This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
Managing Conservation Programs within Different Generation Groups
4 Generations of Customers

Key Topics

1. Generational Motivations
2. Outreach Methods and Audiences
3. Communication Preferences & Challenges
4. Program Restructuring Options
Don't let your money evaporate in the heat!
GET A POOL COVER REBATE UP TO $200
Act now.

FREE Smart Controller
save an estimated 10% on outdoor water use

TURN YOUR GRASS INTO CASH!
ACT NOW>
• Greatest Generation 71 – 87 years old
• Baby Boomers 53 – 70 years old
• Generation X 33 – 52 years old
• Millennials 13 – 32 years old
Values and Motivations

- Greatest
  - Respect
  - Security
  - Personal responsibility
  - Prudent saver

- Baby Boomer
  - Being valued
  - Needing money
  - Acknowledgement from peers
  - Want to make a difference

- Millennial
  - Personal attention
  - Realism
  - Optimism
  - Now!

- Gen- X
  - Freedom
  - Removal of rules
  - Practicality
  - Seek life balance
Bill Stuffers

GREATEST & BOOMERS

- #1 method
- Physical bills only
- Generate calls
ALL GENERATIONS

- Appears as new info
- Generate calls
- Cheaper than separate letters

DID YOU KNOW
you may be eligible for rebates of up to $50,000?

Don’t let your money evaporate in the heat!
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commercialconservation.clwa.org
Digital

BOOMERS, GEN X & MILLENNIAL

- Computer savvy customers
- Target specific groups
- One click to website
- Analytics available

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DON’T LOSE OUT!

EFFICIENT LANDSCAPE
Greatest Generation

- Customer service level **HIGH!**
- Technology is intimidating
- Alternate application/process
- Fixed budget
- Know what they want – simple
Baby Boomers

- Proud and engaged
- Partial online application help
- Will be there to meet you
Generation X

- Email and phone
- Have detail oriented questions
- Quick to respond
- Online application not a problem
- May or may not be at inspection
- Backyard artificial turf projects common
Millennials

- Not many are homeowners yet
- Help family (parents or grandparents)
  - Computer savvy
  - Landscape labor
- Landscape aesthetics are changing (NEW NORM)
Program Restructuring Options

- Go paperless
- Application options
- Time for phone calls
- Flag high contact customers for analysis
- Simple website – less reading more videos
- Classes
Conclusion

Recognize the signs. Be AWARE.