

## Residential Lighting Goals Exceed 200%

A northeast electric utility secured the marketing and implementation services of PowerDirect Energy (PDE) to help meet residential energy reduction targets. The initial program goal was to enlist 14% (30,000) of the 220,000 residential customer base to receive an Energy Conservation Kit within a three (3)-month timeframe. Each kit included six (6) CFLs and a smart strip/surge protector. Additionally, customers with



- Program goals exceed 200%
- 30% customer saturation in 90 days

an electric water heater received four (4) faucet aerators and one (1) showerhead.

### Impact

The initial goal of 30,000 customers was achieved within 45 days. Based on this success, the program was extended to reach 21% (45,000) of the customers, and subsequently extended a third time, with a goal of enlisting 27% (60,000) of the customer base. In all, a total of 25,000 MWh were saved, 30% (66,000) of the customers were engaged in the program, and all kit shipments were delivered and in-home within the designated 90-day timeframe.

### Challenges | Insights

While researching historical data, PDE discovered that a lighting program previously initiated by the utility had been poorly planned and ineffectively implemented, leading to customer mistrust. Additionally, based on its extensive experience in the field, PDE identified an opportunity to include aerator adaptors and a premium showerhead to achieve higher realization rates.

### Solutions

PDE designed a comprehensive implementation plan encompassing marketing, program enrollment, database management, call center services, and all kit fulfillment – from measure procurement to kit shipment and tracking, including the management and resolution of undeliverable shipments and broken bulbs.

A targeted media campaign including bill inserts, direct mail, and email was initiated to drive customer enrollment and ensure immediate results. Unique customer invitation codes were incorporated into each marketing piece, enabling customers to opt-in to the program without the inconvenience of locating their bills to retrieve their account numbers. Customers were directed to a unique website or toll-free number for easy program enrollment. These built-in tracking mechanisms enabled PDE to refine its outreach as the program progressed based on media channel ROI.

PDE also provided extensive database services in addition to call center services for program enrollment, customer inquiries, and customer address verification.