Life hacks: How younger generations manage their daily lives in a tech-driven world

Millennials and Gen Z

Webinar

E Source

POWERING WHAT'S NEXT

UCRC
UTILITY CUSTOMER RESEARCH CONSORTIUM

Agenda

- Millennials

- Gen Z

- Takeaways

Overview

- Millennials

  - Born between 1981 and 1996
  - Came of age during the Great Recession
    - Currently 27 to 42 years old

- Gen Z

  - Born between 1997 and 2012
  - Major COVID impacts through developmental years
    - Currently 11 to 26 years old

Source: www.beresfordresearch.com/age-range-by-generation/

The differences

- **Millennials**

  - Used more-limited technology as children

  - Felt a stronger economy when young

  - Less globally connected at younger age

  - College-going, debt accumulating

  - Branded clothing

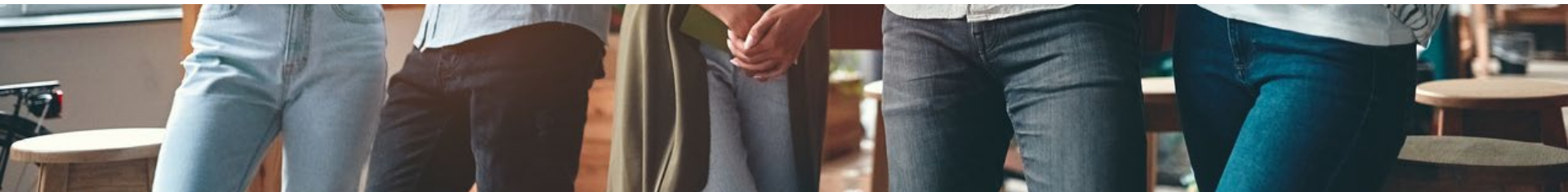 - Less focused on social justice

- **Generation Z**

  - Used more-advanced, on-the-go technology

  - Felt the Great Recession when young

  - More globally connected at younger age

  - College maybe, debt aware

  - What brands?

  - More focused on social justice

Source: blackbear.global/blog/differences-between-gen-z-and-millennials/

Millennials

Millennial demographics in the USA

- Now the largest generational demographic (surpassing boomers)

- Most ethnically diverse generation

- Highest-spending generation

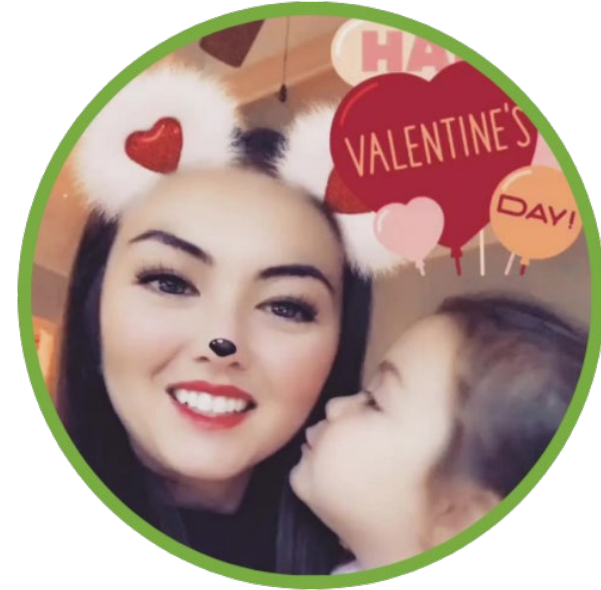- Comprise more than a third of the workforce

Source: www.snipp.com/blog/22-facts-you-should-know-about-millennial-moms-infographic

Millennial moms

- 80% will be parents in the next 10 to 15 years

- 1 in 5 mothers are millennials, and more than 1 million are becoming moms each year

- 67% of millennial moms are multicultural

- 53% of millennial moms work full time

Source: www.snipp.com/blog/22-facts-you-should-know-about-millennial-moms-infographic

Millennial purchasing power

Millennial women are the most financially independent and educated generation in history

Millennials are the highest-spending generation ($1.4 trillion in disposable income in 2020)

At 86.5%, millennials are the largest generation of "digital buyers"

Source: www.snipp.com/blog/22-facts-you-should-know-about-millennial-moms-infographic

Shopping habits and loyalty preferences

More than 50% of millennial parents are loyal to brands

- Brand loyalty has a lot to do with service and experience
- Support brands that promote **safety, healthiness, nutrition, and education**
- Look for authenticity, meaningfulness, uniqueness, and **innovation in a brand**

71% will pay more for a brand or product associated with a charity

Convenience is the key online shopping benefit; no convenience = less loyalty

Source: www.snipp.com/blog/22-facts-you-should-know-about-millennial-moms-infographic

Millennial women/moms and tech

- Millennial moms prefer brands that integrate tech (specifically mobile) into daily tasks for time management

- Millennial moms have an average of 3.4 social accounts and spend approximately 17 hours/week on social networks

- 81% of millennial women say social media is the best way to reach them

- **35% of millennial women say social media and online interactions are key influencers in purchases made**

Source: www.snipp.com/blog/22-facts-you-should-know-about-millennial-moms-infographic

Millennial consumer advice

Besides Google and now ChatGPT, millennials follow social media influencers to learn tips for cooking, finance, parenting advice, etc.

your.richbff ✓

Following ⌄   Message   + ···

922 posts   1.6M followers   995 following

Vivian Tu | Your Rich BFF
Finance
💵 Your favorite Wall Street Girly - helping YOU get RICH
📧 Email: business@yourRichBFF.com
🏆 @forbesunder30 & host of @networthandchillpod
sprucemoney.com/richbff

Followed by sarahbearuh86, dejiann2, andrea.carpiio + 19 more

Rich Tips   Good Deals 📚   YRB Press!   Motivation!   Rich Recs   TikTok
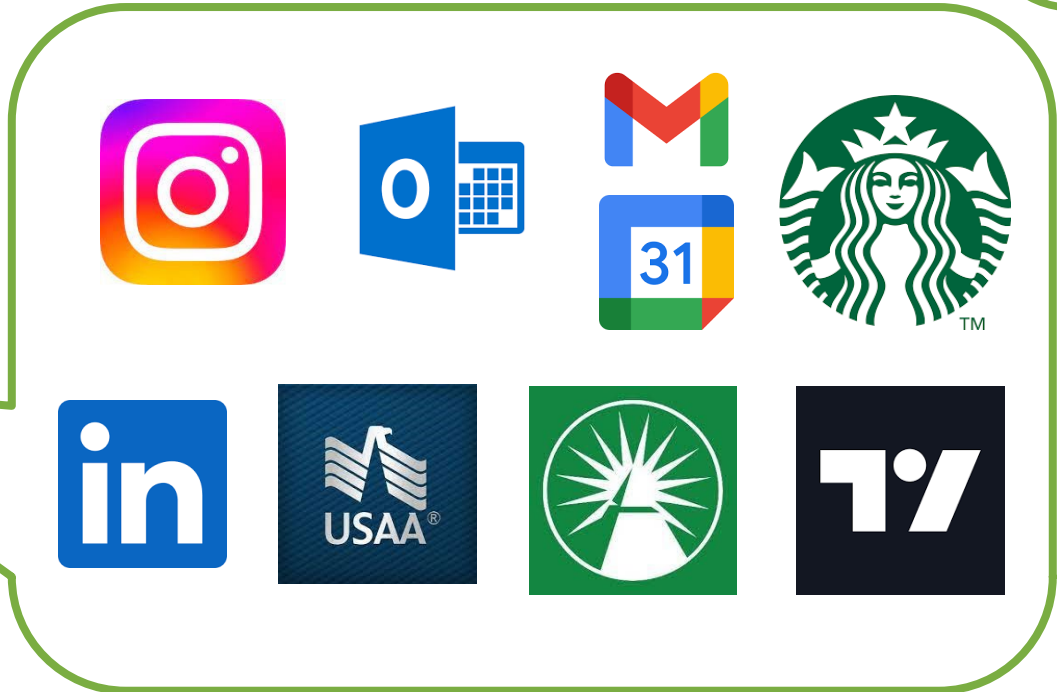
Cindy's subscriptions

Cindy's daily/weekly apps

+ digital wallet

Patrick: Millennial homeowner

I bought this house in 2019 …

… and put a lot of work into it since

Lots of work …

How'd I do it?

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- Reddit
  - A social media platform filled with millions of forums
  - I often use Reddit for tips and tricks or for recommendations on tools, appliances, or devices to buy
  - Due to Reddit, I've bought:
    - Dishwasher
    - Washer/dryer
    - Power tools

- YouTube
  - A great DIY resource
  - If I was stumped by a project, I'd search YouTube to find similar issues and how others solved them
  - This has included:
    - Troubleshooting appliances
    - Realigning a door
    - Learning how to rewire something … safely
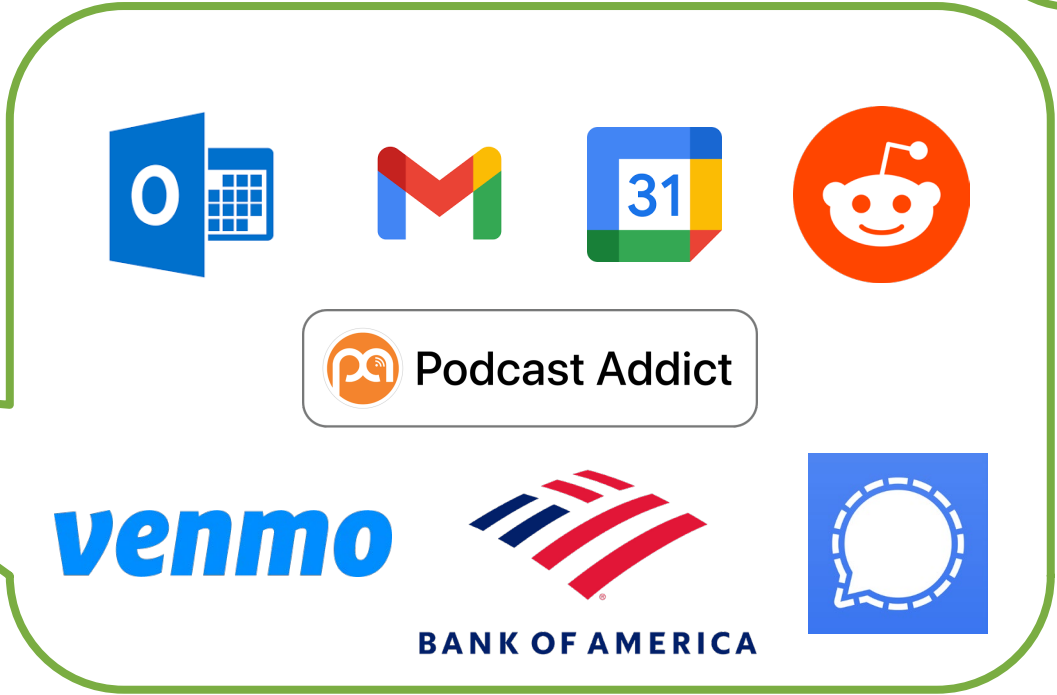
Patrick's subscriptions
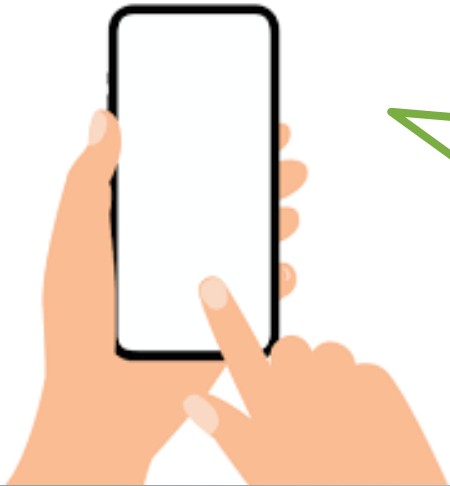
Patrick's daily/weekly apps

Devices I interact with weekly

Laptop/PC

Work

Email

Games

Write

Manage finances

Read news

Smartphone

Music/podcasts

Take photos/video

Text

Email

Work

Read news

Call (rarely)

TV

Games

Shows/movies

Connect Bluetooth

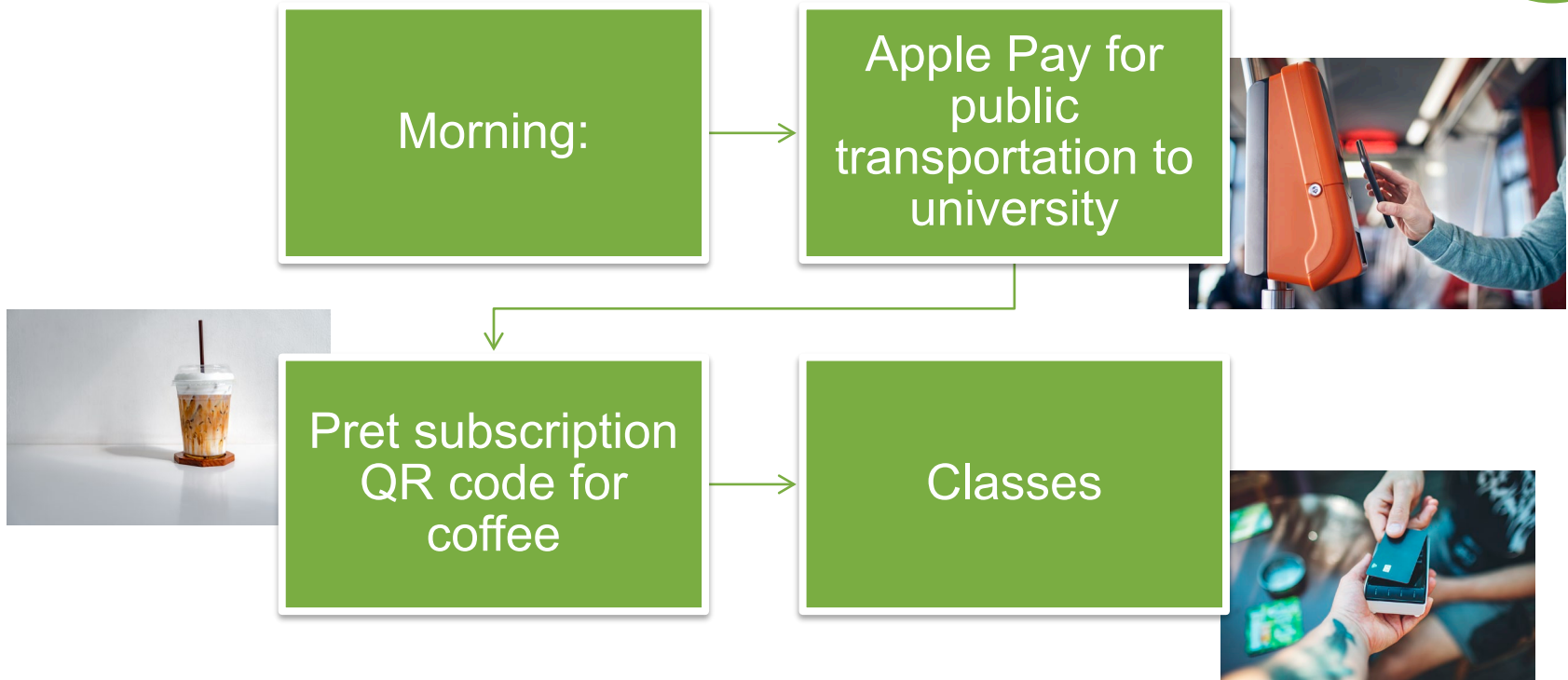**Smart home tech**

Thermostat

Google Nest

Outlets

Lights

Kindle

Reading

Gen Z

Gen Z day in the life as a university student

Morning: → Apple Pay for public transportation to university

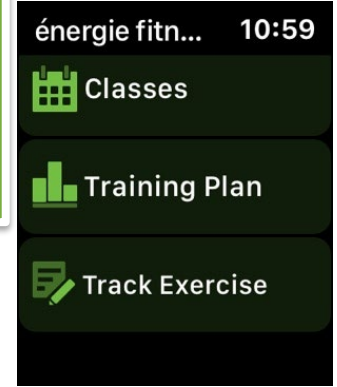Pret subscription QR code for coffee → Classes

Gen Z day in the life as a university student

Scan QR codes with mobile devices to access class participation activities

Book fitness classes and get into gym with mobile app code

Groceries, post gym/ pub (Apple Pay)

énergie fitn...   10:59

Classes

Training Plan

Track Exercise

Weekend/other

Concert tickets/recommendations on DICE, RA Guide apps

Bar recommendations/activities in London on DUSK app or TikTok

QR codes for concert tickets

Weekend/other

Monthly bill payments for Wi-fi

Electric monitor that tells us how much our electricity bill is each day

Klarna to buy my phone in three monthly installments of 100 pounds each

Sofia's monthly subscriptions

Pret case study

Coffee chain Pret a Manger has introduced a new subscription model that has gained a cult following among university students.

The subscription offers five coffees per day.

Pret is often conveniently located near universities, particularly in major cities like London, contributing to the popularity of the subscription model among this demographic.

Speaking from experience, almost everyone in this demographic either has a Pret subscription, has tried the free trial, or may be borrowing it from a friend.
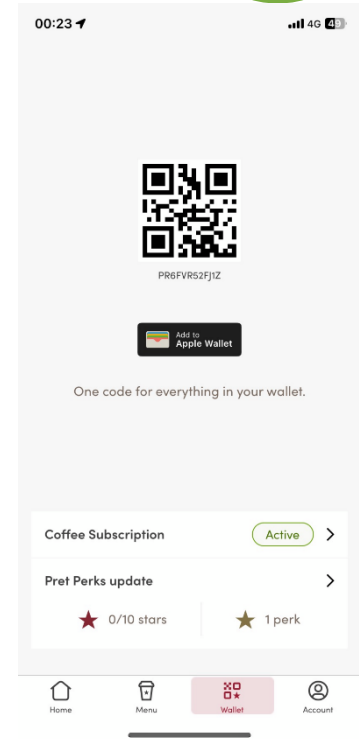
Free subscription trials

Free subscription trials can be an effective marketing strategy for attracting Gen Z customers for several reasons.

Cost-conscious: Gen Z is known for being mindful of their spending. By offering a free trial, companies can attract customers who may be hesitant to pay for a service up front without trying it first.

Value experiences: Gen Z tends to prioritize experiences over possessions. Provide an opportunity to experience your service firsthand and potentially create a positive and lasting impression.

Free subscription trials

Tech-savvy: Gen Z customers are digital natives and are comfortable with technology. Offering a free subscription trial is a way for companies to showcase the functionality and user experience of their service, which can be appealing to this tech-savvy demographic.

Value flexibility: By offering a free subscription trial, companies can give customers the option to try their service without committing to a long-term contract or subscription.

Trends: Subscription models

Offering a free subscription trial can be a powerful marketing tool for attracting Gen Z customers:

- Helps build brand awareness

- Increases customer acquisition

- Creates a positive customer experience that can translate into **long-term loyalty**

QR codes

By 2025, as many as 30% of all smartphone users will use them to pay.

- Payment portals

- Links to websites, landing pages, and other relevant content for a business

- Contact information

- App download pages

- Social media profiles

- Discounts or promos

QR codes for concerts and events

Tickets can be purchased within the app and are stored on the user's smartphone as a QR code.

The QR code contains all the necessary information about the event, including date, time, and location.
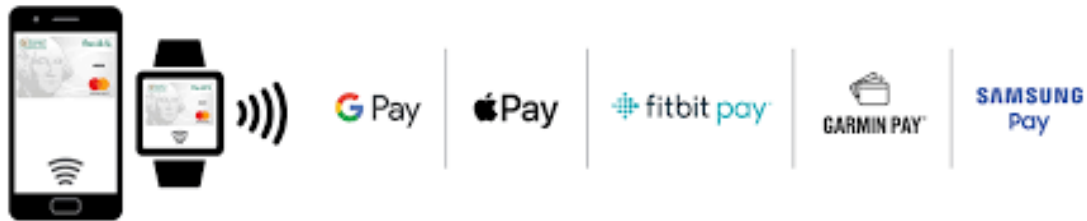
Digital wallets

Digital wallets on mobile devices allow you to securely store payment-related information like credit or debit card details, as well as non-payment-related items such as loyalty cards and tickets.

With digital wallets, you can perform transactions online or in person without the need for physical cards or cash.
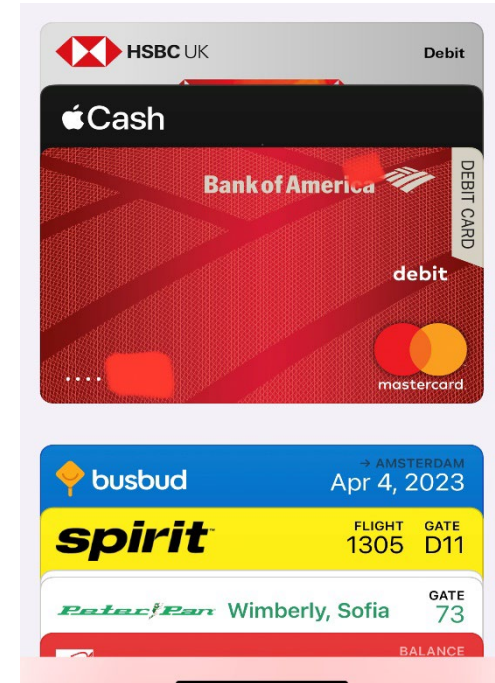
Digital wallets

What's in my digital wallet:

- Credit cards

- Airline or bus tickets

- Concert tickets

- Gift cards

DICE app case study

DICE is a ticketing software company based in London, UK.
It allows users to search, browse, and buy tickets for live events such as concerts, festivals, comedy shows, and more.

Spotify and Apple Music integrations enable users to sync up their artist preferences for the app to suggest event recommendations on its home page.
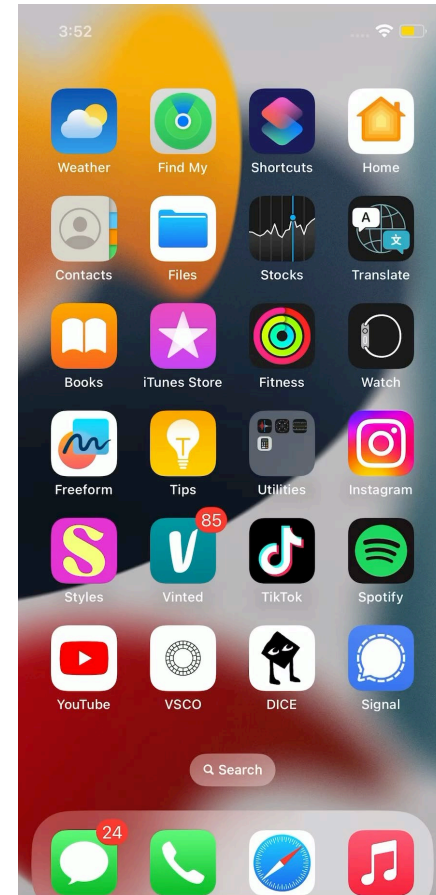
Social media and shopping behavior

According to a [survey conducted by Statista in 2022](#), almost two-thirds (63%) of Gen Z and half (51%) of millennial shoppers in the US purchased an item they had previously seen on their social media feed.

# Game changers: Open AI's Chat GPT and Google's Bard

What is an AI chatbot?
"An AI chatbot is an artificial intelligence program designed to simulate conversation with human users through text or voice interactions. Google Bard and ChatGPT are examples of AI chatbots that use natural language processing to understand the user's queries and provide relevant responses."
—Google Bard vs. ChatGPT: Facts, Statistics & Number of Users (2023)

Snapchat: My AI
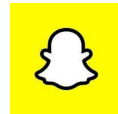
| Name	Chat GPT	Google Bard
Launch Date	November 30th, '22	February 8th, '23
What model is it based on?	GPT-4	LaBMA
Parent Company	OpenAI	Google
HQ Location	San Francisco	California
Number of Daily Users	13 million	0 (estimated 1 billion reach when launched)
Estimated Revenue	$200 million	Unknown

Sources: www.wsj.com/articles/chatgpt-ai-chatbot-app-explained-11675865177 and www.vice.com/en/article/3akqgk/snapchat-my-ai-chatbot-gpt

AI and the future of utilities

- Billing

- Notifications

- Payment arrangements

- Advanced segmentation
  - Predict behavioral trends and wants/needs for proactive messaging

Takeaways
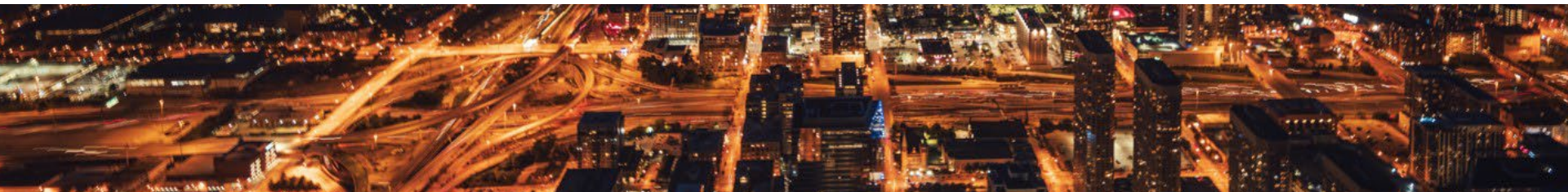
How utilities can incorporate these trends

Subscription-based models: Utilities can offer subscription-based models that allow customers to pay a flat monthly fee for a certain amount of energy or water usage. This can appeal to Gen Z customers who value flexibility in their payment options and want to avoid unexpected bills.

QR codes: Utilities can incorporate QR codes on bills or their website that allow customers to easily pay their bills or access additional information. This can be especially appealing to Gen Z customers who are comfortable with mobile technology and prefer quick and efficient ways of completing tasks.

How utilities can incorporate these trends

Digital wallets: Utilities can offer digital wallet payment options such as Apple Pay, Google Wallet, or Venmo. Gen Z customers prefer cashless transactions and use these payment methods frequently.

Social media: Utilities can use social media platforms such as Instagram, Twitter, and TikTok to engage with Gen Z customers and provide information on energy efficiency, sustainability, and saving money on their bills.

Final thoughts

Overall, utilities can incorporate these technologies to offer **convenient, efficient, and flexible** payment options that appeal to millennial and Gen Z customers alike.

By leveraging social media, utilities can connect with these customers and showcase their commitment to sustainability and environmental stewardship.

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Contact

Patrick Woodworth

Associate Analyst, E Source

patrick_woodworth@esource.com

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