

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# Ensuring Successful AMI Implementation Through Public Engagement

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Sapna Mulki  
[smulki@hahnpublic.com](mailto:smulki@hahnpublic.com)



# AMIs Changing the Utility Landscape

- Customer-utility relationship
- Consumer behavior and psychology
- Utility operations optimization

# Opportunities in Increasing Customer Satisfaction

AMI  
Implementation

- Trust
- Goodwill
- Transparency
- Utility  
Accountability

- Water aware
- Rate success
- Behavior change
- Customer  
accountability

# Missed Opportunities

- Clearly communicating the benefits
- Adequately addressing privacy and health concerns
- Asking our customers what they want
- Allowing customers to empower themselves with data

# Communication Outreach

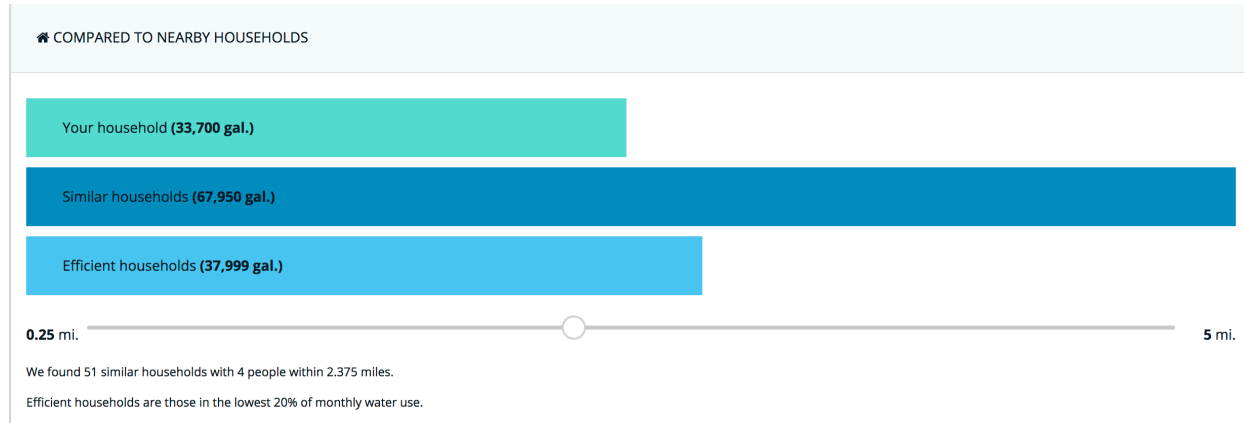
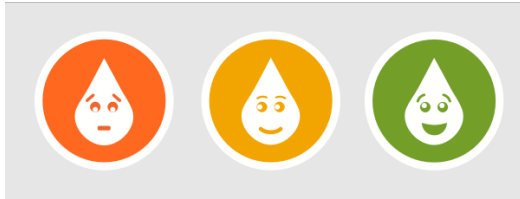
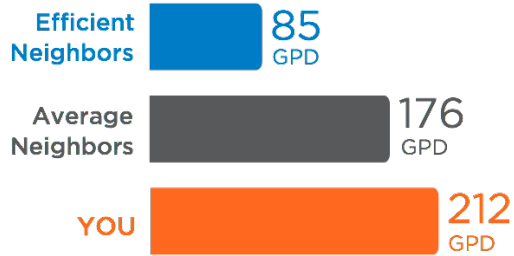
- Moving beyond awareness campaigns to stimulate behavior change
- Informed by behavioral psychology and persuasion techniques
  - Diffusion of Innovation
  - Core Motives Model
  - Community-Based Social Marketing
  - Social Norms Marketing

# Social Norms Marketing

“According to social norms theory, if people are shown that their behavior is outside of the norm or that their perception of the norm is incorrect, they will be motivated to change the way they behave so they conform more closely to the norm.”

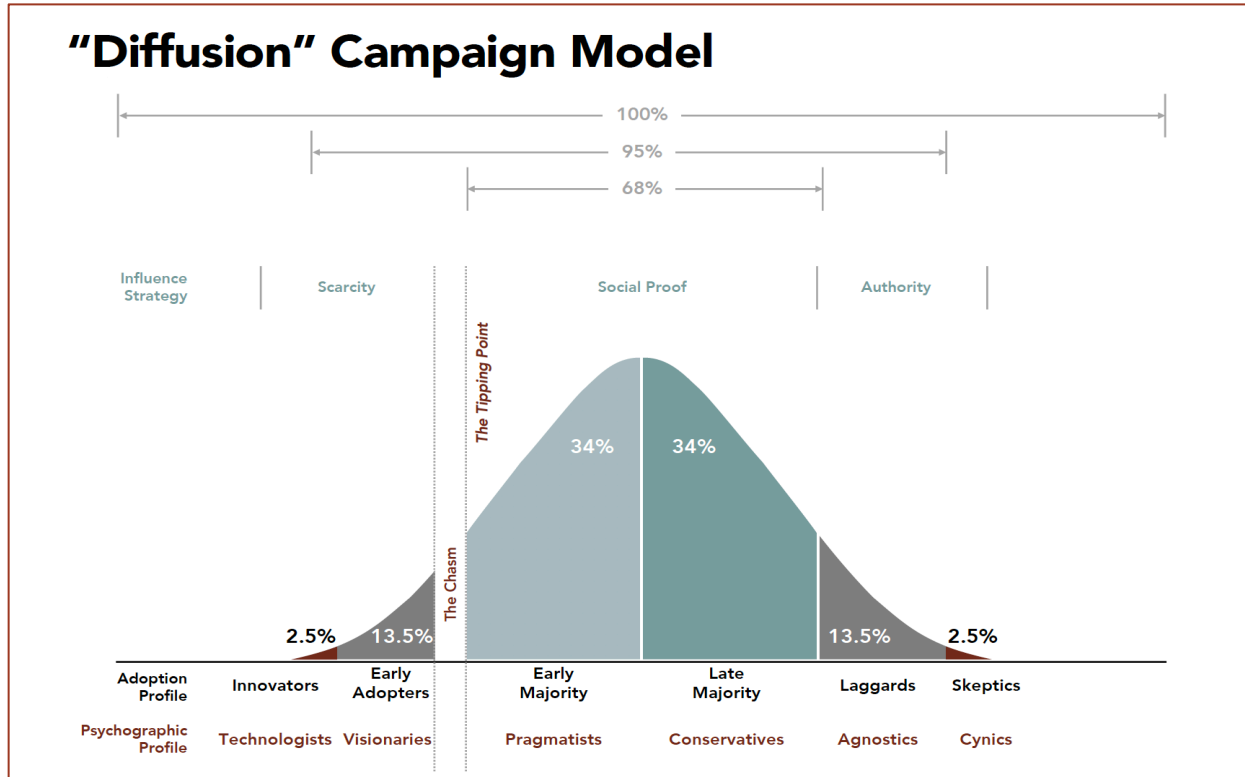
(Mitchell et al., 2013, p. 9)

# Social Norms Marketing





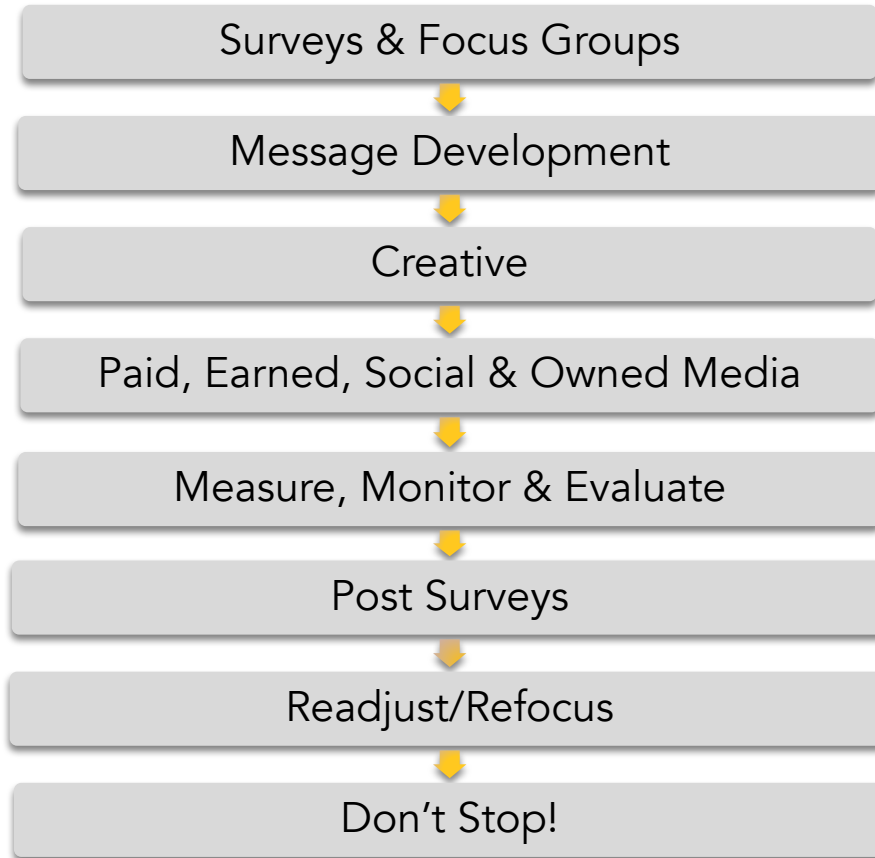
# Who Is Your Target Audience?



# Diffusion of Innovation

- Innovators - eager to learn and **curious**
- Early Adopters - **visionaries** who seek ways to improve their lives
- Early Majority - **pragmatists** who want to see and assess ideas and technology based on feedback
- Late Majority - **conservative** individuals who wait to adopt new ideas or technologies
- Laggards - **agnostic** or apathetic about innovations and see no benefit in adoption
- Skeptics - **cynics** who are actively suspicious of new ideas or technologies

# Key Elements of a Successful Campaign



Download the white paper & case studies:

<https://www.hahnpublic.com/blog/advanced-metering-infrastructure/>



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