

EnergyBiz Leadership Forum

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# The Consumer View

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# The Consumer View: A Global Perspective

- **USEA is the U.S. Member Committee of the World Energy Council (WEC)**

# World Energy Council Perspective

## Energy Markets Need to Strive for:

- Accessibility
- Availability
- Acceptability

# Accessibility

The provision of reliable and affordable modern energy services on a commercial basis.

*Note:*

- 1/3 of the world's population has **no access** to modern commercial energy services
- 1/3 of the world's population has **inadequate access** to modern commercial energy services

# Availability

## Relates to:

- reliability and consistency of uninterrupted quantity and quality of supply

## Addresses:

- electricity, natural gas, and transportation fuels diversity

# Acceptability

**Relates to public attitudes regarding the environment, including:**

- local pollution
- climate change
- technology selection and deployment
- facility siting
- waste treatment and disposal
- impact of resource extraction

# What Are Customers' Real Concerns?

**Price**

```
graph TD; Price[Price] --> Concern1[Reasonableness & Stability & Predictability]; Price --> Concern2[Affordability of Terms and Conditions]; Price --> Concern3[Equity];
```

Reasonableness  
&  
Stability  
&  
Predictability

Affordability  
of  
Terms  
and  
Conditions

Equity

# What Are Customers' Real Concerns?

## Customer Service

```
graph TD; CS[Customer Service] --> R[Responsiveness]; CS --> C[Convenience]; CS --> Com[Communications]; C --- CList["• Simple<br>• Hassle-free<br>• Time-saving"]
```

Responsiveness

Convenience

- Simple
- Hassle-free
- Time-saving

Communications

# What Are Customers' Real Concerns?

**Sustainability of  
Systems & Markets**

```
graph TD; A[Sustainability of Systems & Markets] --> B[Economically]; A --> C[Environmentally]; A --> D[Socially];
```

Economically

Environmentally

Socially

# What Are Customers' Real Concerns?

## Corporate Governance

```
graph TD; A[Corporate Governance] --> B[Transparency]; A --> C[Accountability]; A --> D[Honesty];
```

Transparency

Accountability

Honesty

# What Are Customers' Real Concerns?

Government/Regulatory Oversight

```
graph TD; A[Government/Regulatory Oversight] --> B[Rigorousness]; A --> C[Competitive Markets]; A --> D[Public Input];
```

Rigorousness

Competitive  
Markets

Public Input

# What Are Customers' Real Concerns?

**Standardization**

```
graph TD; A[Standardization] --> B[Fuels]; A --> C[Technology & Components]; A --> D[Regulation / Rules];
```

Fuels

Technology  
&  
Components

Regulation /  
Rules

# Finally:

**Most consumers don't want to think about energy – they just want it there – preferably inexpensively – with no hassle.**

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