

A photograph of two women in a professional setting. The woman on the left is smiling and looking towards the woman on the right. They appear to be in a meeting or discussion. The background is a bright, out-of-focus office environment.

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Digital customer experience: Moving from UI to UX

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#CREF17

CLEAResult[®]
Energy Forum

- ✓ **Service based not commodity based**
 - Evolve revenue model from commodity-based to access/service-based
- ✓ **Build a smarter network**
 - Create the platform for innovation
- ✓ **Think first like an enabler and integrator, not as a guardian**
- ✓ **Build a more nimble regulatory system**
 - Pursue most net value rather than least net cost
 - Reward innovation not compliance
 - Provide revenue stability/predictability to enable long-term infrastructure investment and reduce disincentive to help customers save



Val Jensen,
“The Search for the Elusive
Business Model for EE,”
2012 Midwest Energy
Solutions Conference



ECOXGEAR® BOULDER Bluetooth Waterproof Speaker

MODEL: GDI-EXBM901

PRICE
\$249

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Rebate Details

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YT125W

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“Alexa ...”

Questions?

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Thank you

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