

Discovering Customer Values

In-home Ethnography:

ILLUME targeted a wide-range of DTE customers and engaged in conversations about their home and values, and how a smart home offering may or may not enhance the quality of their lives.

Competitive Analysis:

ILLUME examined the offerings of the smart home competitive set - from telecoms to Google to Comcast - to identify and define the competition's market offering, value proposition, product attributes, pricing, and service models.

ILLUME worked with StatWizards' latent class discrete choice (LCDC) tools to segment the market based on customers' preferences.

The ILLUME Team, with partner ID Lab, is supporting DTE Energy (DTE) with end-to-end research and consulting to expand its highly regarded DTE Insight platform through an intelligence-driven go-to-market strategy. Leveraging ILLUME's seven-step, customer-centric approach to innovation, our team combined regulatory acumen with primary research and data science to define the opportunity and DTE's competitive market position. We then used this intelligence to suggest desirable product configurations to be tested in an experimental market trial to measure customer responses to offerings as well as energy savings potential.

Unlike most top-down design models that prioritize business needs over customer desires, DTE recognized that it needed to build a solution from the customer up. DTE invested early and wisely to ensure the long-term success of the DTE Insight platform. In this way, they continue to be mavericks in defining smart home opportunities – and customer engagement strategies – in the utility space.



near- and long-term opportunity.

responds, our team's intelligence engine continually refines and adapts its targets to ensure cost-effective adoption of DTE's

smart home services.

Defining a Viable Product

Test Product Definition: ILLUME defined bundling, pricing, and service offerings for a smart home field trial. We configured specific tests to measure variation in smart home bundles and pricing models aligned with DTE's business objectives.