



Presented at the 2015 ACEEE
National Conference on Energy
Efficiency as a Resource

Little Rock, AR
September 2015



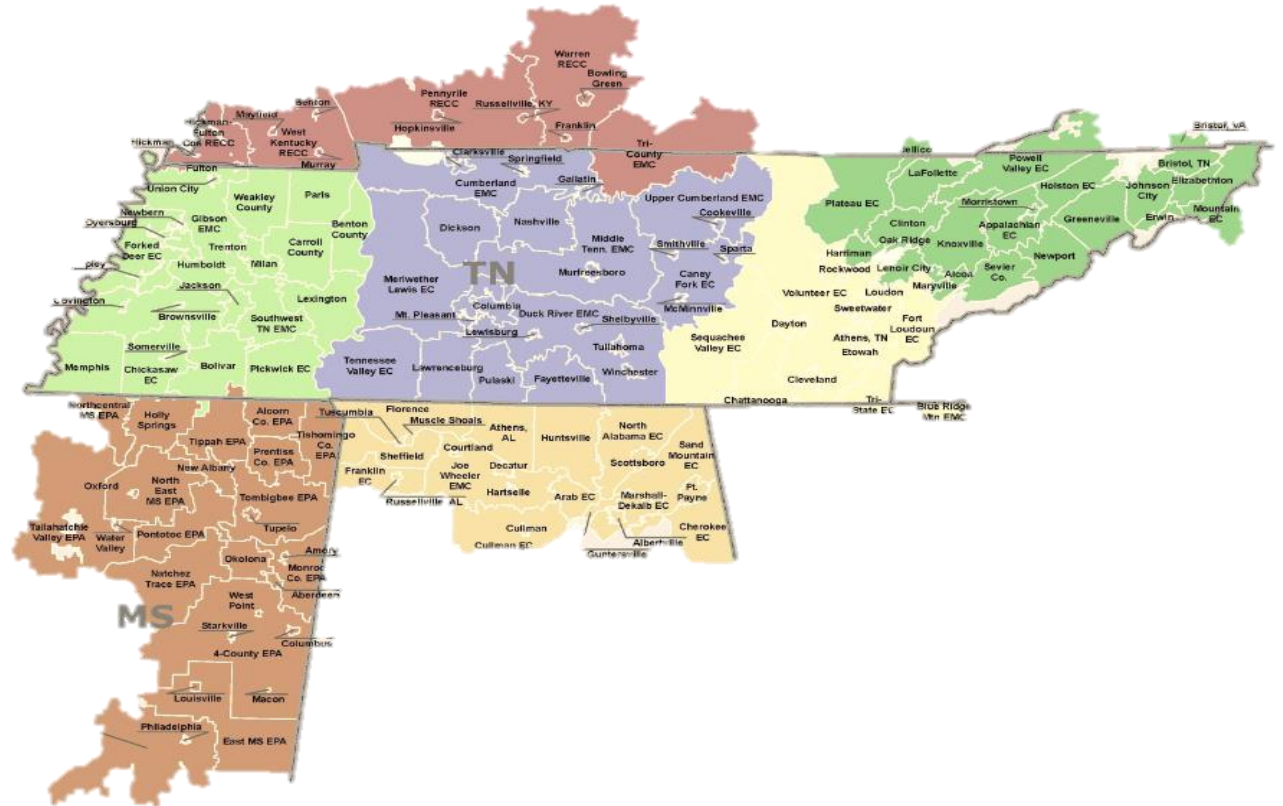


Frank Rapley, Senior Manager
EnergyRight Solutions for the Home

Nation's largest public utility

Covers **80,000 square miles** and **9 million** people

155 local power companies



In Home Energy Evaluation program

Residential retrofit program



50% incentive, up to **\$500** for eligible energy upgrades



Low-interest on-bill financing available



energyright[®]
solutions TVA



In Home Energy Evaluation program

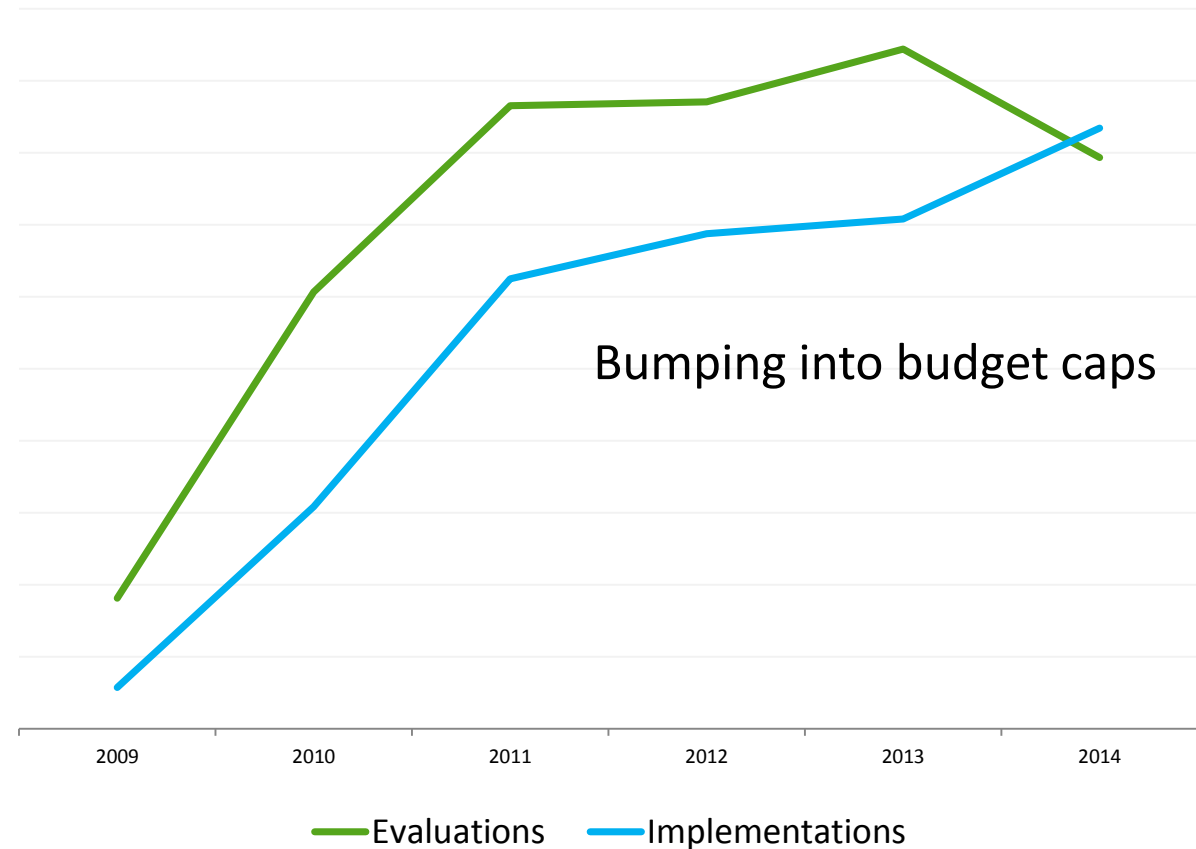
85,235 Evaluations
64,416 Implementations
75.5% Conversion Rate



\$262M Customer Spending
\$31M Rebates Paid



1.55Billion kWh / 1,550 GWh



In Home Energy Evaluation program



Customer **demand exceeded budget**



Administrative **costs were high**



Constrained by **internal program management systems**

Key Issues

Reduce paperwork

Eliminate pre-evaluation barrier

Improve value proposition for trade allies

Simplify reporting

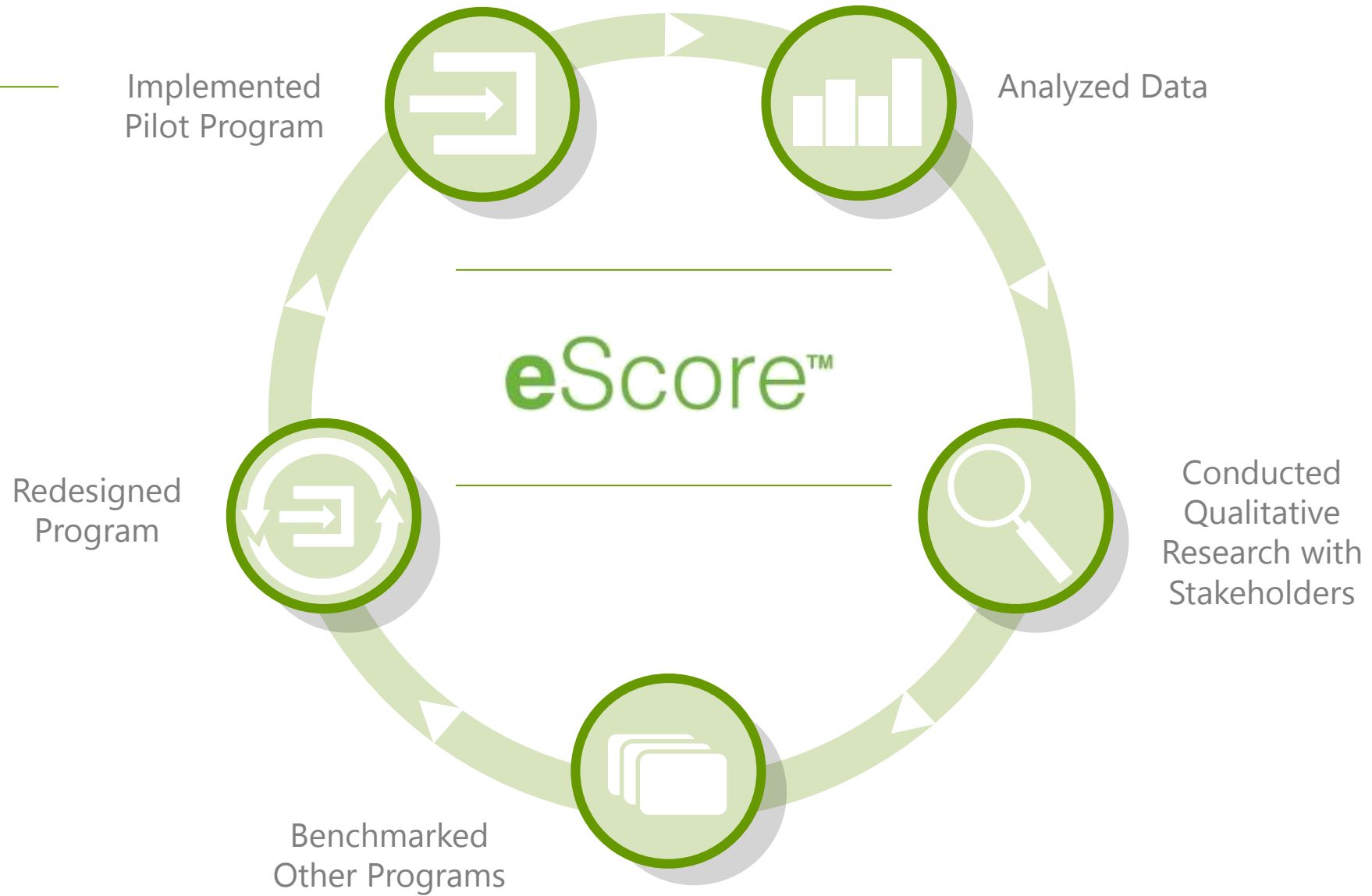
Engage residents past 'one and done'

Team



CLEAResult

Process



Result

Customer Centric

Designed to enhance and support customer experience over the time it takes to get a 10

1

2

Contractor Driven

Quality assured marketing and implementation channel allows for more measures per home.

3

4

Technology Enhanced

eScore is delivered using tablet/Smart Phone technology that integrates data faster and more efficiently.

Cost Effective

Streamlined processes reduce cost and support growing homeowner demand.



eScore is a Win / Win / Win

Homeowners



Highly **personalized** plan

Designed in **'homeowner speak'**

More comfortable home and **reduced energy costs**

Easy

Utility Companies



Lower the cost of saved energy

Improved customer satisfaction

Easy

Contractors



More **leads**

More **sales**

Rewards

Easy

Key Issues

Reduce paperwork



Eliminate pre-evaluation barrier



Improve value proposition for trade allies



Simplify reporting

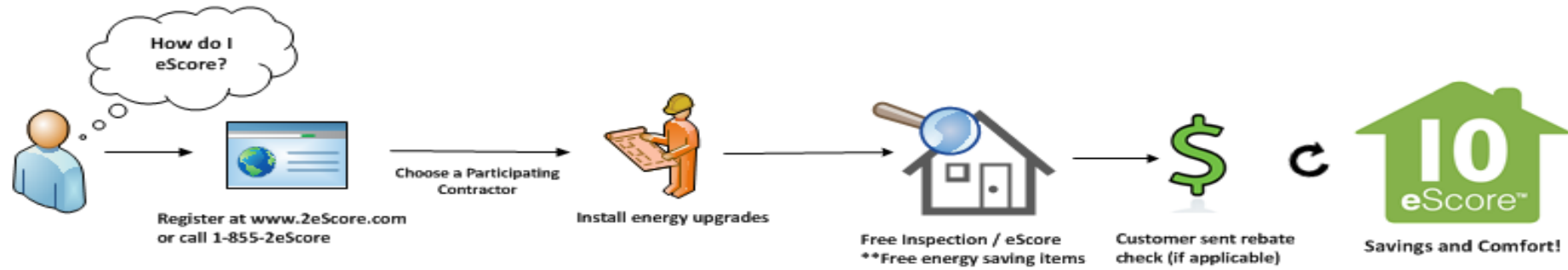


Move residents past 'one and done'



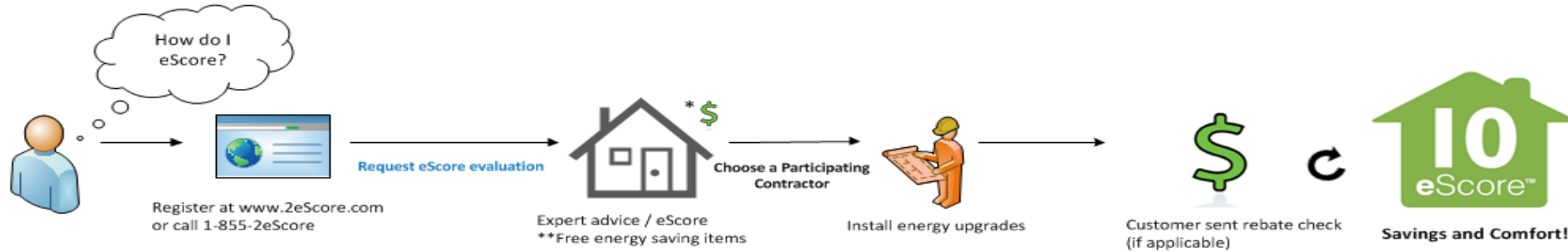
Two Paths to eScore

Contractor Path



**Up to 12 CFLs, and 2 low-flow showerheads

Pre-evaluation Path



* fee

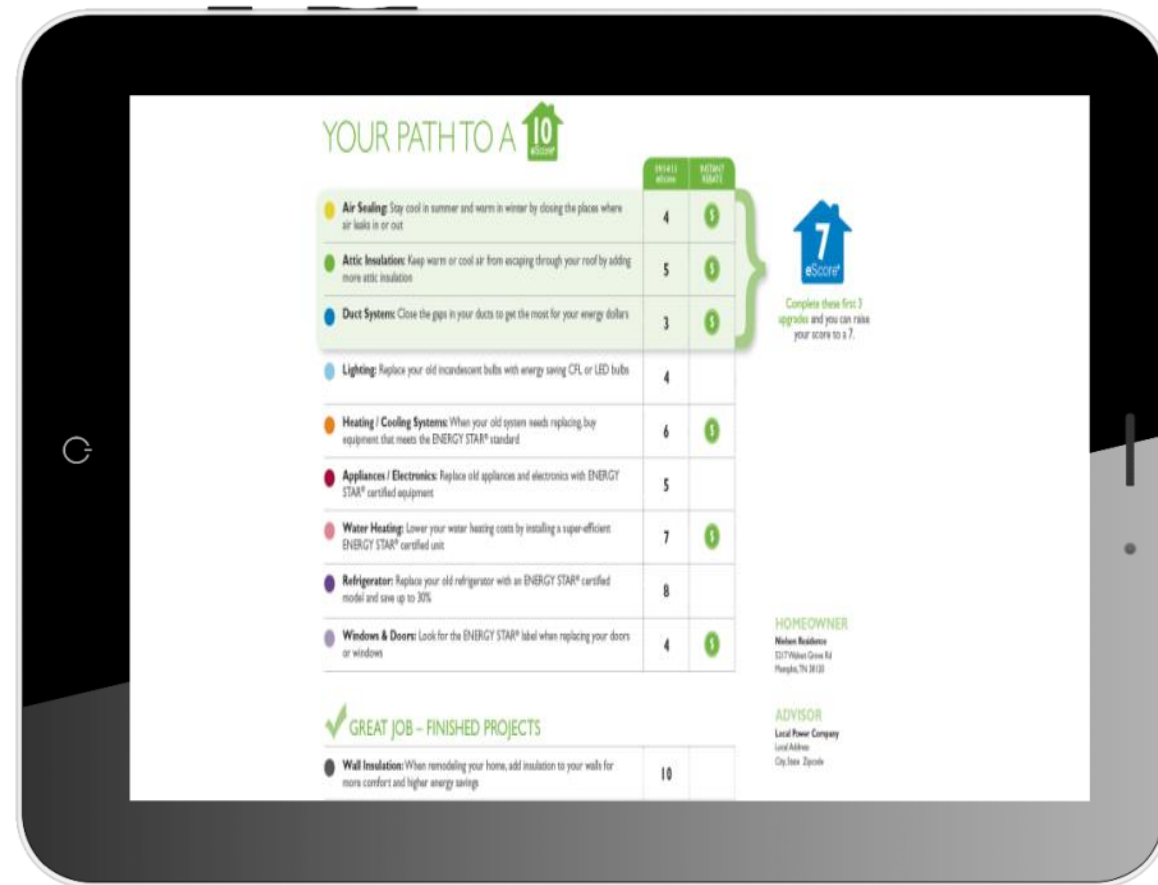
**Up to 12 CFLs, and 2 low-flow showerheads

Homeowner experience

Highly
personalized

Easy to
understand
1-10 Scoring

Customized
List of
recommended
upgrades



Multiple onramps
No paperwork
No pre-evaluation needed
Clear path to future upgrades

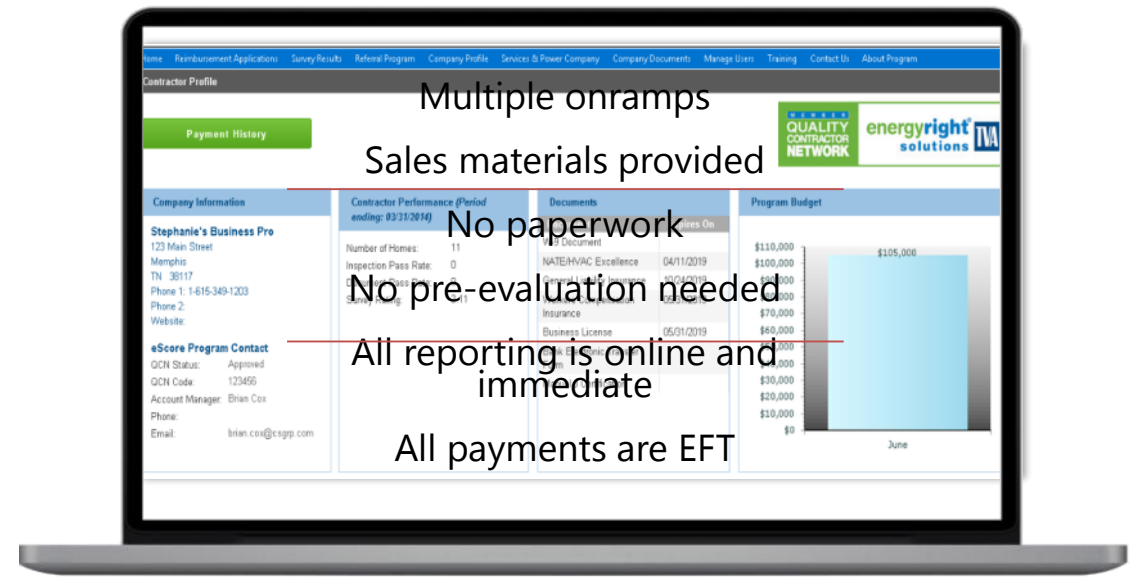
Contractor Experience

New business leads

Higher/Easier sales

Rewards

Easy to execute



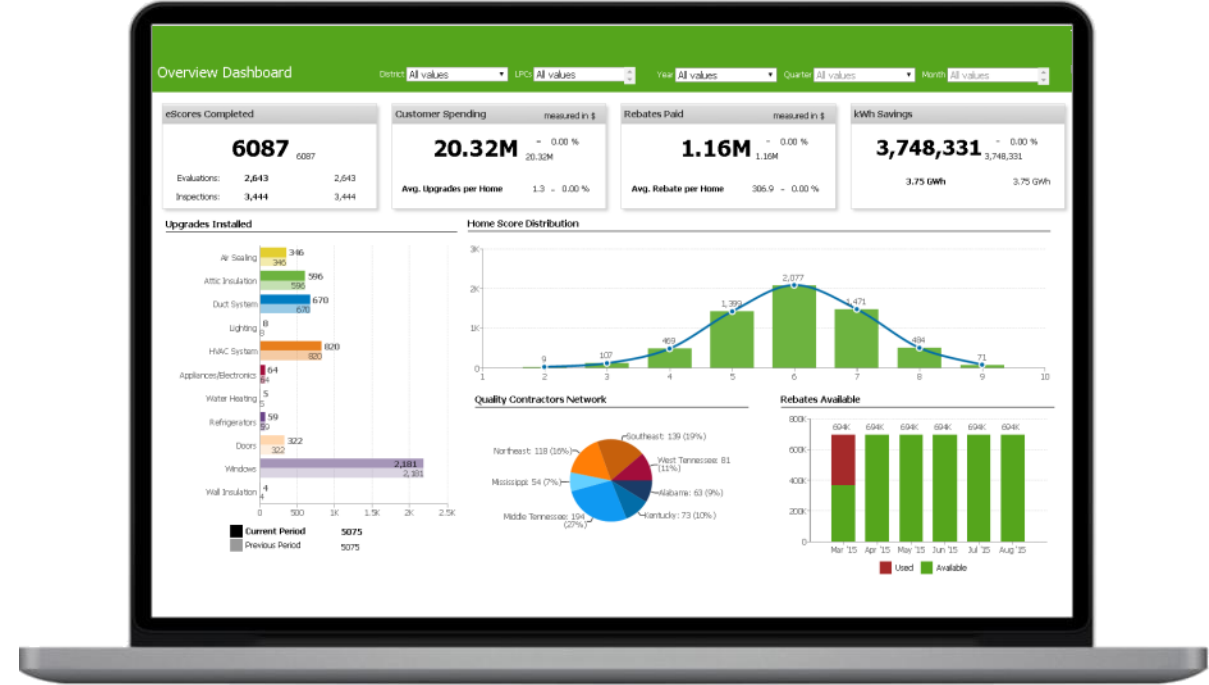
Utility Experience

Real time reporting

Easy

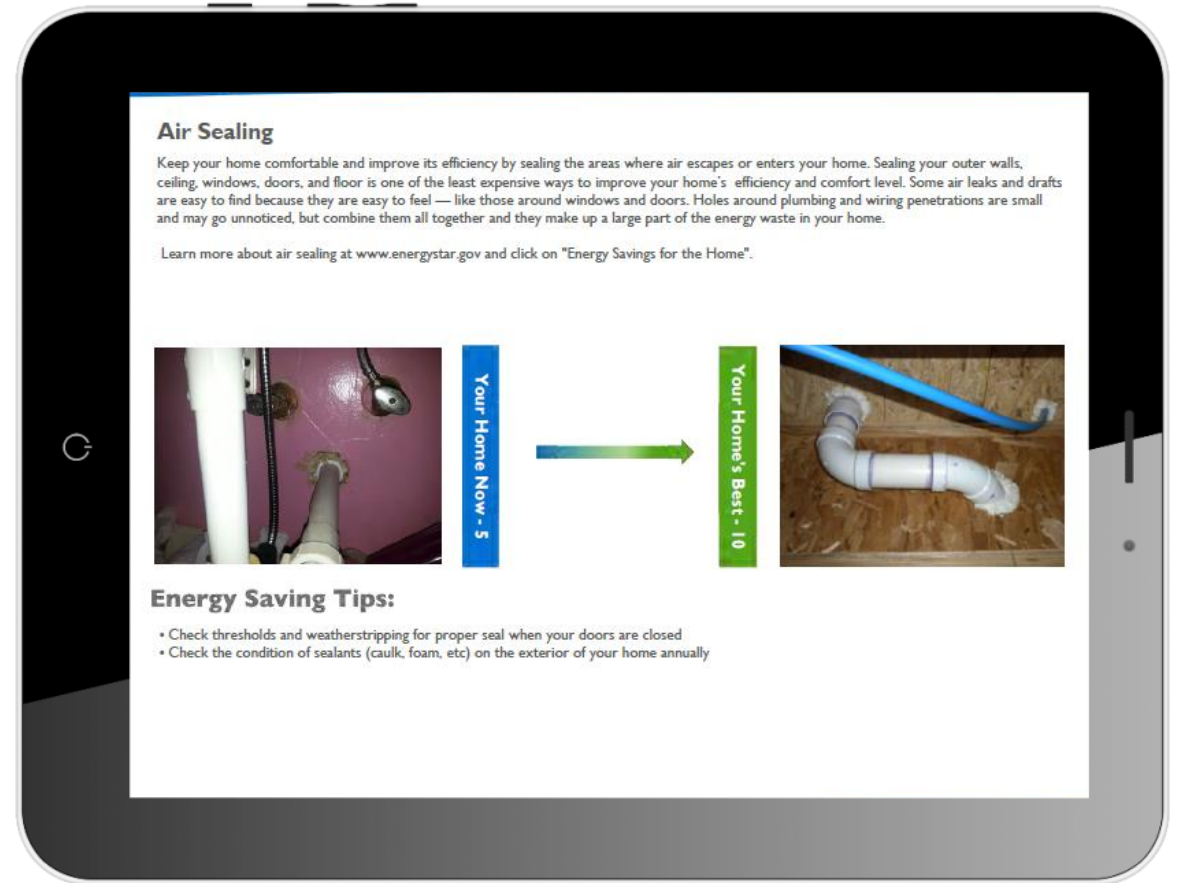
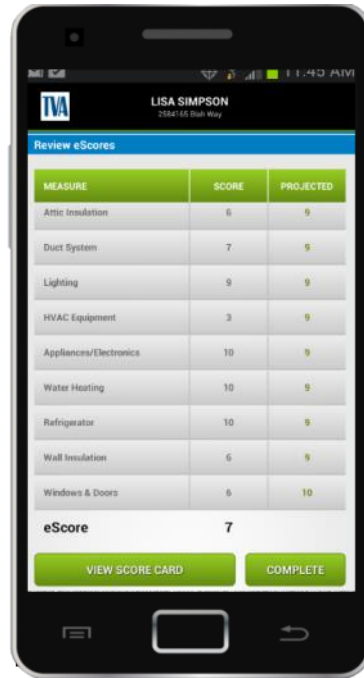
Paperless

Optimize Resources

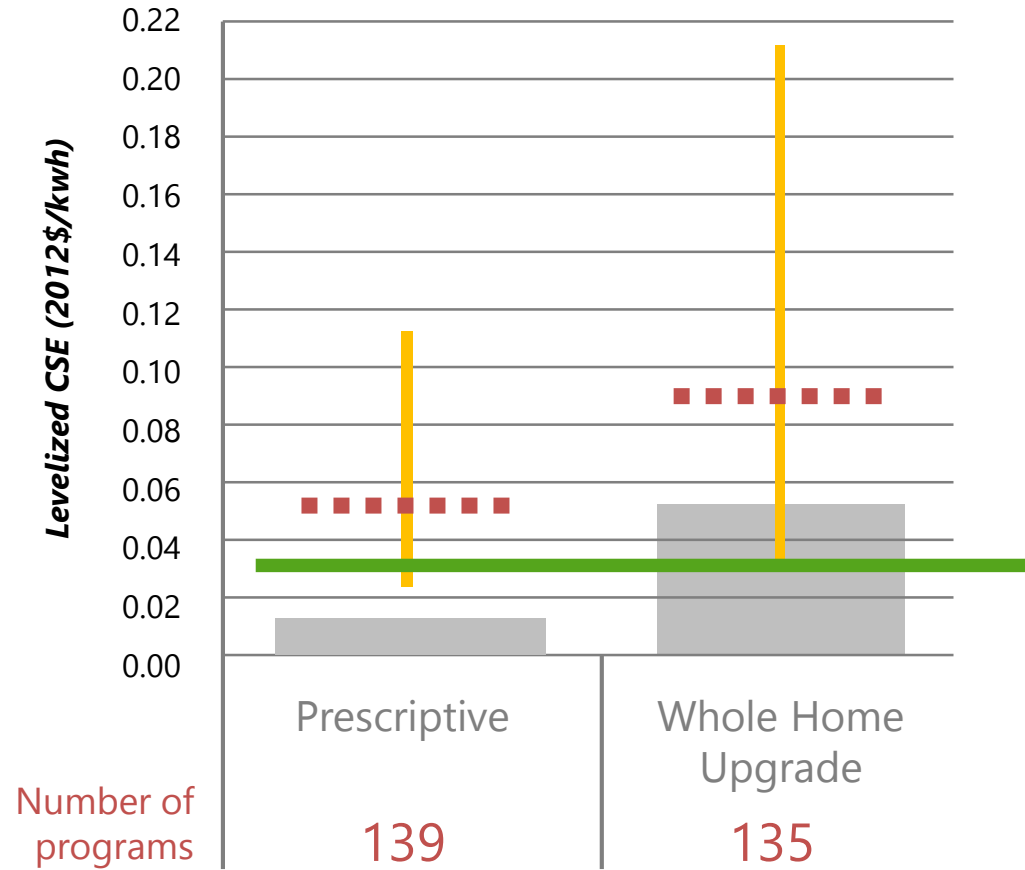


Lower Cost of Saved Energy

Energy Advisor Experience



eScore **lowers cost** of saved energy



eScore target < \$.03

■ Savings Weighted Average

■ Interquartile Range

■ Median

Recent Enhancements

Integrated eScore self-audit – automatically registers homeowner into eScore, provides immediate access to contactors/incentives

Retail eScore Partners – big box in-store presence, switches for lighting and appliance promotions

Off-Bill Financing – paperless, fast, convenient

Over 14,000 eScores since December 1 – over 15,000 installations, volume increasing

High Customer Satisfaction – evaluators 4.98/5, contractors 4.58/5

eScore is a Win / Win / Win

Homeowners



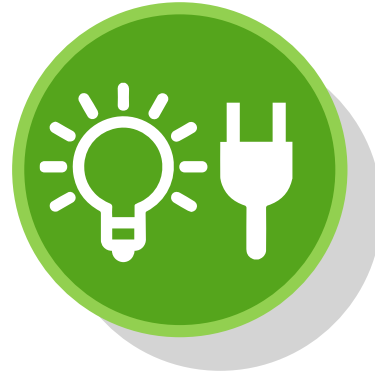
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