

Addressing Customer Energy Concerns through Strategic Utility Engagement

Improving Customer Experience and Increasing
Participation with Energy Efficiency

October 2017

*Presented at the 2017 ACEEE National Conference on Energy
Efficiency as a Resource*



WHEN *Experience* MATTERS



TODAY'S TOPICS

- Supporting utility and customer needs
- Marketing Energy Efficiency Services
- Impacting utility goals



PROGRAM BACKGROUND

- Client Goals
 - Increase participation with statewide DSM program
 - Increase customer satisfaction
 - Cost Effective customer service
- Program
 - Managed Accounts
 - Account Manager support
 - Business Accounts
 - Non-managed business account support



ENERGY EFFICIENCY SERVICES OFFERED

Energy Efficiency Assistance

- Rate Class Assistance
- Energy Analysis
- Energy Management Tools
- Payback/Energy Saving Calculations

On Site Assessments

- Level 1, 2, and 3 (Technical Audits)

Benchmarking and Energy Performance Indicator



ENERGY EFFICIENCY SERVICES OFFERED

Energy Teams

- Participation and facilitation

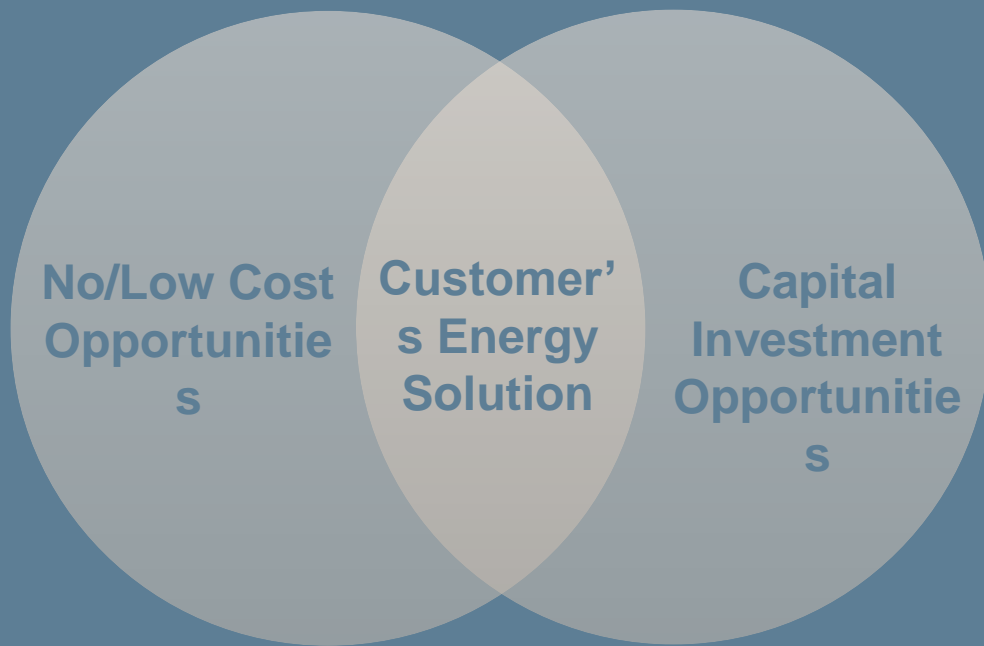
Data Logging

Sub-metering

Supplementary Services in 2017

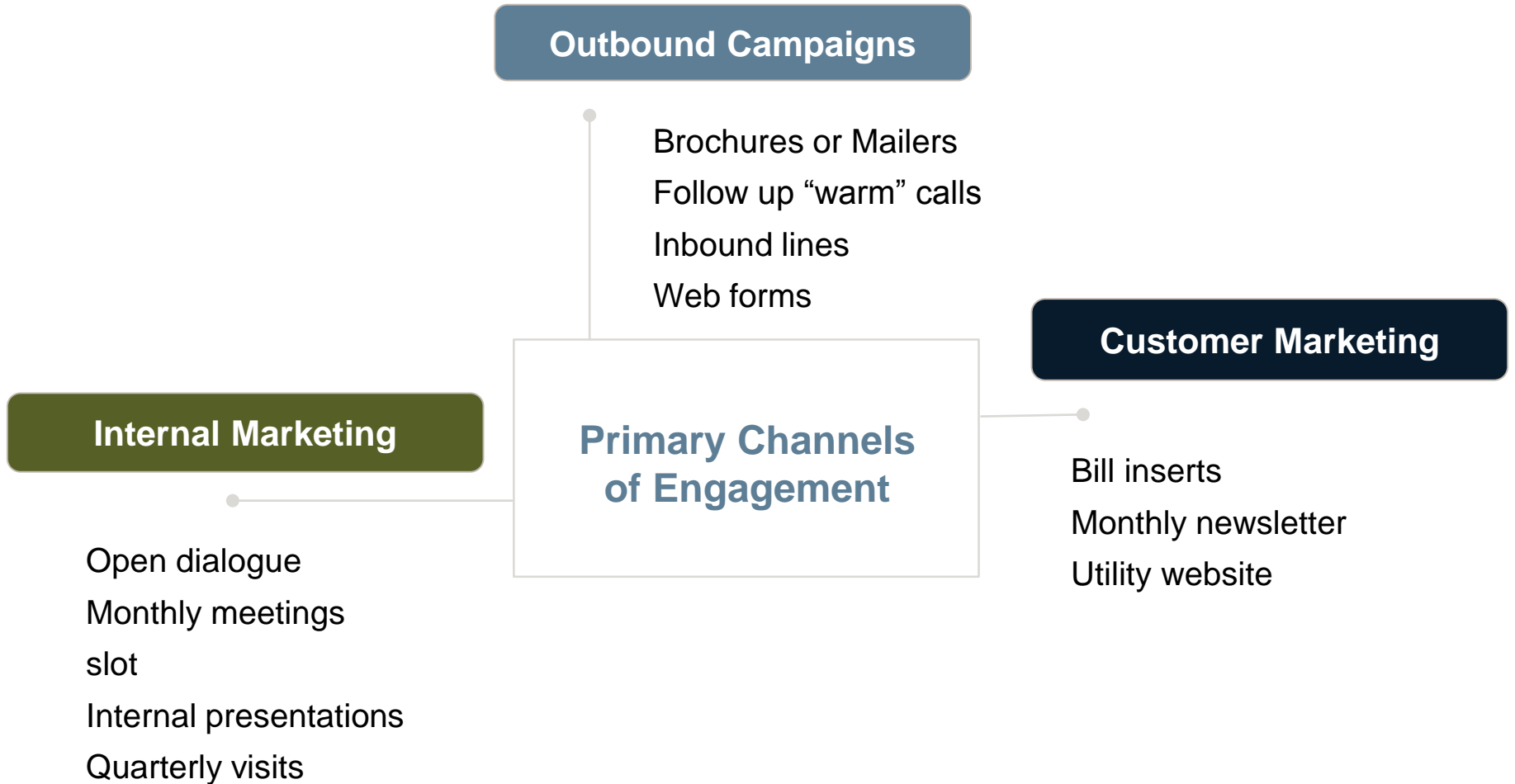
- Project Assistance
- Data Center Assessments

IDENTIFY CUSTOMER OPPORTUNITIES



Working with customers to identify opportunities and provide cost effective solutions.

MARKETING ENERGY EFFICIENCY SERVICES



MARKETING ENERGY EFFICIENCY SERVICES

State DSM Programs

Associations and Events

State or City actions

- Events and trade shows
- Programs and initiatives



IMPACT ON STATE DSM PROGRAM



- 2014 incentive impact
 - \$718,951 incentives



- 2015 incentive impact
 - \$1.15 million incentives



- 2016 incentive impact
 - \$1.79 million incentives

IMPACT ON CLIENT'S CUSTOMER SATISFACTION

TQS – Satisfied
with Energy
Efficiency

Satisfaction with
program's Energy
Advisor

Satisfaction with
utility

Program Mission Statement:

To achieve *excellence* in customer service while providing customized solutions based on individual needs or concerns.

QUESTION S



WHEN *Experience* MATTERS

THANK YOU

Franklin Energy™

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