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# Efficient Choice Pilot Overview

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# Agenda

1. ComEd Pilot Background – Mark Milby, ComEd
2. Pilot Evaluation Results – Mark Van Eeghan, Guidehouse
3. ComEd Next Steps for Efficient Choice – Mark Milby, ComEd

# Pilot Background

- ComEd Efficient Choice is a choice engine website which allows customers to shop and compare products ranging from electronics to large appliances. It presents customers with helpful information in ways that influence more efficient purchases.
- Beginning in 2020, ComEd's pilot design was aimed at understanding whether a choice engine like Efficient Choice could be evaluated and what the level of claimable net savings might be.
- Our intent was to use the pilot results to determine if Efficient Choice could:
  1. Enhance customer satisfaction and complement existing program efforts
  2. Eventually replace certain downstream customer rebates

The screenshot displays two product cards from the ComEd Efficient Choice website. Each card features a green circular score icon, a product image, product details, a price, and a 'See all 3 offers' link.

Product Model	Score	Price	Reviews
TCL 43S325	97	\$200	33
Samsung UN43J5202AFXZA	96	\$320	834

# Next Steps

- ComEd has transitioned the Efficient Choice website from pilot phase to the Residential Channels portfolio, where it will continue to serve as an educational resource for customers, complementary to the ComEd Marketplace and relevant energy efficiency offerings.
  - While the pilot evaluation uncovered nontrivial energy savings, the level of savings is such that we are unlikely to replace existing appliance rebates with just Efficient Choice.
- Plan to expand the number and diversity of product categories available to make the website even more appealing and helpful to customers.
- Plan to list available rebates alongside the relevant product categories (e.g., refrigerators) to streamline the customer experience and drive uplift into those offerings.
- Working with Guidehouse to develop an evaluation plan for 2022 that will build off the methodology and lessons learned during the pilot experience. Ideally this plan will balance evaluation effort and complexity with expected savings (which are small relative to the ComEd portfolio).