

SUCCESS STORY



Generating Big Energy Savings from a Small Business Program

A trio of Pennsylvania utilities leveraged the expertise of PowerDirect Energy (PDE) when faced with less than two months to achieve an ambitious energy saving goal in the small C&I segment. An overall goal was established to distribute 30,000 energy conservation kits, with specific budgets and goals identified based on business classification. "Government" businesses were defined as government, non-profit, or



- Program management
- Strategic marketing
- Database management
- Call center
- Kit procurement to fulfillment

businesses dealing with a low income client base; while the remaining businesses were categorized as "non-government." Depending on their immediate needs, business customers were able to receive an energy conservation kit consisting of six, 10, 12 or 20 CFLs.

Impact

Participation in the program exceeded the original goals by 133%, with just over 21,000 businesses enrolled to receive 41,400 energy conservation kits. Of the 21,000 participating businesses, 6,400 were considered "government" facilities.

In all, a gross MWh savings of 29,941 was achieved, exceeding energy savings goals.

Challenges | Considerations

The utilities expressed concerns as to whether customers would install the kits immediately upon receipt. Additionally, based on its vast distribution experience, PDE identified a need to ensure larger shipments of more than 20 kits did not get lost upon receipt by larger businesses.

Solutions

PDE delivered a turn-key program encompassing list and database management, marketing, call center services, kit sourcing and procurement, shipping, and tracking. Enrollment was managed via a customized website landing page and a dedicated toll-free number.

A robust marketing campaign consisting of three waves of both email and direct mail were sent to targeted small businesses. The first communication piece focused on generating program awareness, with the latter two integrating an urgent call-to-action. Once program awareness was achieved, outbound calling was utilized to enroll "non-response" customers.

To ensure high realization rates, all communications encouraged customers to request only the number of kits which they were able to immediately install. Additionally, a "when to install" question was integrated into the FAQ sheet, reinforcing the need to install the kits immediately. To address concerns and ensure greater participation, both the name of the contact and the contact's supervisor were included on kit materials for businesses requesting more than 20 kits. These larger kit shipments were sent in master cartons and included a letter on brightly-colored stock reconfirming that the addressee(s) had agreed to accept the kits, distribute them appropriately, and install upon receipt.

Inbound and outbound call center services were provided for customer enrollment, customer questions, and to address verification (when necessary). Once initial contact was made, a contact management system was utilized to track ongoing conversations and activities such as follow-up calls, scheduling or other next steps in the process.