Behavioral Design: Lessons for Energy Efficiency Providers

Opower has made available a complimentary on-demand webinar discussing how behavioral design can be a powerful tool across different industries including energy efficiency providers.

In the utility sector, behavior design can be instrumental in motivating customers to take action on saving energy and participate in efficiency programs at a higher rate, Opower says on its website. “Whether you’re working to encourage customers to turn down their thermostat, sign up for a new rate plan, or purchase a more efficient appliance, applying behavioral design to your communications is a proven strategy to help you achieve greater results,” the site says.

The webinar covers:

- Behavioral design principles that are proven to influence consumer behavior
- Learn why communications that look similar often yield different results and how you can achieve your desired outcomes
- Dynamic, targeted user experience approaches will keep customers active and engaged
- Best practices from behavioral design case stories from multiple industry types

Watch the on-demand webinar.