Designing Programs to Win Hard-To-Reach Communities and Capture Aggressive Energy Savings

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The Importance of Delivery

Our utility EE programs have taught us that managing customer touches is the real key to being able to ensure the high participation necessary to meet program goals. Two factors in particular stand out:

- Customer Engagement
- Managing the Quality of the Service Delivery (especially 3rd Parties)
Actionable Segmentation

- Right Product
- Right Message
- Right Customer
- Right Messenger
Which Influencers are Most Effective in the Last Mile of EE Delivery?

- Home appliance retailers
- Home improvement industry
- Eco-marketers

- ENERGY STAR
- Utility rebates/incentives
- EE measure suppliers, installers, technicians
- EE program administrators

- “I got a guy…” – trusted contractor or handyman
- Community associations
- Affinity groups
- Friends
- Family

Network of personal influencers
Focus on the Influencers

- Community Action Partnership of Colusa, Glenn & Trinity Counties
- Oakland Citizens Committee for Urban Renewal (OCCUR)
- Lao Family Community of Stockton
- Inquilinos Unidos (IU)
- Community Action Partnership of San Bernardino
Customer Experience Stream

Multiple customer interactions exist in every program.

35+ SUBCONTRACTORS

Marketing and Outreach
Energy Specialist: Customer Outreach
Energy Specialist: Customer Enrollment
Weatherization Specialist: Measure Installation
Weatherization Specialist: Duct Testing and Sealing
Weatherization Specialist/NGAT Technician: NGAT
Appliance Subcontractor: Refrigerator Installation
Appliance Subcontractor: Refrigerator Grounding
RHA Field Staff: Post QA
The ROI of Customer Engagement

The quality of each engagement matters

- **Customer Interaction**
  - **50% Satisfied**
    - 5% Do Not Re-engage
    - 95% Re-engage
  - **35% Mollified**
    - 25% Do Not Re-engage
    - 75% Re-engage
  - **15% Dissatisfied**
    - 70% Do Not Re-engage
    - 30% Re-engage

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Nurturing a Positive Customer Experience

- Manage customer interactions
- Be culturally sensitive
- Consider the context
- Make the participation process painless, easy, and quick
- Find out how to stay connected
Building Capacity

- Set high expectations for customer service
- Develop and support the messenger
- Use technology at point of service delivery
- Integrate customer service representatives (CSRs) with field personnel
...staying human and connected

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