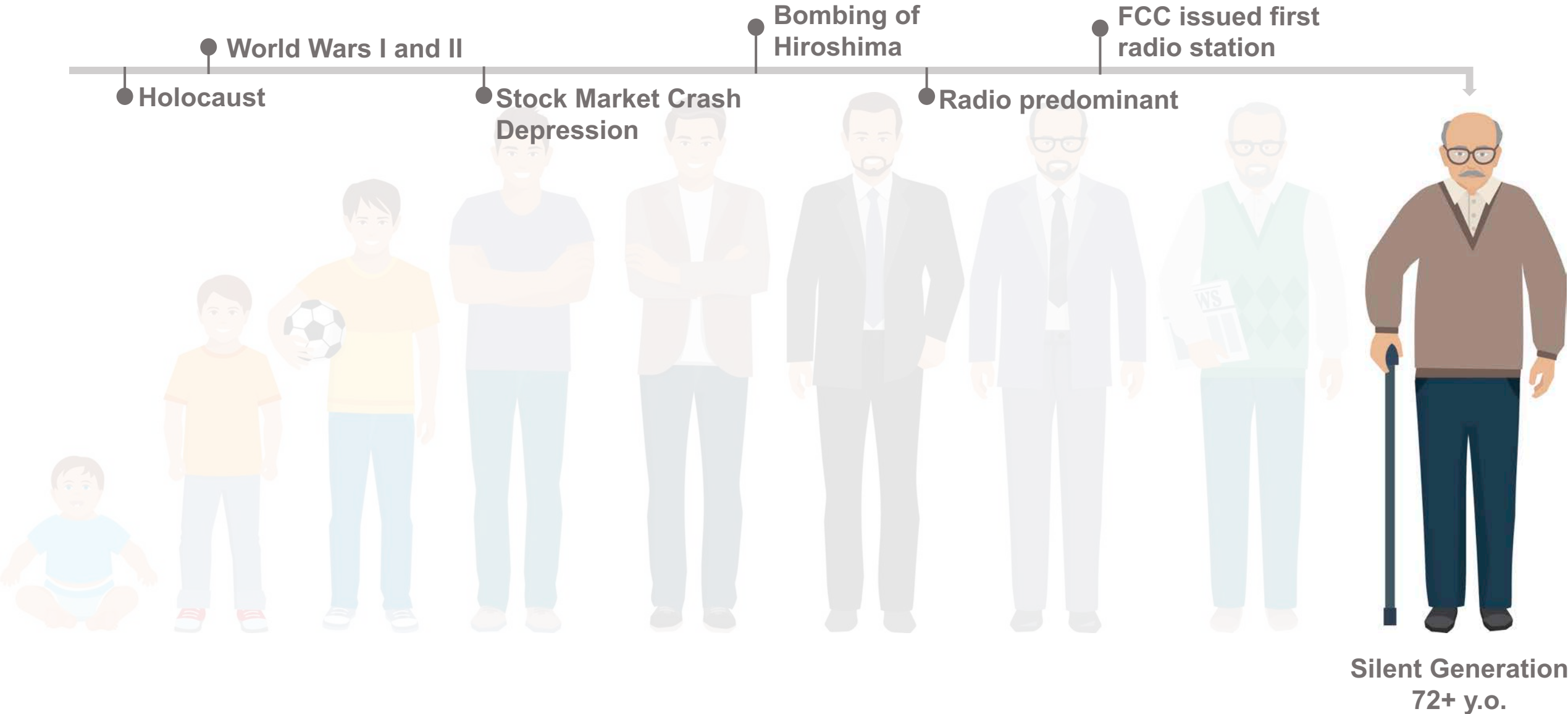
TRADITIONALISTS

b. 1900-1945



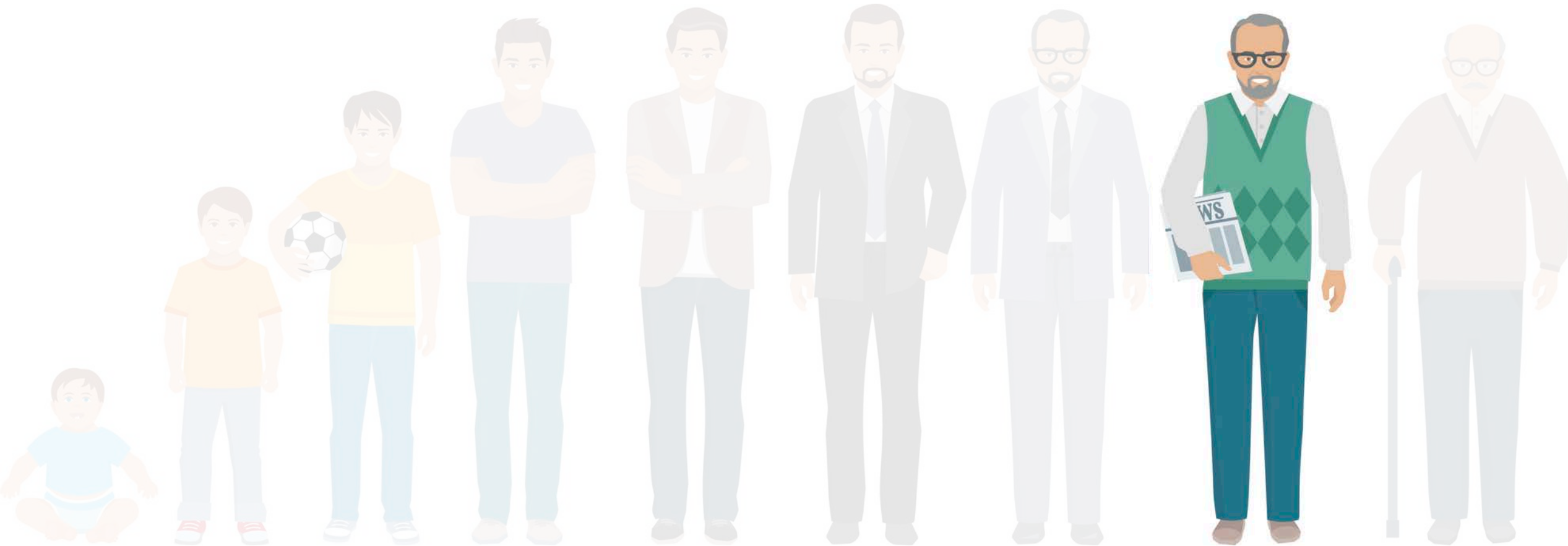
TRADITIONALISTS

b. 1900-1945



BABY BOOMERS

b. 1946-1964

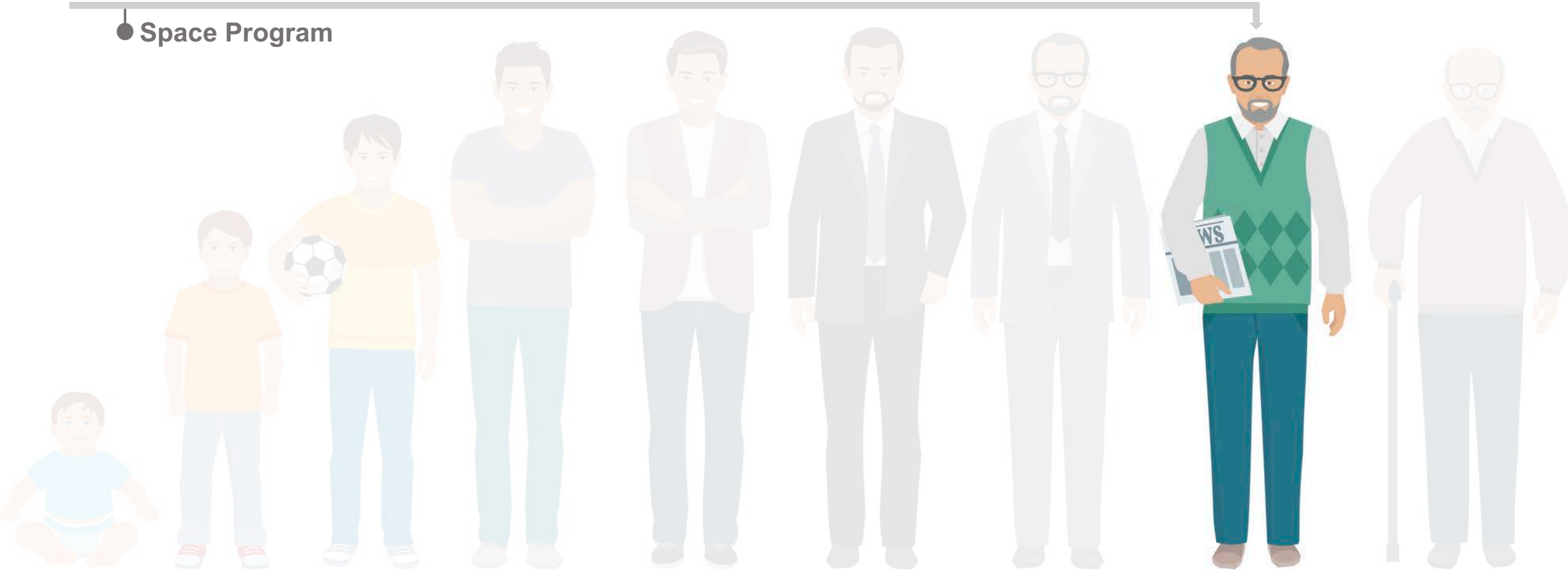


53-71 y.o.

BABY BOOMERS

b. 1946-1964

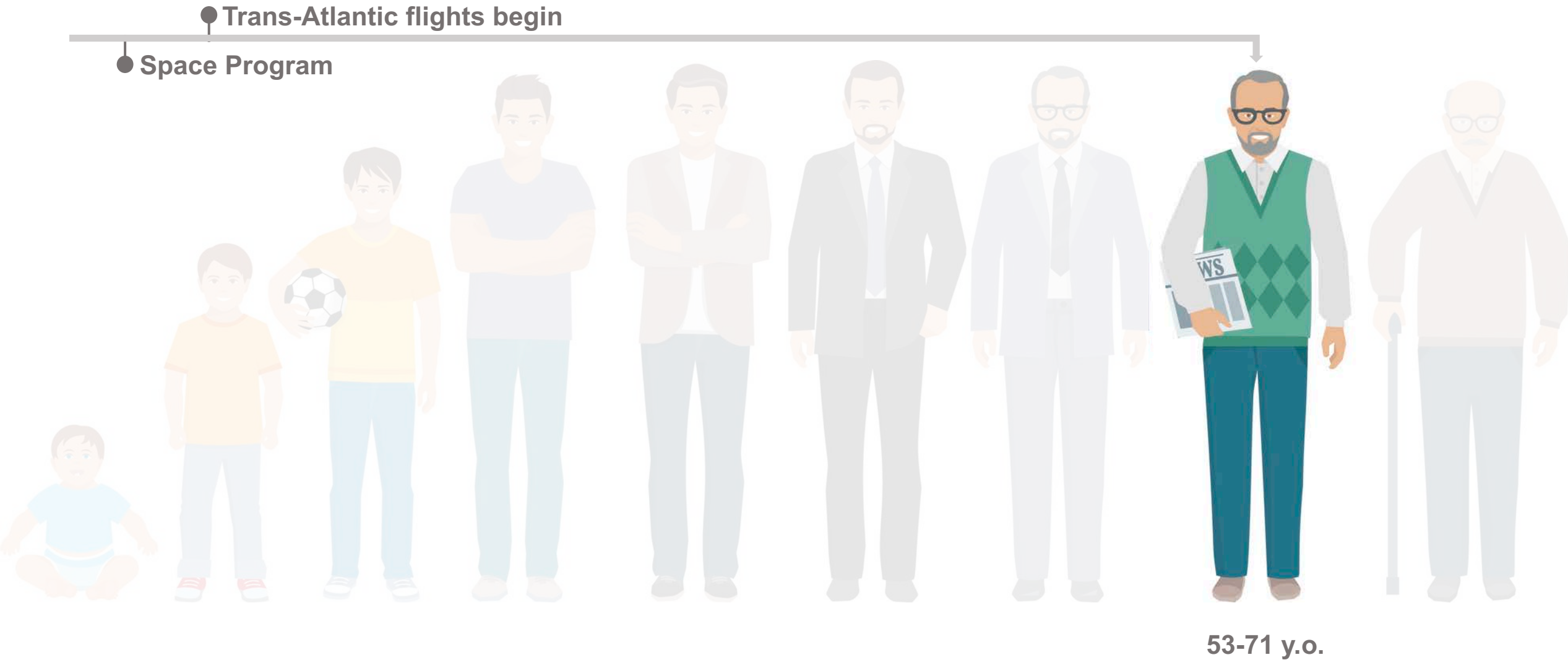
● Space Program



53-71 y.o.

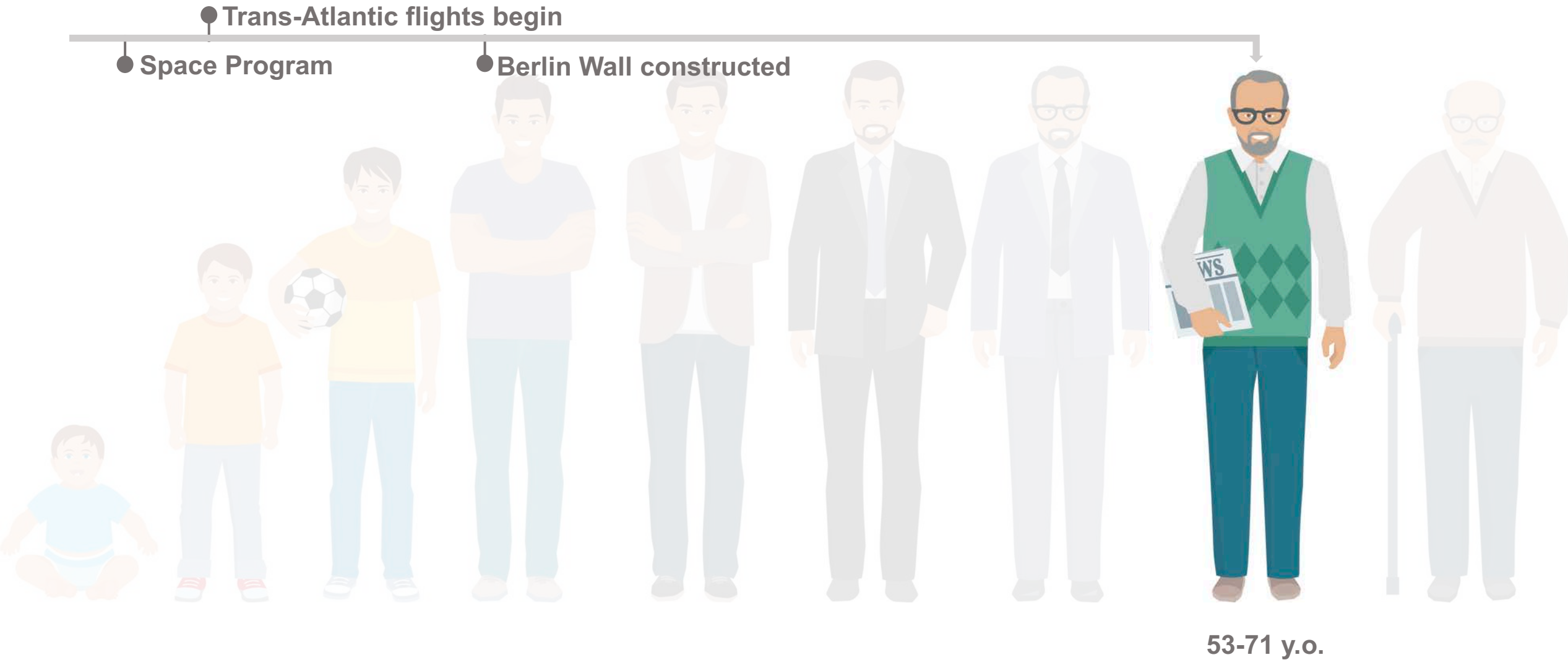
BABY BOOMERS

b. 1946-1964



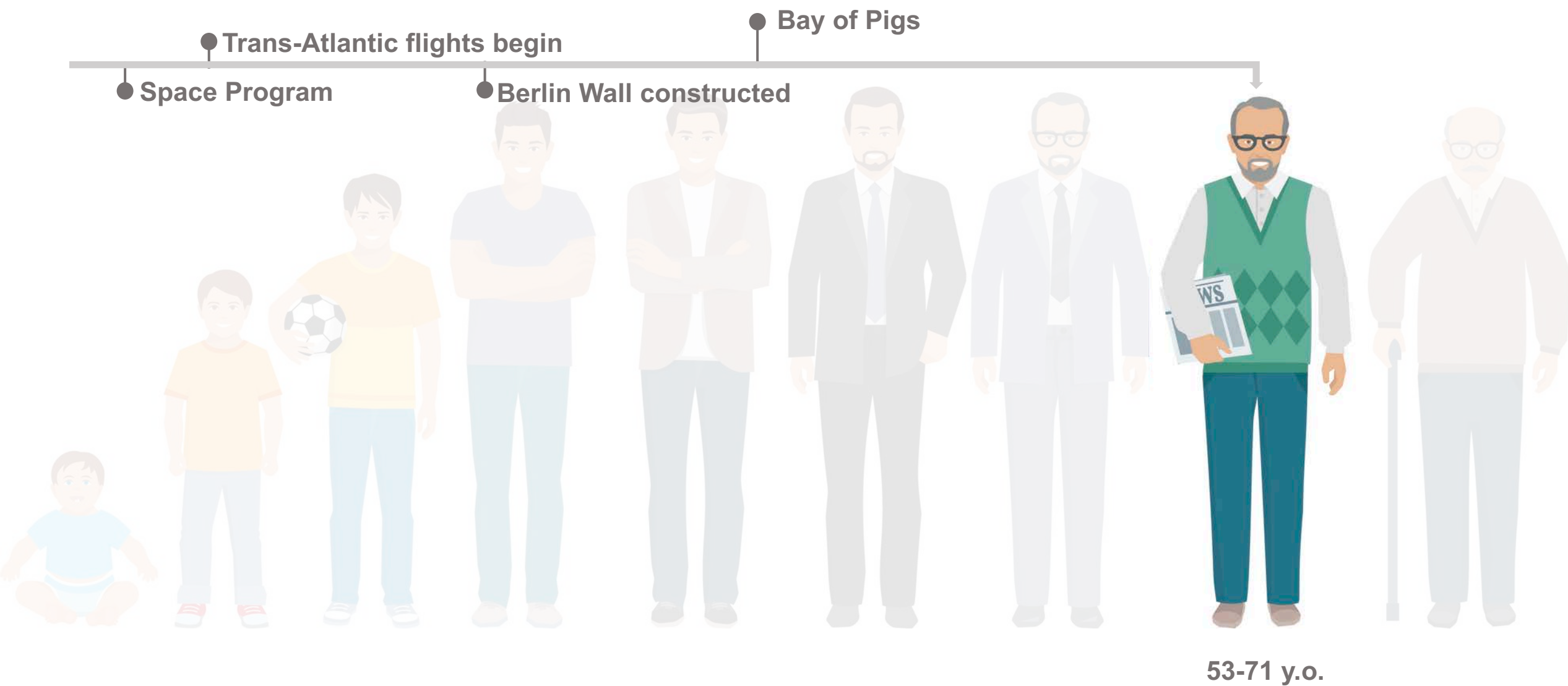
BABY BOOMERS

b. 1946-1964



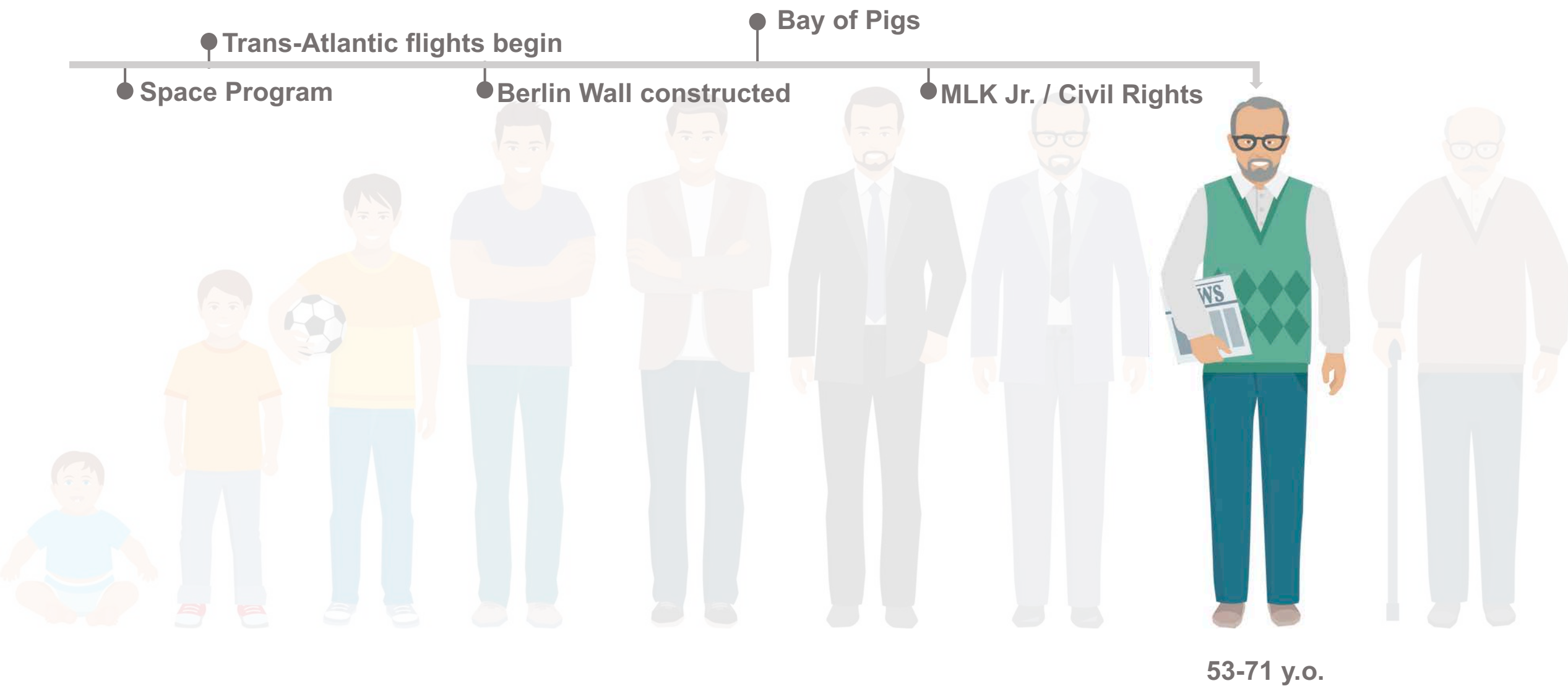
BABY BOOMERS

b. 1946-1964



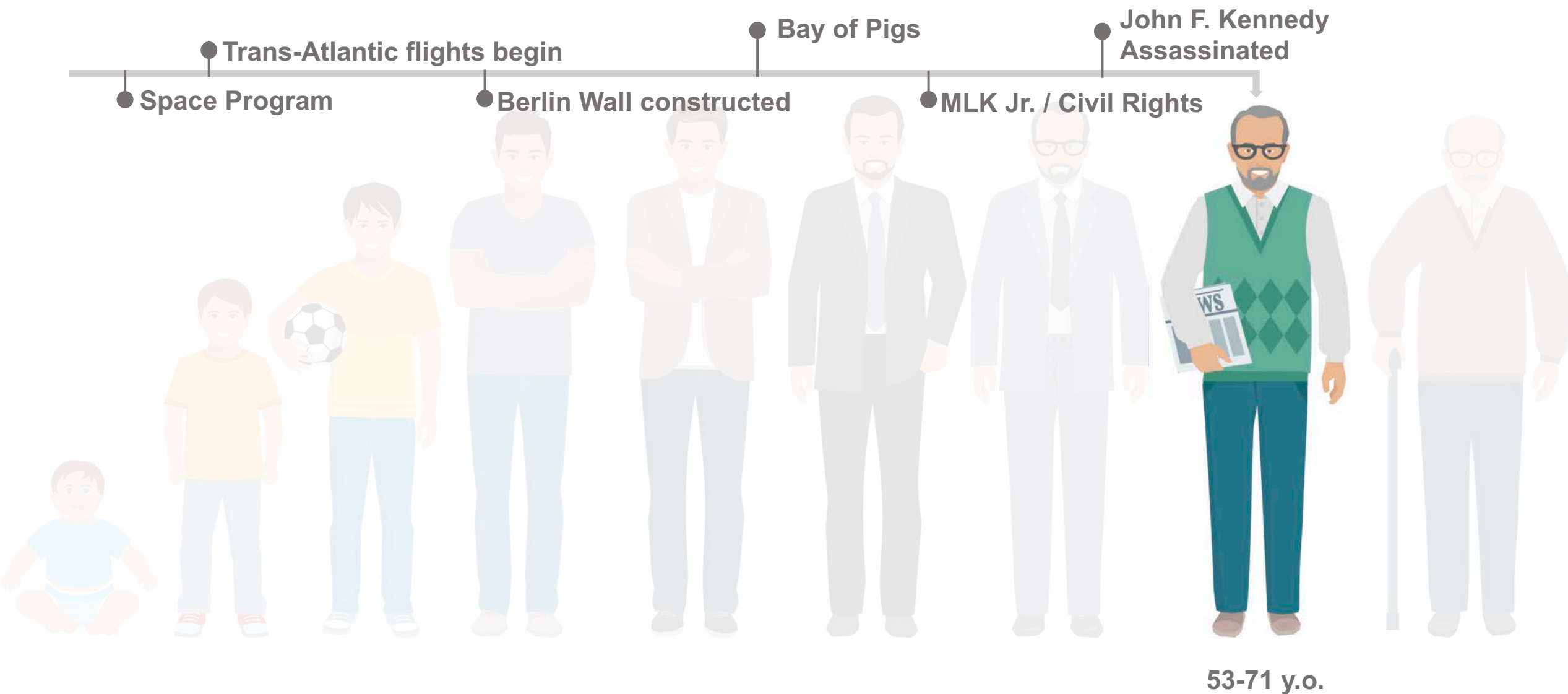
BABY BOOMERS

b. 1946-1964



BABY BOOMERS

b. 1946-1964



GEN X

b. 1965-1979



38-52 y.o.

GEN X

b. 1965-1979

● First Man Walks the Moon, N. Armstrong



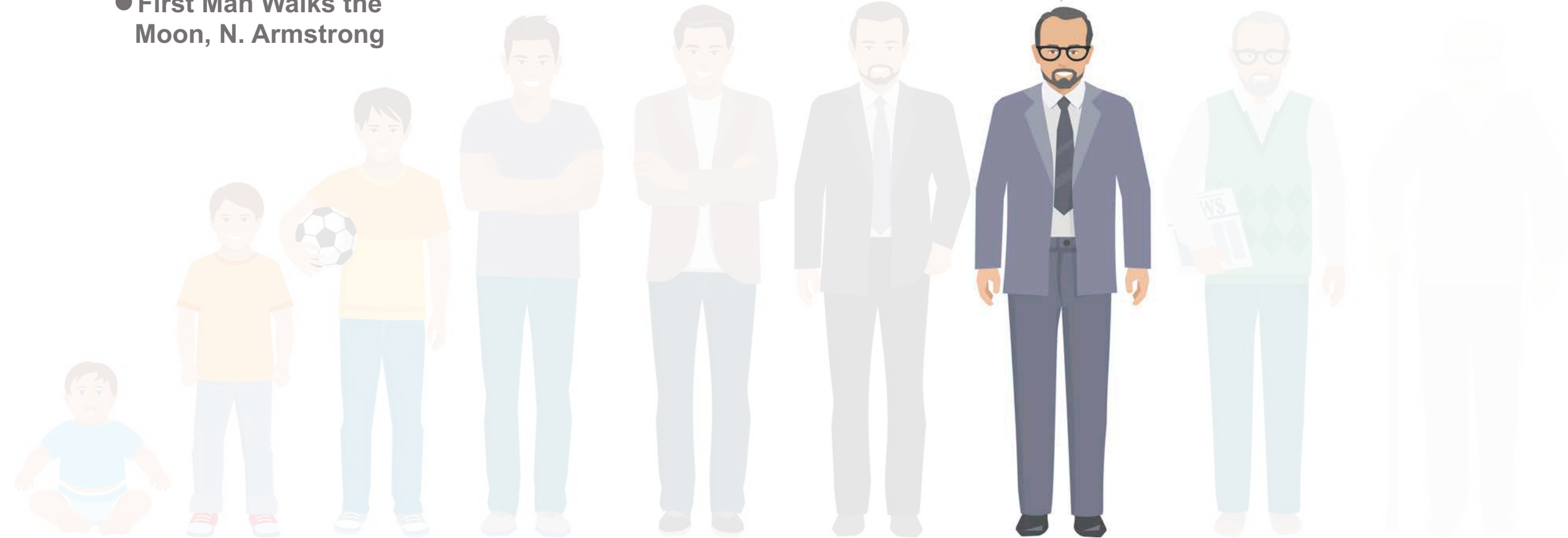
38-52 y.o.

GEN X

b. 1965-1979

● MLK Jr. Assassinated

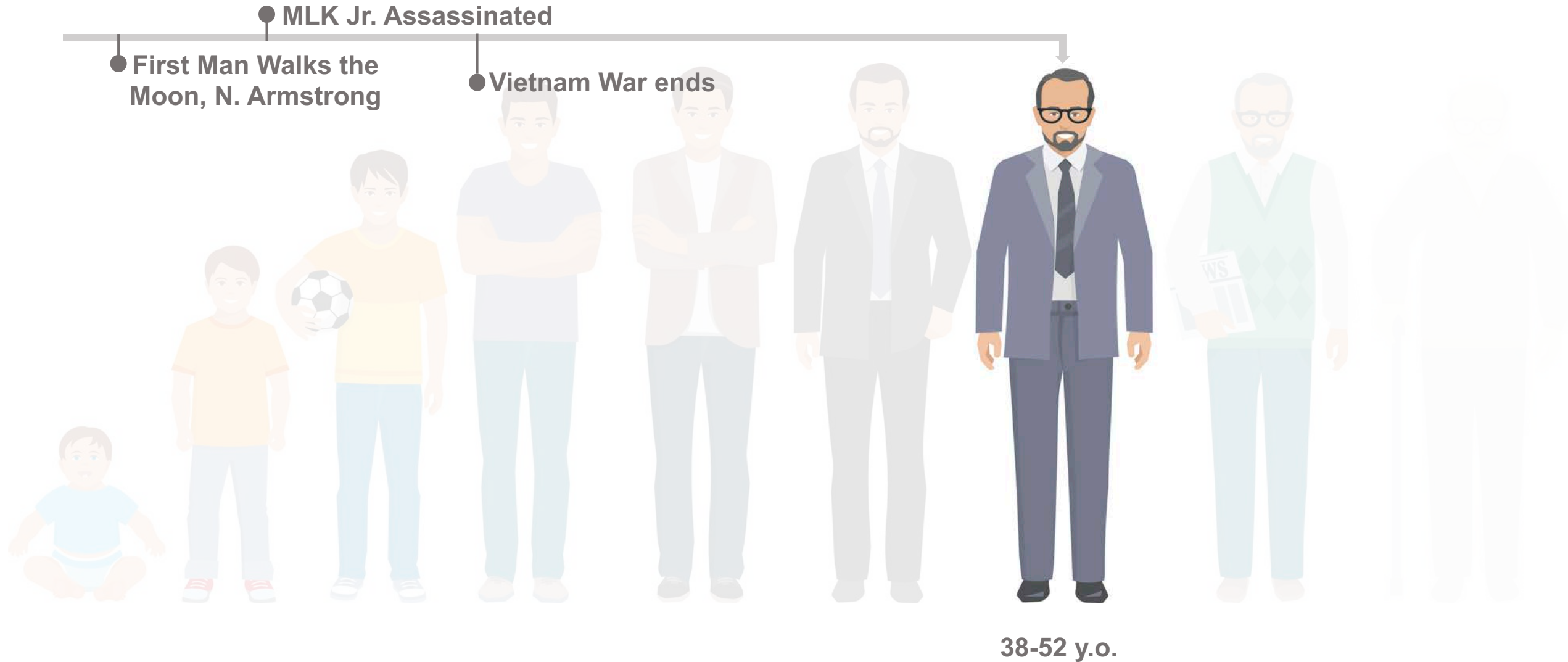
● First Man Walks the Moon, N. Armstrong



38-52 y.o.

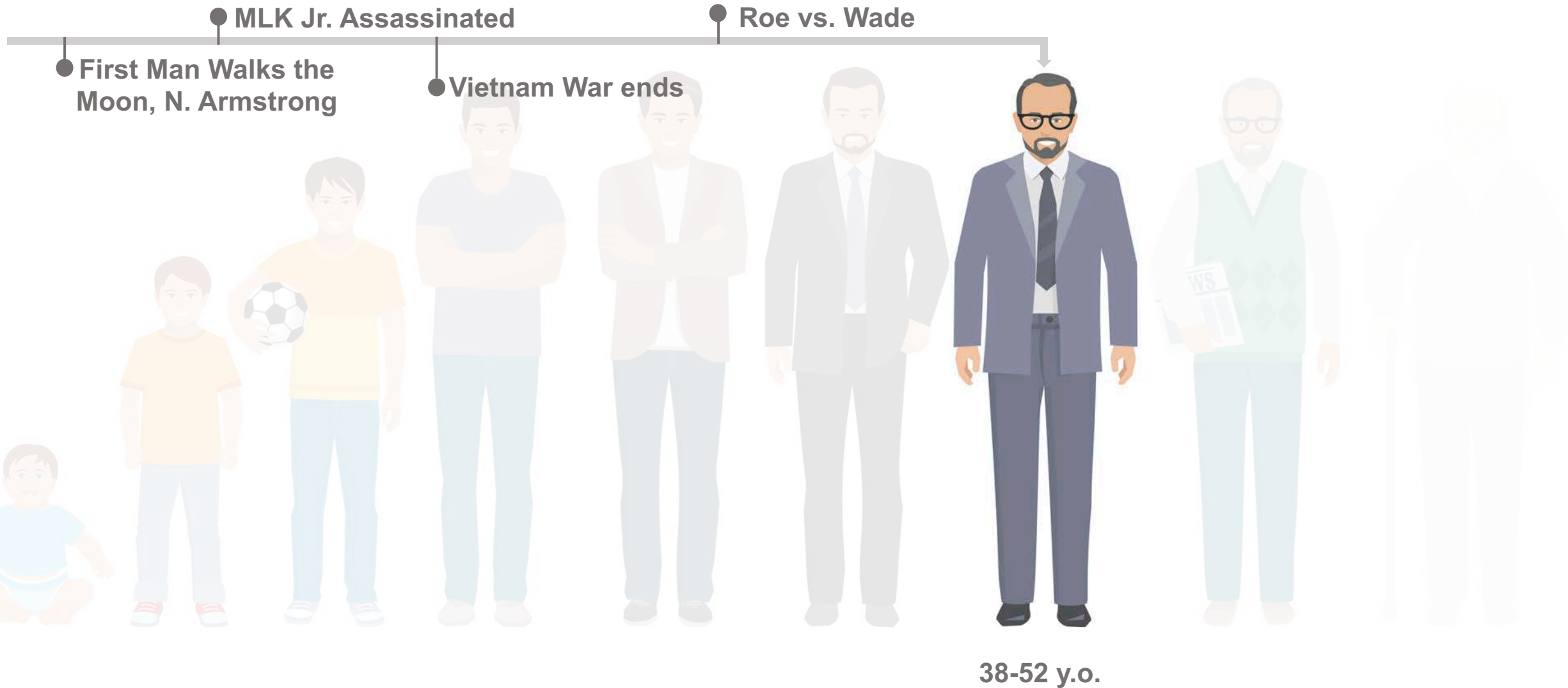
GEN X

b. 1965-1979



GEN X

b. 1965-1979



MILLENNIALS

b. 1980-1996



21-37 y.o.

MILLENNIALS

b. 1980-1996

● NFTA established



21-37 y.o.

MILLENNIALS

b. 1980-1996

● NFTA established

● Ronald Reagan is President



21-37 y.o.

MILLENNIALS

b. 1980-1996

● NFTA established ● AIDS

● Ronald Reagan is
President



21-37 y.o.



MILLENNIALS

b. 1980-1996

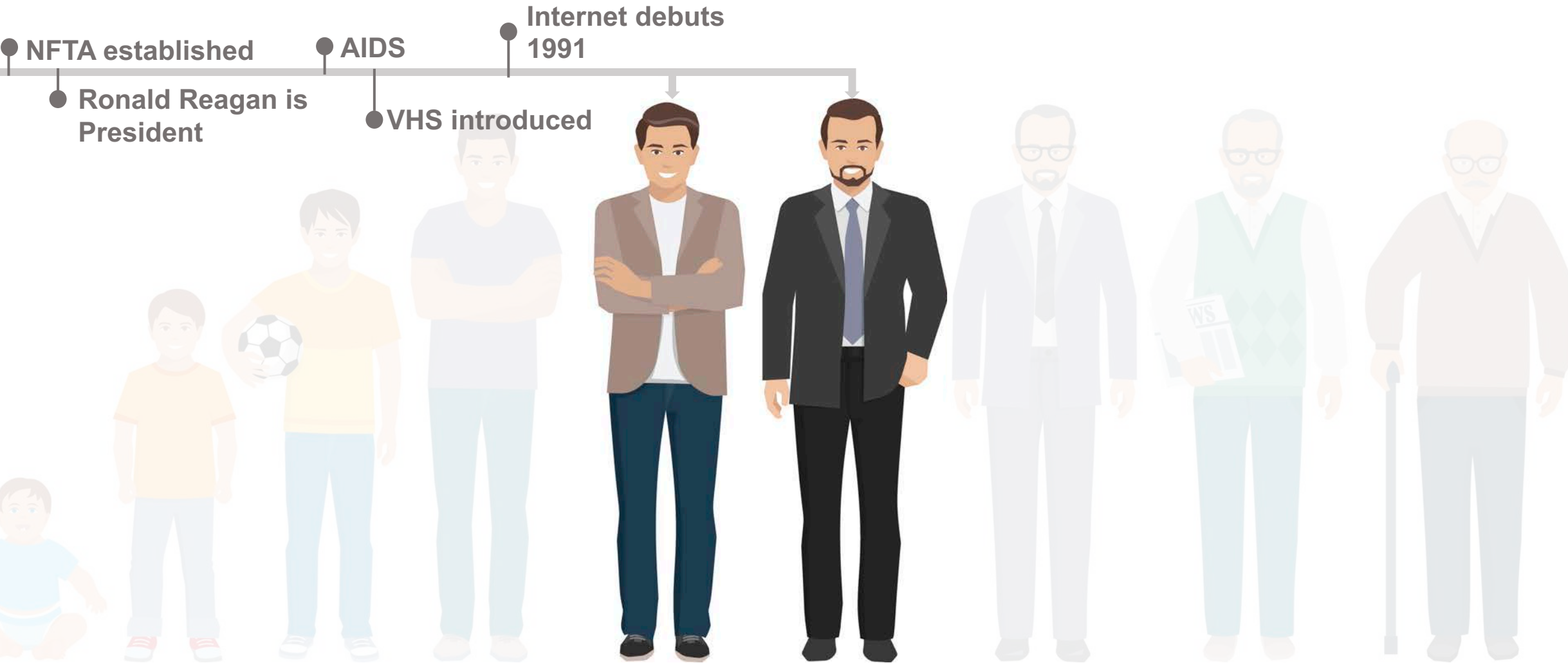
● NFTA established
● Ronald Reagan is President
● AIDS
● VHS introduced



21-37 y.o.

MILLENNIALS

b. 1980-1996

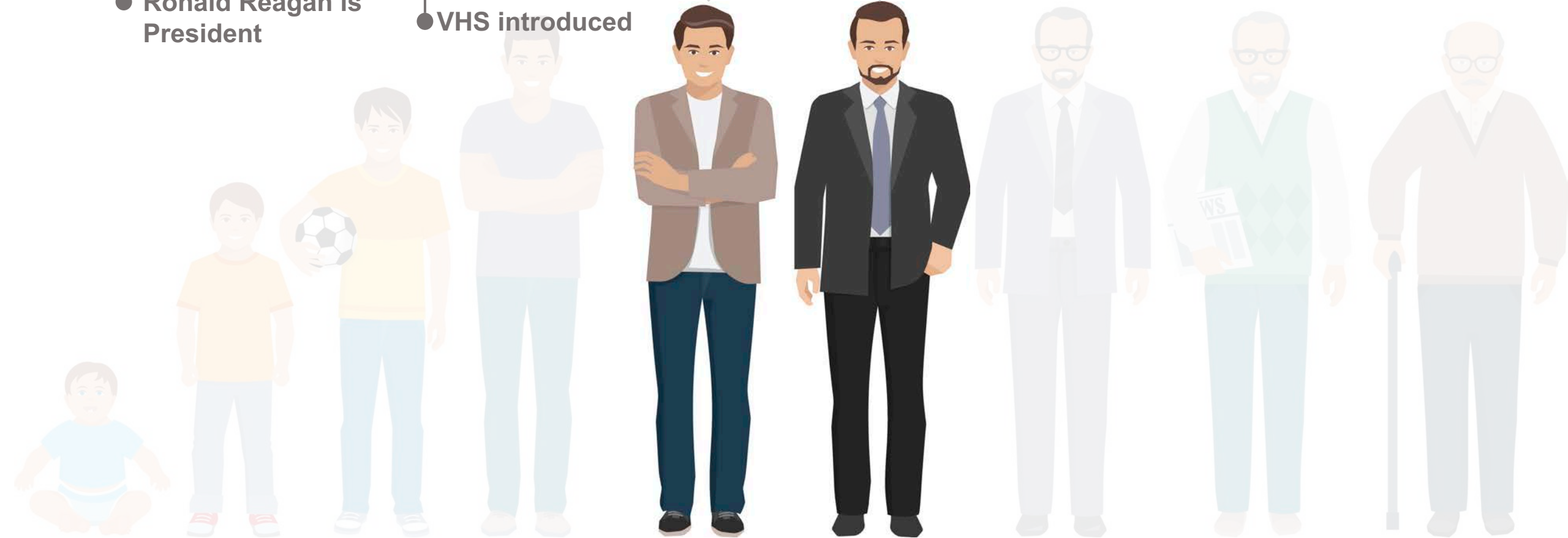


21-37 y.o.

MILLENNIALS

b. 1980-1996

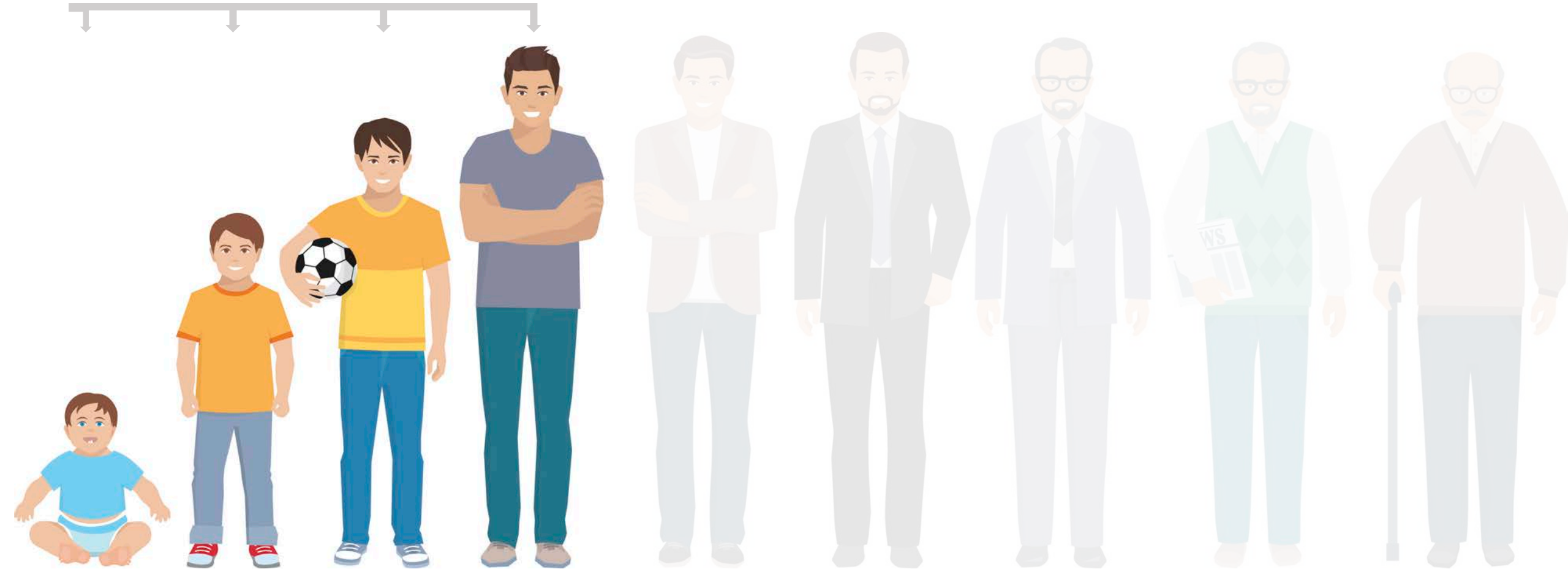
● NFTA established
● Ronald Reagan is President
● AIDS
● VHS introduced
● Internet debuts 1991
● USSR breaks up



21-37 y.o.

iGen/GenZ

b. 1997-today



0-20 y.o.

iGen/GenZ

b. 1997-today



0-20 y.o.

iGen/GenZ

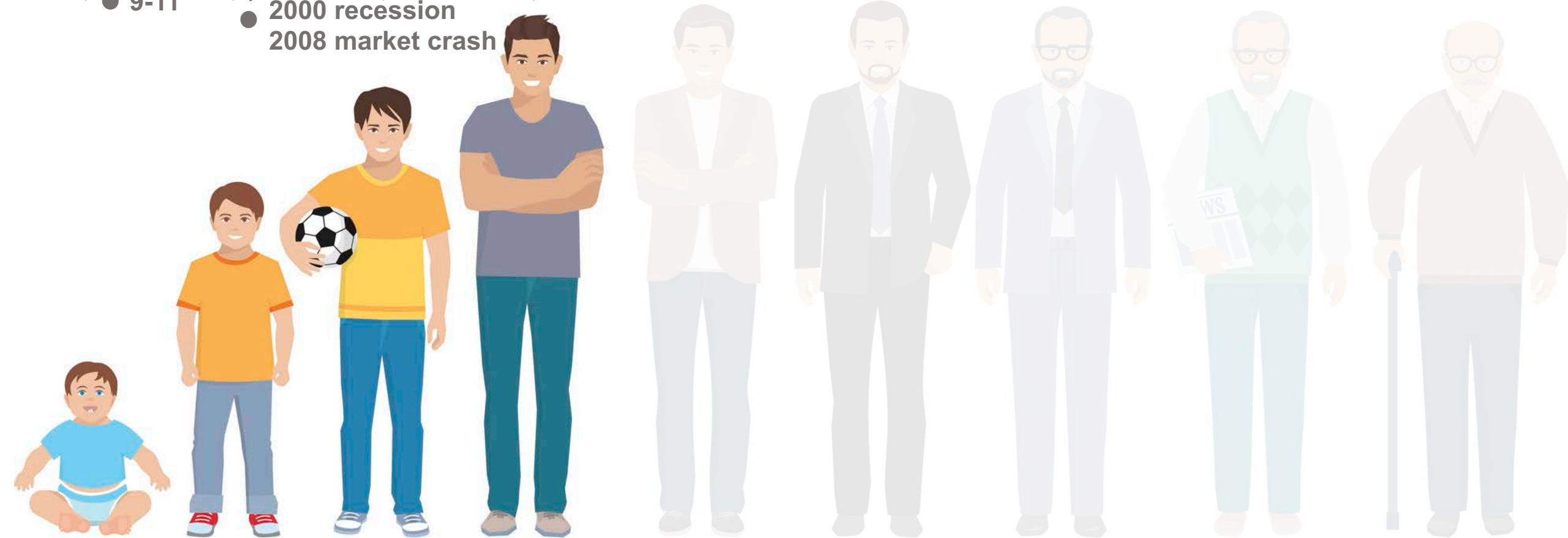
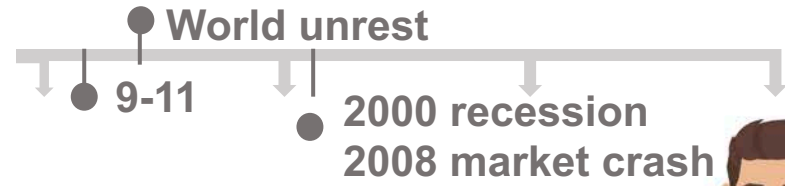
b. 1997-today



0-20 y.o.

iGen/GenZ

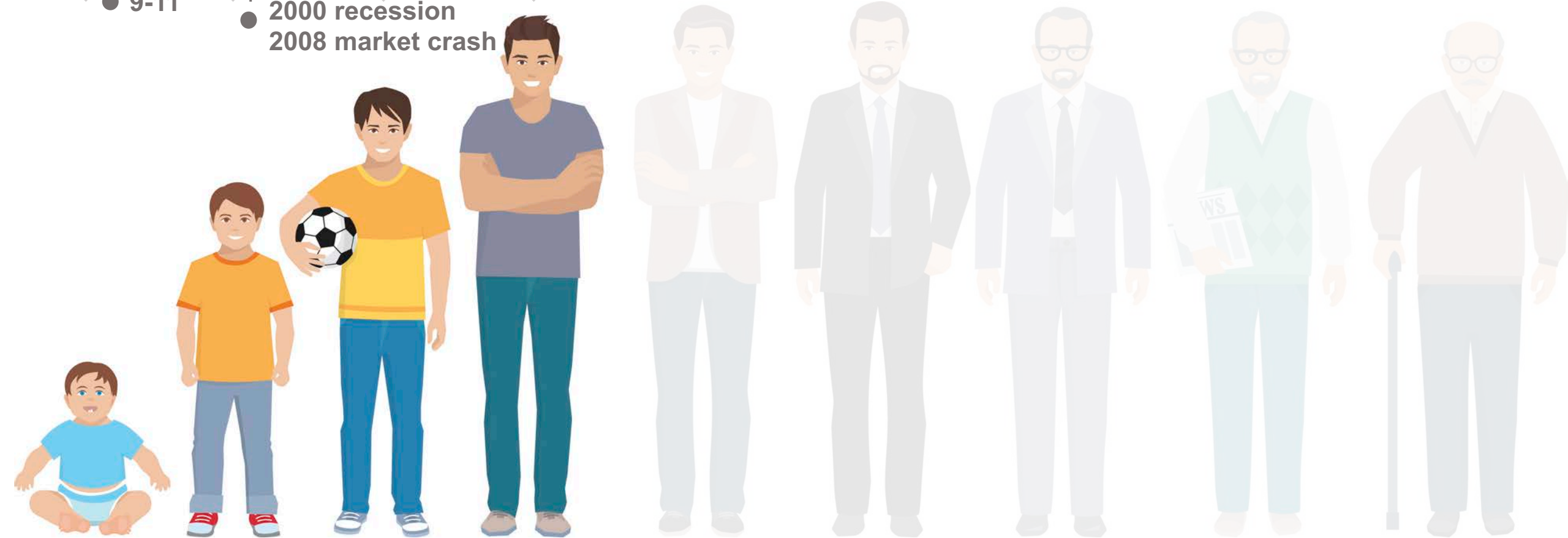
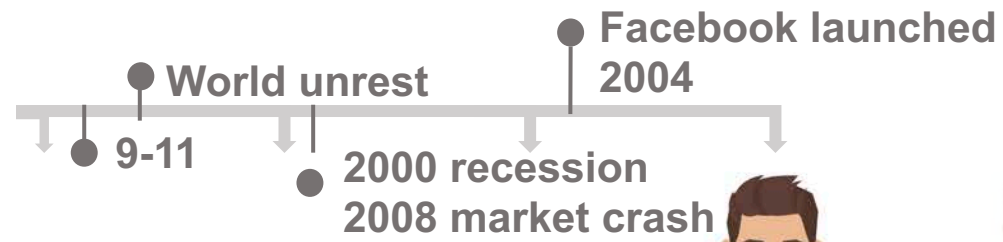
b. 1997-today



0-20 y.o.

iGen/GenZ

b. 1997-today



0-20 y.o.

TRAITS SHAPE EXPERIENCES



MILLENNIAL CHARACTERISTICS



INFO



TECH
SAVVY



SERVICE



PERSONALIZED
EXPERIENCE



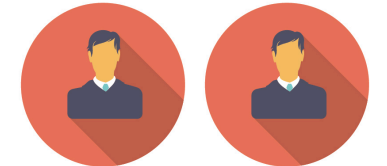
PRODUCT



SOCIALLY
CONSCIOUS



SHARING



COLLABORATIVE

MILLENNIALS

AS UTILITY CUSTOMERS



**GOVERNMENT REGS
OKAY**



ENERGY CHOICES



BRAND PROMISE

MILLENNIALS

AS UTILITY CUSTOMERS



**BUNDLES & FLEX W/
INTERACTION**



**CUSTOMER
SERVICE**



SOLID TECH

MILLENNIALS

AS UTILITY CUSTOMERS



REMOTE
MONITORING



APPS



STORAGE



VEHICLE
ELECTRIFICATION



DISTRIBUTED
GENERATION



65% PLAN TO
SIGN UP FOR IT



Source: Forbes

MILLENNIALS

WHAT DO THEY THINK
ABOUT THEIR UTILITY?



40%

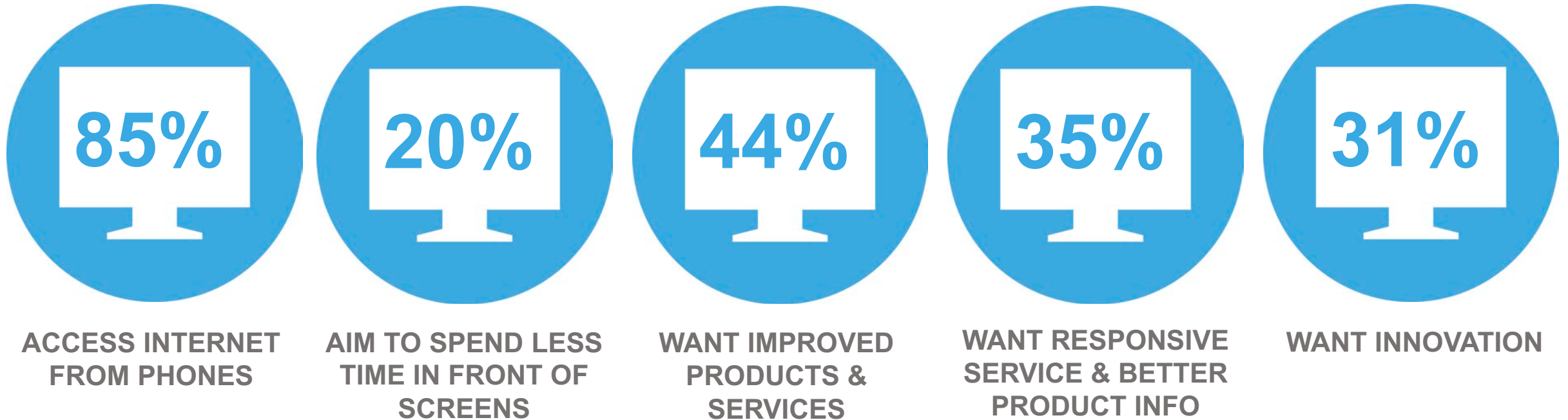
surveyed don't think
their utility is innovative

32%

expect automated
energy savings

DIGITAL TRENDS

AND BEHAVIORS TO WATCH



MOBILE WALLET



Mobile payments are the most
sought-after technology in 2017

WHO SHOULD BE ON YOUR RADAR?



iGEN/GEN Z

WHAT WE KNOW ABOUT THEM

fastest growing generation in
marketplace and workforce in 5 years

predictors of the future

tech-dependent

adept at web-based research

self-aware, self-reliant, diverse

focused on matters of trust



iGEN/GEN Z

WHAT WE KNOW ABOUT THEM

technology experience will put

companies out of business

social media is a life experience

learn by video

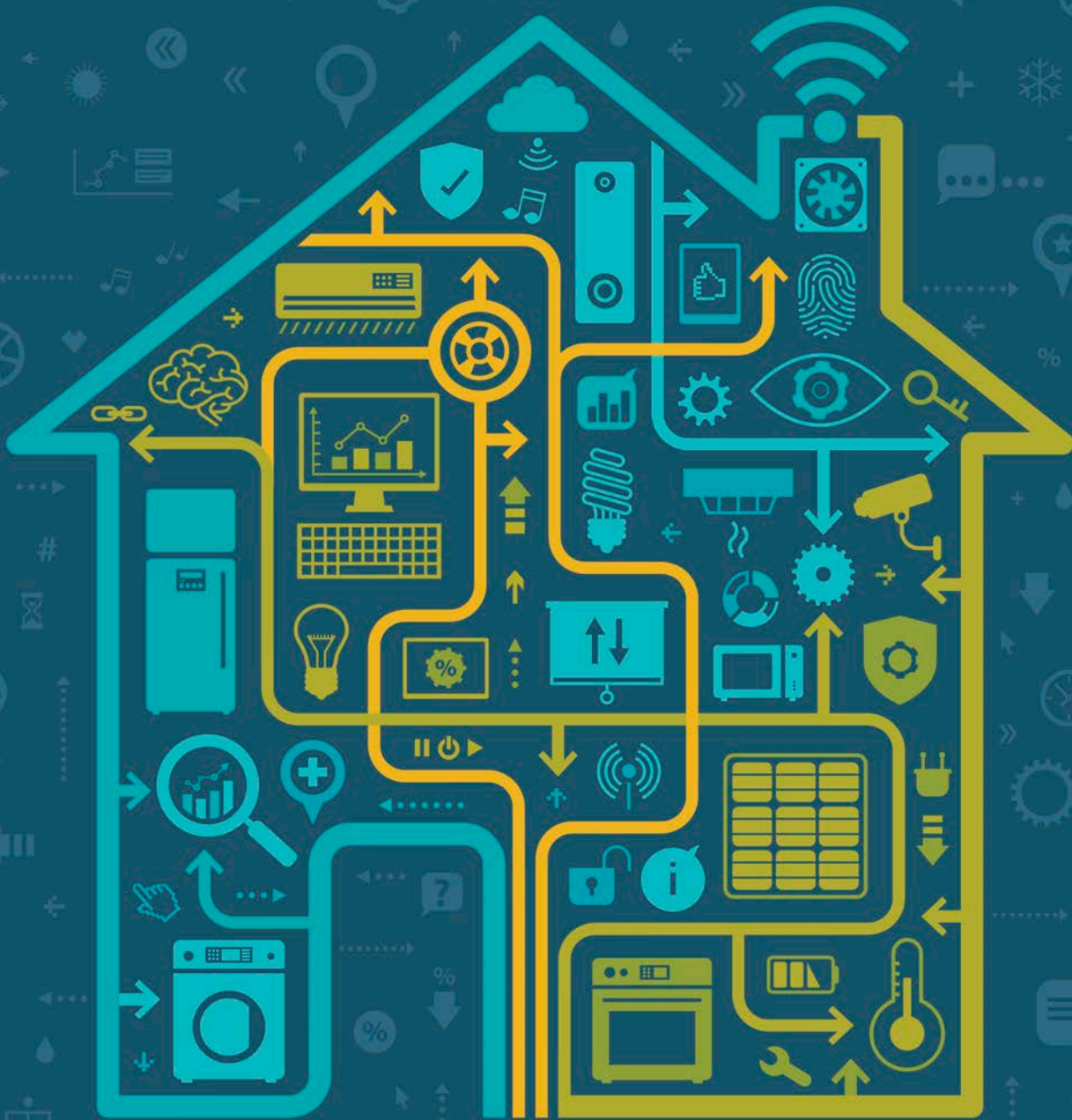
adept at web-based research

Snapchat, Vine, Instagram preferred

channels to reach this group

don't listen to voicemail; send text

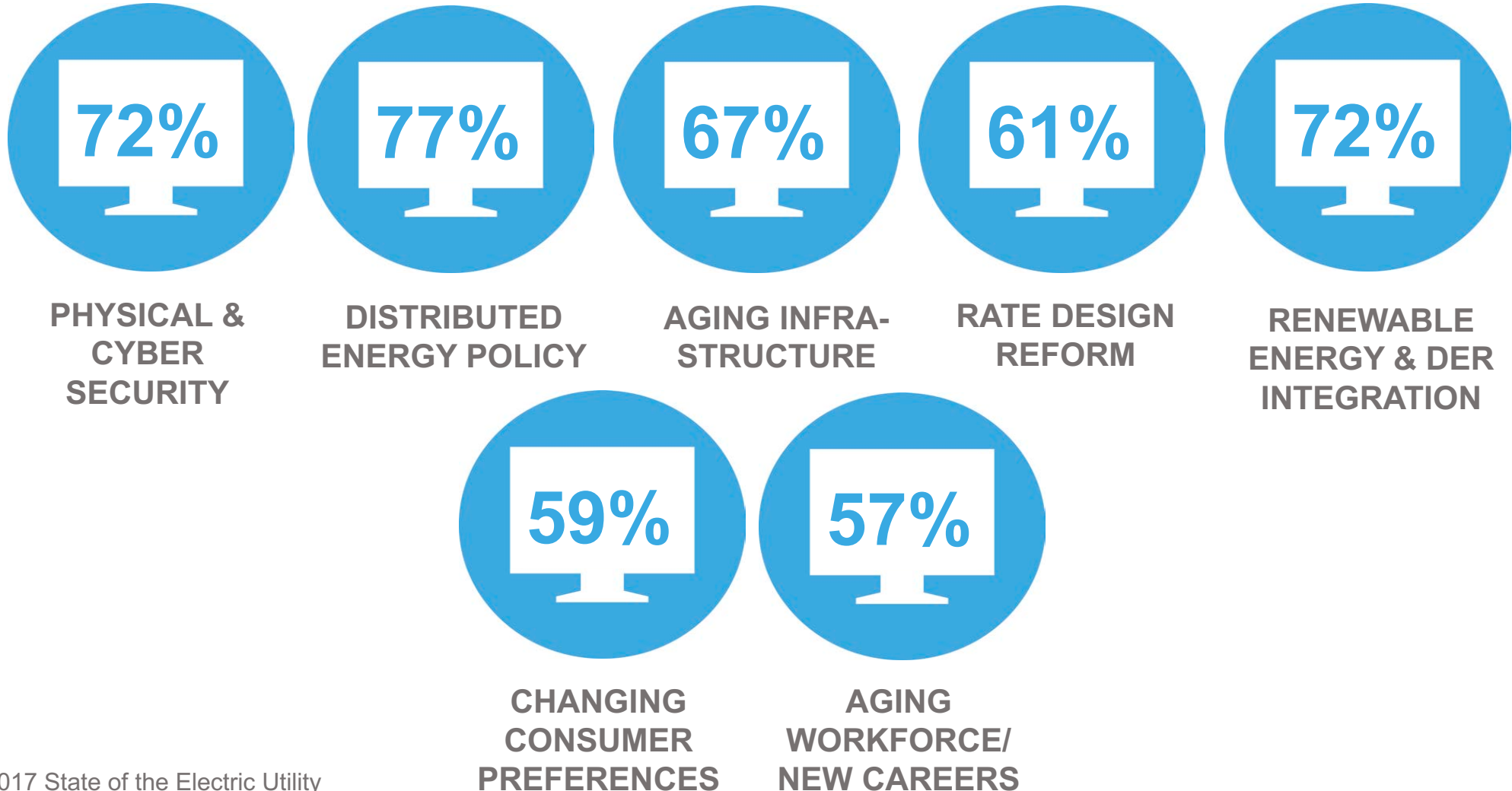




RECENT RESEARCH ON UTILITY INDUSTRY

TOP ISSUES

RATED IMPORTANT BY CEOs
MUNIS IN THE NORTHEAST



DISTINCTIVE BRANDS

AND INNOVATIVE APPROACHES
IN THE UTILITY SECTOR



Chief Customer Officer
JOB DESCRIPTION



MARY POWELL

QUESTIONS TO PONDER

What's *your* brand promise and value proposition?

What is your role as a communicator and strategist?

Who will you partner with to shape your customers' experience?

What will you advise your leadership team to: start, stop, continue doing?



*"Progress occurs when
courageous successful leaders
seize the opportunity to change
things for the better."*

- Harry Truman



The word 'EXCELSUS' is rendered in a large, black, serif font. Behind the letters is a faint, light gray geometric construction. This construction consists of a rectangular frame with a grid of vertical and horizontal lines. Numerous circles of varying sizes are drawn, many of which are tangent to the grid lines and the letters themselves, illustrating the mathematical precision of the typeface.

EXCELSUS

Strategic Consulting and Creative Services

excelsusconsulting.com