



'Instant' Gratification:

The Power of Instant Rebates in British Columbia

Introduction

Mysa is on a mission — to face and conquer the energy challenges of our not-too-distant future. In support of this mission, we recently partnered with utilities in British Columbia to execute a wildly successful series of instant rebate campaigns promoting energy efficiency adoption.

The Utilities Involved

BC Hydro services four million customers in the province of British Columbia, Canada, and they have a vision — [powering BC with clean, reliable electricity for generations](#). Highlights of their strategic objectives as a utility include:

Mind Our Footprint

Create a sustainable energy future in British Columbia by carefully managing our impacts on the environment and fostering an energy conservation and efficiency culture.

Succeed Through Relationships

Gain support for our work by building trusted relationships with customers, suppliers, First Nations and the communities we serve.”

Fortis BC services a smaller, more rural area of the province with 176,000 electric customers. According to Fortis BC, their [30BY30 Target is to reduce their customers' greenhouse gas emissions by 30 per cent by the year 2030](#).

The City of New Westminster, British Columbia operates its own electric utility serving approximately 36,000 customers. They've declared a climate change emergency, have developed a plan to take bold action on corporate and community emissions with the goal to have net zero emissions by 2050, and have set aggressive benchmark targets to execute their plan.

The Goal

Given their strategic objectives, the utilities with which we've partnered in British Columbia share two predominant goals:

1. To encourage homeowners and customers to adopt energy efficiency measures.
2. To drive market transformation and education on energy efficiency.

The Challenges

Typically, utilities share many similar challenges — BC utilities are no exception:

- **Reaching Customers is Easy, Engaging them is Difficult**
In an ever-busier, more distracted world, it's becoming more difficult to effectively engage consumers and inspire them to take action. While many utilities are still very successful in engaging the customer, it's taking greater effort to do so effectively and efficiently.
- **Increased Customer Engagement = Increased Customer Support**
Successful rebate programs typically result in a significant increase in customer support needs, which can be challenging for resource-constrained organizations — particularly during 'limited-time only' scenarios.

- **Outdated Processes Deter Customers from Taking Action**
Many rebate programs see customers mailing in rebate applications to receive credit on their next bill. This is a time-consuming process for both the utility and the customer and can mitigate uptake rates among consumers.

- **In-store Rebate Programs Are Great...
When There's Inventory**

In-store rebate programs, although common, can challenge retail stores when it comes to forecasting inventory needs and maintaining stock. Consumer enthusiasm can be severely curbed by lack of stock when attempting to access rebates at a retail store.

- **Small Returns on Big Data Challenge
Iteration and Improvement**

It's hard enough to engage the consumer, let alone capture relevant data through surveys and other mechanisms. With less data, it becomes more challenging to effectively and reliably diagnose issues or identify opportunities for improvement.

- **Third Party Partnerships — Risky vs. Reward**

As a utility partnering with third parties, you're linking your trusted brand to that of a third party that's beyond your control. It's great if their brand integrity equals or compliments your own, but if they don't, you risk losing customer loyalty and trust.

"The communication and responsive decision-making between Mysa and the City of New Westminster were key components in the success of the campaign."

- City of New Westminster

The Solution

Mysa provides a proven turn-key solution to utilities who wish to execute a successful instant rebate campaign.

Here's an overview of how we did it in BC:

From Nov 1-29, 2019, BC Hydro and Fortis BC partnered with Mysa Smart Thermostats and other manufacturers to offer a \$40 instant rebate on line voltage smart thermostats, granting up to five rebates per transaction, per customer. Mysa for Electric Baseboard Heating retails for \$139 per unit and Mysa for Electric In-floor Heating was available for preorder during campaign for \$169 per unit. After the success of the BC Hydro/Fortis BC campaign, the City of New Westminster chose to partner with Mysa exclusively for an \$80 instant rebate campaign (for a maximum of 250 units) from February 4-29, 2020.

"The success of the campaign far exceeded our expectations on many levels: demand for the products, positive feedback from customers, and the unprecedented positive online buzz we noticed on social media sites and forums. We were very impressed with the lift in sales due to Mysa's social marketing campaign."

- BC Hydro

On Mysa's e-commerce website, a homeowner in BC could verify whether or not their postal code was within the service territory eligible for the rebates. If they were eligible, the rebate was **automatically** applied.

In addition to the instant rebate mechanism, Mysa's integrated approach included:

Targeted Digital Advertising — our dedicated, tactics-minded marketing team executed a strategic digital marketing campaign focused on homeowners in British Columbia.

Minimal Processing of Rebate Claims — we applied rebates automatically and reported purchases and metrics at the end of the campaign for approval, rather than the 'traditional' rebate method requiring customers to complete forms and submit online, email or letter mail.

Stocking Up — we leveraged stock from our four North American warehouses to fulfill the BC Hydro rebate campaign which ran both in-stores and online, ensuring that all eligible homeowners could enjoy the savings.

Outstanding Customer Service — our second-to-none Support Team proudly maintains a customer satisfaction rate of 96%, with guaranteed responses within 24 hours. Connecting with our customers instantly via our website means our utility partners do less.

Positive Brand Energy and PR — our products average 4.6 stars over 2,000 reviews! An amazing product that helps customers become more energy efficient at a great rebate price welcomes a demographic that might not normally consider a \$139 thermostat. Your brand gets boosted every time a happy customer thanks you publicly for the rebate they received on a product they love!



Dedicated Data Dig — our family of nerds loves data! At the close of each successful rebate campaign, our team focuses on mining data via post-purchase emails that serve customers a utility-provided survey or one of our own.

Seamless Support — we're partners and we're here for you! As it's our mission to make rebate campaigns a seamless experience, our team is quick to respond to and address your needs. Our metric for success goes far beyond units sold.

"Our collaborative experience with Mysa was positive and efficient, from concept design to implementation of the pilot."

- City of New Westminster

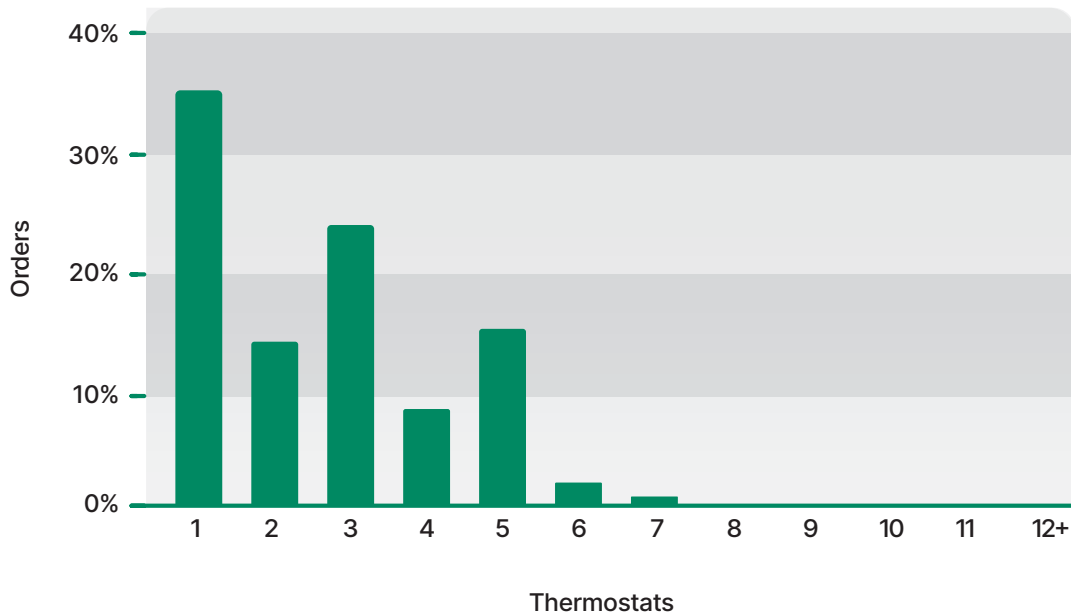
The Impact

The numbers are in — our November 2019 and February 2020 campaigns were hugely successful.

- The November campaign performed 470% better than forecasted.
- The February campaign in the City of New Westminster sold out in just three days.
- Our digital marketing campaign was responsible for facilitating 45% of all rebates.
- We saved utilities processing time on thousands of rebates.
- We fulfilled all orders within one week of placing the order with no stock-outs.
- We addressed 472 customer support tickets, removing the burden from our partners.
- We attained an unprecedented 30% response rate to the post-program survey.

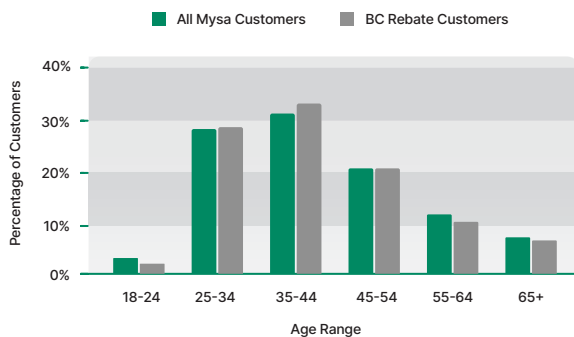
Sales and Statistics

Number of Thermostats Per Order

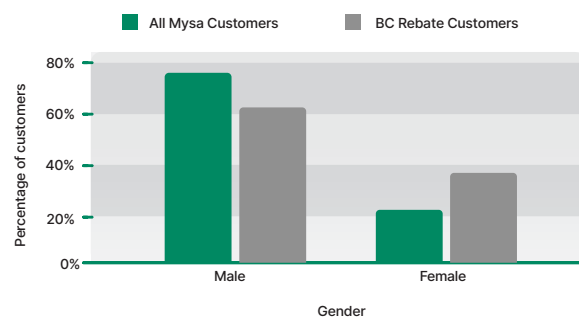


The most common customer profile that took advantage of the BC rebate campaign is male, between the ages of 35 and 44. Compared to total Mysa sales, there was a higher representation of women purchasing thermostats in BC during the rebate period (36.8% compared to 22.47% of total Mysa sales). Please see gender and age demographics below.

Customer Age Range



Customer Gender



Customer Engagement

Great news travels quickly! Here's a sample of the positive customer engagement our utility partner received via various social media channels:



Ecolighten
@ecolighten

So pleased to hear that our Energy Save New West smart thermostat campaign with @New_Westminster and @getmysa sold out in two days! Wow.
#EnergyEfficiency #SmartThermostats



Chris
@cjblasius

Just saved a boatload of money on @getmysa w/ the @New_Westminster rebate! Have been eyeballing these for almost a year now, excited to finally outfit the entire home with smart thermostats! #newwest #mysa #getmysa #smarththermostat #smarthome

7:41 PM · Feb 4, 2020 · Twitter for Android



Jonny Ray Thank you BC Hydro! I was waiting for some kind of price break.. I just bought 5.

Like · Reply · 17w



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Paul DeMara Looks like a great solution. Thank-you BC Hydro Team. Always appreciate the rebates to save 🙌.

Like · Reply · 17w



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