Getting Down to Business: How On-Site Feedback Unlocks Savings

Anne Dougherty
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There is more to Success than Deployment

• Giving feedback does not equal success

• Success requires:
  - Pro-active customer-service focus
    • Follow-up, follow-up, and more follow-up
  - Relevant and meaningful information
  - A champion or leader in the organization
A Look into a Small Business EID Pilot

• **Program:**
  – Small Business EID pilot of 41 highly varied participating businesses
    • Warehouses
    • Car washes
    • Tanning salons
  – Participants received EID with supporting installation and FAQ materials

• **Research Approach:**
  – Conducted two quantitative surveys
    • One month after install
    • Three months after install
  – In-depth interviews after six months
  – Forthcoming impact evaluation
A Leader or Champion

Not-Working: 10 customers (25%)
Device is currently not working or uninstalled

Not-Engaged: 12 customers (30%)
Device is installed, but referenced less than once a week, information is not relevant

Engaged: 17 customers (43%)
Device is installed, referenced more than once a week, information is perceived as useful

Pro-Active Customer Service
Meaningful and Relevant Information
A Leader or Champion
Get the Device Working: Pro-Active Customer Service

• Some are just curious
• For others it’s not that they don’t want to
  – it’s just so easy to forget

“It was still on my part that I should have called them. I didn’t, you know? I can’t really lay it on somebody else that I didn’t do it.”
Get the Device Working: Pro-Active Customer Service

• It’s not as simple as you might think – or at least, customers want more help

“All I recall is seeing the instructions, like a little manual or a sheet or something in the box with it, because I did open it up and then it just got misplaced. I think I was under the impression that somebody would come help me and explain it to me, but that never happened.”
Resonate: Provide Meaningful Information
“I mean, I don’t really know how to interpret the data.... I thought the device was really cool. I had customers comment on it. I guess I just didn’t understand, and so therefore to me it was just a waste of countertop space that I was feeding electricity.”

“My problem is I just don’t understand the data. It was kind of a big let down. I was kind of disappointed. It’s like I’m a pretty smart guy. I’m computer savvy. Why don’t I understand this data?”
Resonate: Provide Meaningful Information

Now what?

“I’m not very impressed with it and I haven’t really used it as much as I was hoping I would. I haven’t gotten any information out of it that has proved helpful in our quest to become more energy efficient.”

Not-Engaged: 12 customers (30%)
Get Savings: Follow-up & Identify Triggers

• Passive Businesses:
  – Solutions were not obvious
  – Energy information did not vary enough to prompt action
  – Energy users did not feel empowered to take action

“It is not a priority for my boss. I think everyone is for saving money, but that’s generic. When you get down into the real nitty-gritty, that’s where she becomes impatient, and we have so much else going on.”
Get Savings: Follow-up & Identify Triggers

• Active Businesses:
  – Leaders had clear ideas
  – There was a sufficient trigger
  – The device is ordered by (and proximate to) a decision-maker

“We set the programmable thermostats back more so the air conditioner doesn’t run as long. We can also tell like when the air compressor’s running in the shop.”

Engaged:
17 customers (43%)
Get the Device Working

Consider delivering information or conducting training to go over what customers may expect when they install the device. This will help customers get to know the device before they install it.

Contact customers close to the day that they receive the device. Confirm that they received the device and walk them through any immediate issues. This is the period when customers get their ‘first impression’ of the device, and they often do not know what to do on their own.

Follow up at least once with customers who indicated having technical issues in the initial contact. Customers who have problems are not always going to contact Utility about them. Customers with continued technical issues may need Utility to install the device for them.
Help customers devise a savings strategy or roadmap, either with individual facility recommendations or sector-specific fact sheets. This will educate customers on ways to save electricity before they install the device.

Send information with the device that lists equipment that most commonly uses the most energy and offers tips for how to reduce usage. This provides customers with on-hand information to refer to when energy usage is high.
Follow-up & Identify Triggers

Expand outreach and guidance: Customers may already have plans in place, but more outreach here will help them identify new opportunities for savings, sustain their motivation, and ensure their follow through.

Consider dovetailing with other informational programs (such as audits or benchmarking): The device can be used to show immediate and ongoing impacts of other Utility programs.

Consider targeted push notifications: The notifications can offer specialized savings recommendations by sector.
Find the Leader or Decision Maker

Make them pay to play and screen for the decision maker: Screen for the business owner and require that he/she pay for the device.

Coach Businesses to Identify and Reward a Champion: Encourage businesses to empower a champion to motivate and encourage others.