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We make energy efficiency easy.

Driving Scale and Adoption of Energy Efficiency with Small Business Customers

Steve Meyers
EnerPath

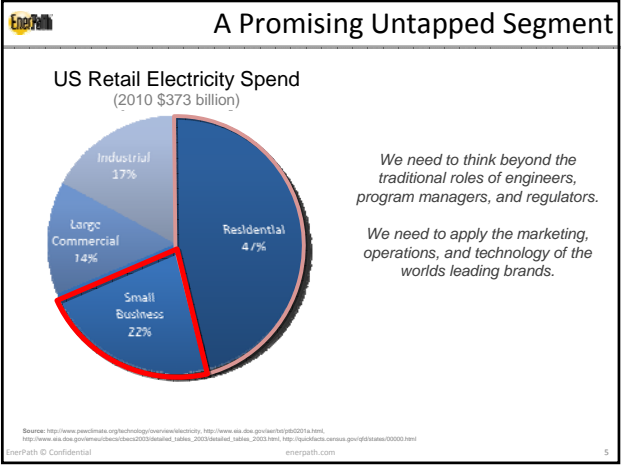
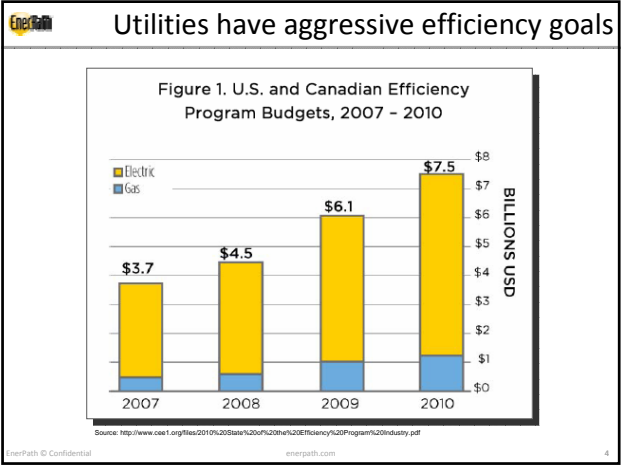
ACEEE Energy Efficiency as a Resource
September 2011



10/7/2011

1. **Theory:** Program elements that work
2. **Software:** Integrating a complex process
3. **Examples:** Real world successes
4. **Innovation:** The real SBDI potential

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- ### The Five Keys to Success in Mass Markets
1. **EFFICIENT BUSINESS PROCESS**
Improved the business process integrating education, audits, enrollment, installation, financing, inspection, and reporting. Make it easy to become energy efficient. Generate onsite customer-specific information with one-touch enrollment.
 2. **HIGH-TOUCH CUSTOMER ENGAGEMENT**
Put feet-on-the-street to engage customers and educate them about efficiency. Use multiple outreach and engagement methods. Provide customer-specific information and one-touch enrollment.
 3. **SOFTWARE ENABLED PROCESS**
Reduce costs while increasing value. Integrate implementation via web-based mobile-computing platform. Improves customer experience. Tracks the details. Enables re-marketing, lead-generation, cross-marketing, and real-time reporting.
 4. **OFFER MORE THAN ONE THING**
Offer customers a simple, positive experience with energy efficiency first. Then give them a path to buy more. Track results
 5. **CONTINUAL MEASURABLE FEEDBACK**
Measure program goals in real-time and take actions to improve results. Mine field data to add more measures and funding sources. Let the programs evolve.

E-SOURCE TALK



EnerPath Offer More Than One Thing... Eventually

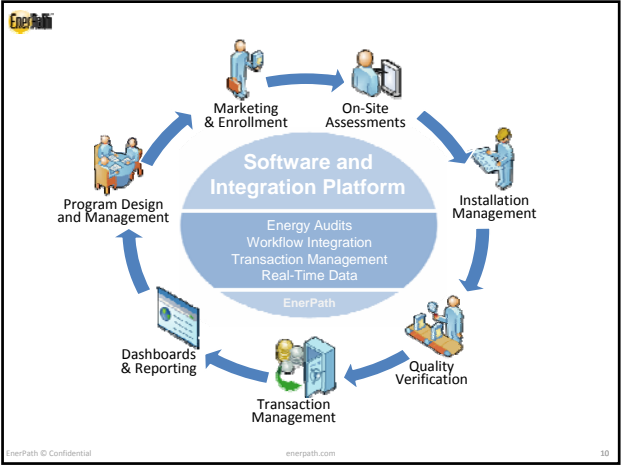
Start simple!

Give customers a **Positive Experience** with Energy Efficiency and a **Path** to buy more.

... and they will!

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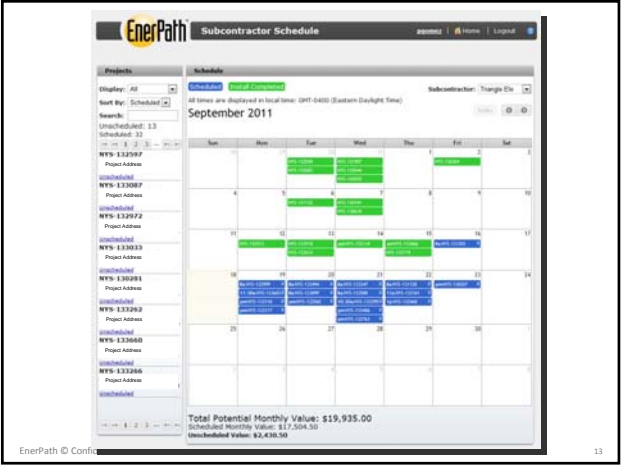
Customer Experience Drives Adoption

Make it easy!

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On-Site, one-touch, paperless enrollment

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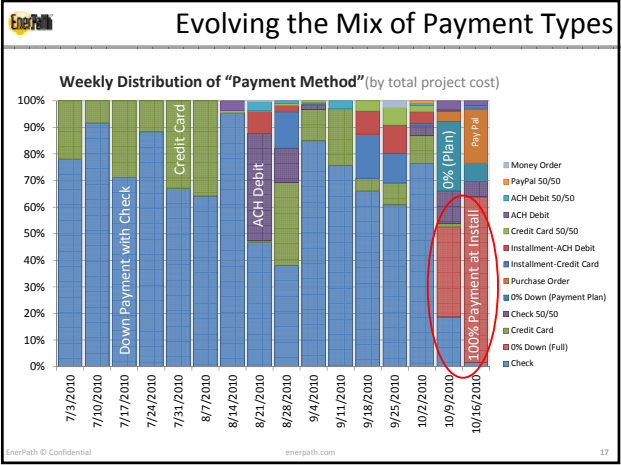
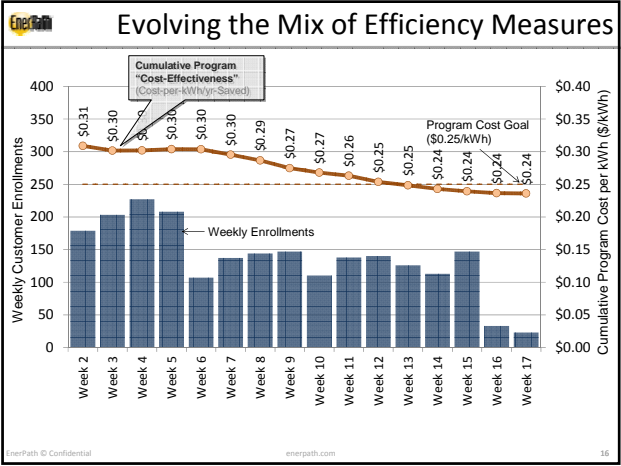
Los Angeles: LADWP (2008-2010)

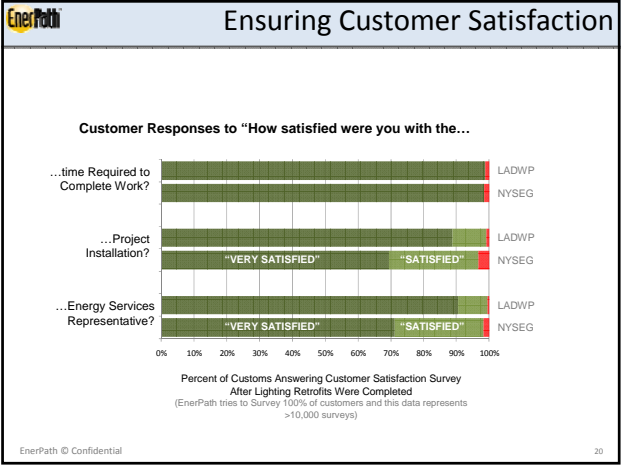
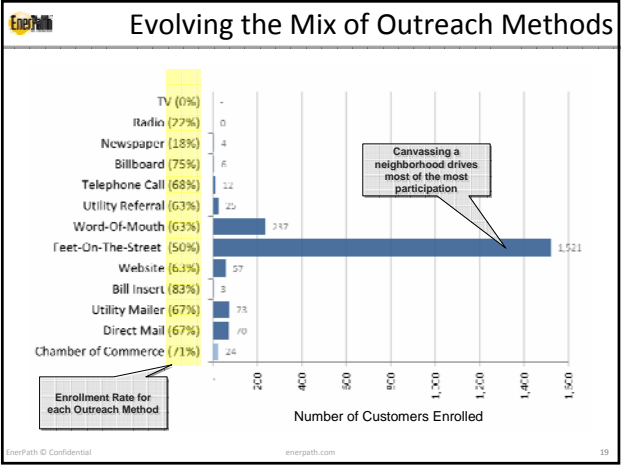
- \$50M Total Retrofit Budget
- 26,000 small businesses retrofit in 24 months
- Up to \$2,500 of incentive per small business
- Participation Rate: >90%
- Customer Satisfaction Rate: >99%
- Average Project:** Cost \$940 savings ~1kW of demand and 3,326 kWh/year
- Lighting Retrofits
- EnerPath manages 20 ESRs, 12 local subcontractors, marketing, outreach, installation, inspections, customer satisfaction, and reporting.
- Innovations:** Real-time tracking via Google maps showing council districts; Lead generation for thermostats and toilets.

"This has been one of our most successful non-residential programs, and has touched the most small businesses in a positive way." Program Manager, Los Angeles DWP

NY: NYSEG and RG&E (2010-Present)

- \$30M Total Retrofit Budget
- Targeting 15,000 small businesses in 18 months
- 70% of the project costs supported by utility incentives with 30% customer Co-Pay
- Participation Rate: >65%
- Customer Satisfaction Rate: > 98%
- Average Project:** Cost \$2,698 saving ~2kW of demand and 7,331 kWh/year
- Lighting Retrofits
- EnerPath manages 25 ESRs, 12 local subcontractors, marketing, outreach, installation, inspections, customer satisfaction, and reporting.
- Innovations:** Multiple payment options; Community-based marketing coordinated with Utility; First deployment of iPad technology





- Theory:** Program elements that work
 - Software:** Integrating a complex process
 - Examples:** Real world successes
 - Innovation:** The real SBDI potential
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Is your small business efficiency program leaving savings on the table?

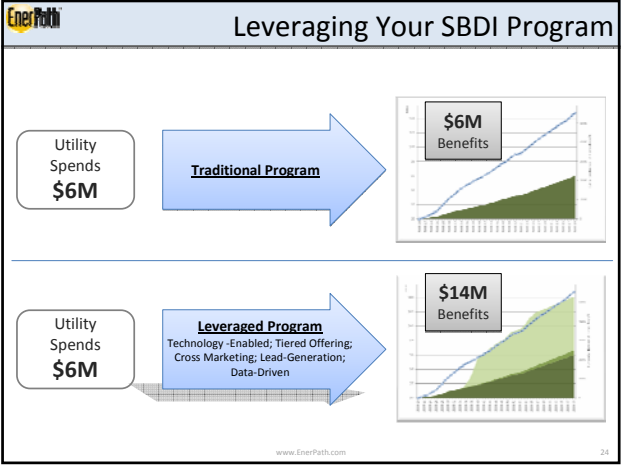
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"You want fries with that?"

Real examples that happy customers will "buy more"

- SBDI Program in Texas found 91% of customers interested in residential EE programs.
- Appliance recycling program in California, in one year, found 50,000 of the total 153,000 participants wanted to participate in residential DR Thermostat Program
- SBDI Program in New York identified of 100 customers interested in large-commercial and multi-family programs
- Residential DI Program in Palm Desert CA where 5,500 homes enrolled in simple DI measures (\$6M of Utility Funds)
 - ~1,000 bought EE Pool Pumps (\$650 Customer Funds)
 - ~300 did deep efficiency/renewables (\$7.4 Customer Loans)
 - \$6M of utility investment resulted in \$14 of benefits

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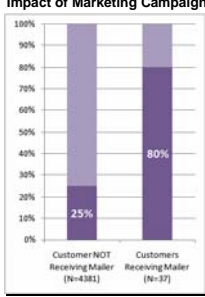
Cambridge, MA
Rochester, NY
San Antonio, TX
Redlands, CA



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Impact of traditional marketing: Direct Mail

Impact of Marketing Campaign



Category	Percentage
Customer NOT Receiving Mailer (N=4381)	25%
Customers Receiving Mailer (N=37)	80%

Direct Mail Campaign (results to date)

- 4.3% Response Rate vs. 1.4% Industry Benchmark
- 89% Close rate
- Customers who received the utility mailer were over **three times more likely** to enroll in the program at the time of the assessment.
- \$99,873 in assessments* for \$8,000 in spend

*expected assessments and sales higher as mailer continues to be delivered

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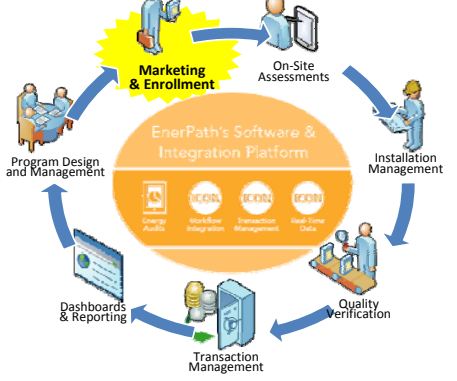
Integrated Software Platform

Improving the customer experience to both **increase value** and **reduce transaction costs**



BIG Integrated Software Platform

Improving the customer experience to both **increase value** and **reduce transaction costs**



Integrated Software Platform

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