

FOLLOWING MILLENNIALS



1981 posts

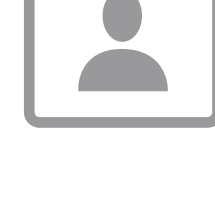
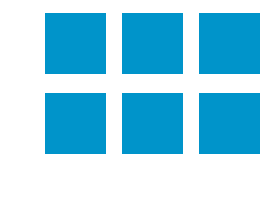
80M followers

GENX following

✓ FOLLOWING

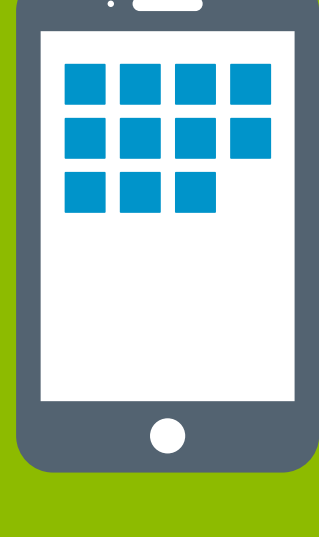
Who Are Millennials?

- Born between 1981 and 2005.¹
- Account for 80 million U.S. individuals.¹
- Will make up 75% of the U.S. work force by 2030.²



Millennials Prefer Open Communication

86%
of millennials are smartphone users.¹



>84%
of millennials are active on social media sites.³

72%
want to use their social media credentials to log into their energy provider's portal.⁴



Utilities can easily access millennials through social media sites and mobile technology. This increased communication access can improve incident awareness and promote transparency to improve services.

Millennials Can Help Lower Costs

41%
of millennials say they prefer to communicate electronically [...] rather than "face to face" or even by talking on the phone.¹



64%
of millennials [...] communicate with each other more often digitally than in person.⁵



The availability of online banking and bill pay is a top consideration among millennials.⁶



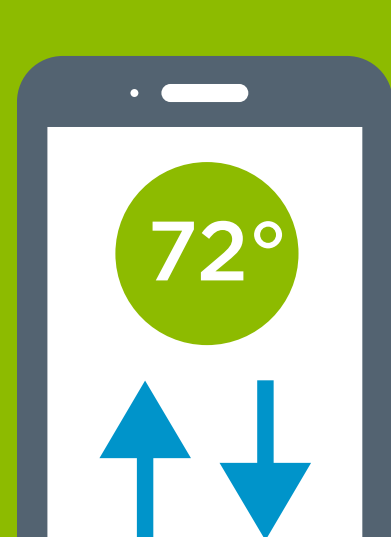
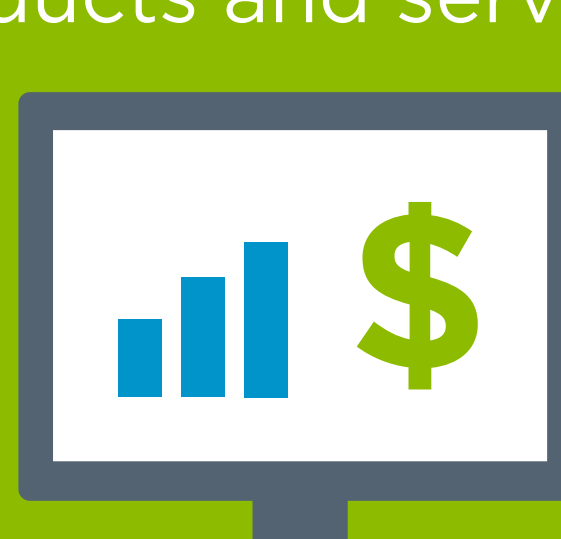
Utilities can save money by reducing call center volume and providing digital means by which customers can receive critical information and pay bills.

Millennials Want to Save Energy



81%
are interested in purchasing energy-related products and services if they can save on their energy bill.³

79%
want in-home devices that provide energy usage feedback and suggest customized products and services.⁴



61%
are interested in signing up for an app that can remotely monitor and control home elements.⁴



Utilities can partner with millennials to track energy-usage data and reduce usage, saving money and increasing customer satisfaction.

Snapshot: Utilities can work with millennials to adapt products and services that will open communication, reduce costs, and save energy.



1. First Data. "There's No Slowing Down Millennials. Capitalizing on a Growing and Influential Generation." 2015.
 2. Accenture. "New Energy Consumer Research Program, 2015 Consumer Survey." 2015.
 3. V12Data. "3 Ways for Utilities to Improve Engagement with the Millennial Head of Household." 2017.
 4. Accenture. "Millennials: A New Generation of Energy Consumers." 2016.
 5. LivePerson. "Gen Z and Millennial." 2017.
 6. Payments Source. "The Path to Millennials Is Paved with Bill Pay." 2016.