Engaging Customers as Co-Creators of Value
About CPG

Consulting, Research, and Design Services

• Guide Management and Marketing Strategy
• Launch Innovations
• Improve Performance of Customers and Employees

Scientific Instruments

Publishing

Behavioral Health

Smart Meter Systems
CPG’s Thinking and Approaches
Customer Co-Creation of Value
Customer Roles

CODESIGNERS
COCREATORS
COPRODUCERS

Customers Have A Value-Creating Role In The Experience
Co-Creation of Value in Utilities

Charge between 12am-5am

Sources: SDG&E, NV Energy, Nissan USA
The Coproduction Experience Model

Goals and Feedback

Processes, People, Tools, and Interfaces

Rewards & Punishments

Customer Education

Your New Electricity Rate
Your Energy. Your Way.

Your New Rate: Shift-and-Save
Shift-and-Save Pricing lets you switch peak and off-peak periods and non-peak demand from peak price seasons. For example, if weekdays have a shorter
off-peak period during high-cost peak seasons, you can reduce your peak rate.
It’s up to you.
Got to Balance the Rational and Emotional

![The memorable experience model](image)
Two Great Things that Go Great Together

Best Buddies
Example: The Hollywood Tower Hotel

The Rational Side

The Emotional Side
# The Customer Experience Canvas

<table>
<thead>
<tr>
<th>Customer Experience Canvas™</th>
<th>The Rational</th>
<th>The Emotional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vision</td>
<td>Access</td>
<td>Nuances</td>
</tr>
<tr>
<td>Incentive</td>
<td>Expertise</td>
<td>Entertainment</td>
</tr>
</tbody>
</table>

CEx Canvas © 2013 Honebein Associates, Inc. | www.doityourselfcustomers.com | 775-846-0398
## Customer Experience: Electric Vehicle

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It Helps You Design Customer Experiences

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# Each Box Elicits Design Ideas Through Questions

<table>
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<th>Customer Experience:</th>
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<td><strong>Vision</strong></td>
<td><strong>Access</strong></td>
</tr>
<tr>
<td>• What is the key goal for your customers? What is their mission?</td>
<td>• What are the key policies?</td>
</tr>
<tr>
<td>• What expectations do you have for your customers?</td>
<td>• What processes and procedures are needed?</td>
</tr>
<tr>
<td>• What is the plan for accomplishing the customer experience’s goal?</td>
<td>• What people will participate?</td>
</tr>
<tr>
<td>• What key feedback will customers receive during the customer experience?</td>
<td>• What qualifies them to participate?</td>
</tr>
<tr>
<td><strong>Incentive</strong></td>
<td><strong>Expertise</strong></td>
</tr>
<tr>
<td>• What rewards might you use to motivate good performance?</td>
<td>• What do you want your customers to be able to do?</td>
</tr>
<tr>
<td>• How might you structure negative reinforcements?</td>
<td>• What are the primary instructional methods?</td>
</tr>
<tr>
<td>• What punishments might be appropriate?</td>
<td>• What will be the primary media for presentation, practice, and feedback?</td>
</tr>
<tr>
<td><strong>Relationship</strong></td>
<td></td>
</tr>
<tr>
<td>• What kind of relationship will your customer experience foster (or avoid) between its various constituents?</td>
<td></td>
</tr>
<tr>
<td>• How will your customer experience help facilitate participants in establishing relationships that perform?</td>
<td></td>
</tr>
<tr>
<td>• What kind of relationships does will your customer experience foster before, during, and after?</td>
<td></td>
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</tbody>
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The Build-A-Bear Experience
The Worldfest Experience
The Crowne Plaza Sleep Advantage Experience
The Crowne Plaza Sleep Advantage Experience

- No housekeeping or maintenance between 9pm and 10am
- No children, groups, marching bands, or circus animals

- Keep TV and radio low
- Prevent doors from slamming
- No loud singing in the shower
The Crowne Plaza Sleep Advantage Experience
The Crowne Plaza Sleep Advantage Experience
The Crowne Plaza Sleep Advantage Experience
The Crowne Plaza Sleep Advantage Experience
Fostering Co-Creation - Five First Principles

1. Embrace Customer-Centered Design
2. Blend Rational and Emotional Experiences
3. Engage in Small, Observable Adoption Steps
4. Segment by Observable Actions
5. Use Action Research to Drive Evolution
Analyze Current Experiences

1. Goal Formation
   - Integrate w/ company
   - Increase usage of car

2. Acquisition
   - Battery Disposal/Recycle
   - PERFORMANCE DATA
   - Reduce Spite
   - Rate Ed. Timer Ed.
   - TOU Super Off Peak
   - Incentive
   - Cust. Perfomance
   - C.4 → 8.7 kWh
   - 25 miles/day

3. Consumption
   - Access Charger
   - Feedback Bill?

4. Disposition
   - Goal: 12am-5am

Customers performing as expected
Goal = Results
Analyze Current Experiences, Continued

What are obstructions?
Gather Customer-Centered Requirements

**Goal:** Charge my PEV reliably, safely, cost-effectively, and conveniently at my home.

- **Task 1** – Key Customer Requirements
  - Minimize the complexity of decisions I need to make regarding PEV infrastructure, pricing plans and related topics.
  - Minimize the number of people I must interact with to ensure my home can charge my PEV.
  - Increase awareness of what I need to do to be able to charge a PEV in my home and how much various options cost and what exactly they provide.
  - Minimize unexpected, unnecessary costs and surprises associated with ensuring my home can charge my PEV according to my needs.
Map the Customer Experience or Journey
Storyboard and Prototype Experiences
Use Action Research to Drive Evolution

Demand response day tomorrow. Set AC to 78 degrees.

SINGLE LOOP

INTERMITTANT?
CONTINUOUS?

DOUBLE LOOP
Plant A Lot of Grass

Credit: Kate Pugh
Additional Reading

About Peter C. Honebein

Dr. Peter C. Honebein is an internationally-recognized customer experience expert and is co-founder of the Customer Performance Group, a management and marketing strategy consulting firm. He is also an adjunct professor at the University of Nevada, Reno and Indiana University, where he teaches graduate and undergraduate classes in marketing, customer experience design, human performance technology, and instructional design.

As a designer and consultant, Dr. Honebein applies his vast knowledge of design, marketing, product development, and performance technology to solve novel problems related to human performance. He has created, marketed, and licensed commercial products, designed the system that tracked the cleanup of the Exxon Valdez oil spill, and consulted on the design, strategy, and launch of numerous innovations, products, and services, including the system that sequenced the human genome and smart metering systems for utilities such as SDG&E, ComEd, NV Energy, and Duquesne Light.

Dr. Honebein is the author of the books Creating Do-It-Yourself Customers and Strategies for Effective Customer Education, as well as numerous articles in such multidisciplinary publications as The Electricity Journal, Metering International, Database Marketing & Customer Strategy Management, Marketing Management, Educational Technology, and Interactions. He has also presented on topics related to the customer side of smart metering systems at numerous industry conferences.

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