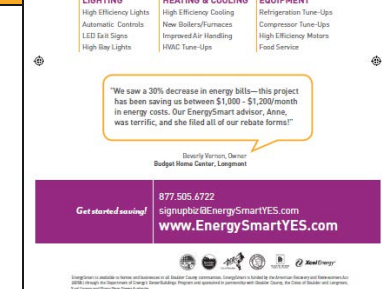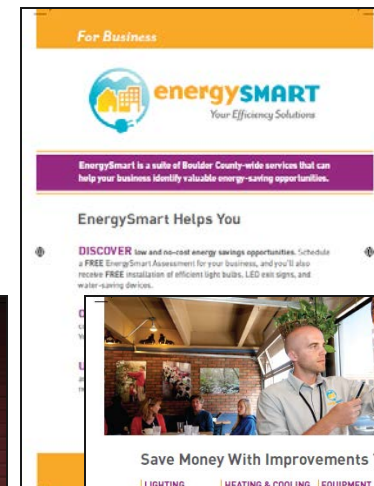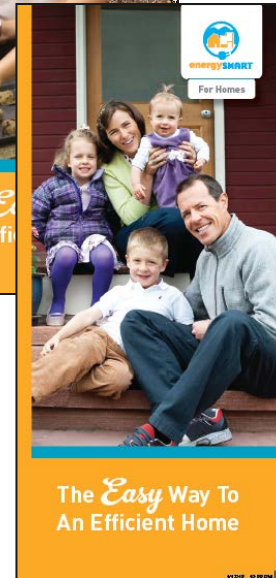energySMART

Your Efficiency Solutions

Agenda

- **EnergySmart Overview**

- **Program Evaluation Overview**

- **Customer Database**

- **Customer Satisfaction Survey**

- **Informal Feedback**

EnergySmart Overview

- **County –Wide**
- **Residents and Businesses**
- **Advisor Model**
- **Rebates & Financing Available**
- **Residential Assessment Fee**

Importance of Program Evaluation

- **Identify Successes**

- **Determine Necessary Improvements**

- **Provide Quality Customer Service**
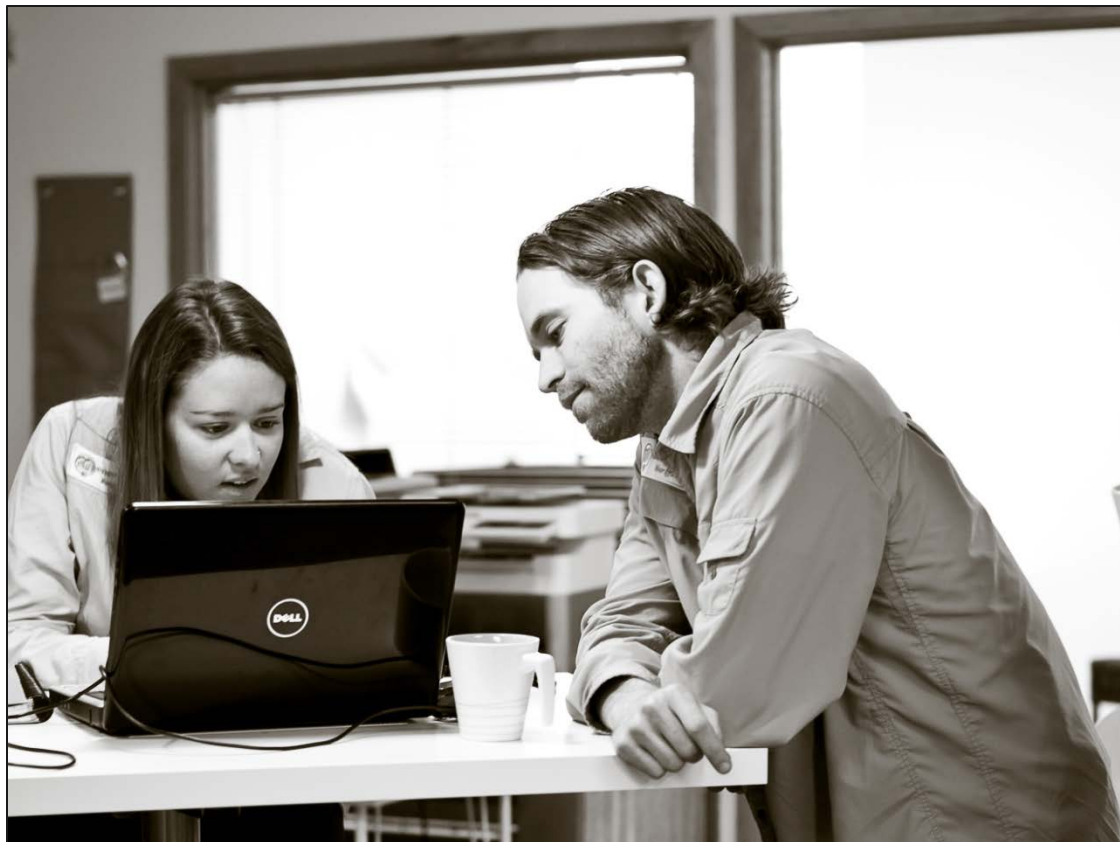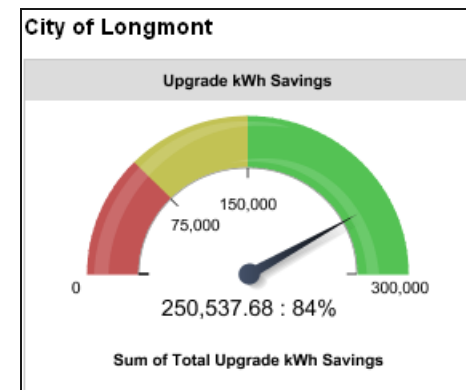 - **Eliminate Barriers**
  - **Target Trends**

Customer Database

Customer Database

- **All Data is Collected**
- **Access Based on Job Title**
- **Data Exported for Reporting**

Customer Database - Dashboards

- **Real Time Data**

- **Used to Identify Trends**

- **City of Longmont Promotion**

  - **172 sign-ups in 2011**

  - **402 sign-ups in 2012 (so far)**

City of Longmont

Total Enrollment

570 : 17%

Record Count

City of Longmont

Upgrade kWh Savings

250,537.68 : 84%

Sum of Total Upgrade kWh Savings

Customer Database – Task Integration

Challenge

Solution

Results

Making sure Energy Advisors were reporting all their notes into the database

Integrate payroll time cards into database

Accurate and detailed reporting

Customer Database – Lessons Learned

Benefits
- **Identify and Correct Program Issues**
- **Monitor Energy Advisors' Progress**
- **Prioritizes Work Load**
- **Ownership of Performance**

Challenge
- **Limited System Development Resources**

Customer Satisfaction Survey

Customer Satisfaction Survey

- Distributed to All Residential Participants
- 10% Response Rate
- 96% Recommend Services
- 12 Multiple Choice Questions
- 6 Demographic Questions
- Results Reviewed Weekly

![energySMART - Your Efficiency Solutions]

Customer Satisfaction Survey – Contractor Scheduling

Complaint	Response	Results
Lack response & professionalism	Code of conduct	Quality customer service

Customer Satisfaction Survey – Contractor Scheduling

Complaint	Response	Results
Lack response & professionalism	Bidding parties	Fast response and job completion

Customer Satisfaction Survey – Audit Reports

Complaint

Response

Results

Long and confusing

EnergySmart auditor pool / customized report

Easy to follow and understand next steps

Customer Satisfaction Survey Lessons Learned

Benefits

•**Positive Feedback is Just as Important as Negative**

•**Great Resource for Testimonials**

•**Respond Promptly to Customers**

Challenge

•**More Cross Correlation of Results**

Informal Feedback

Informal Feedback – Lead Source

- **How Did You Hear About Us?**
- **Graph Displays:**
  - **Top 4 Lead Sources**
  - **1,000 Customer Responses**
  - **October 2011 – May 2012**
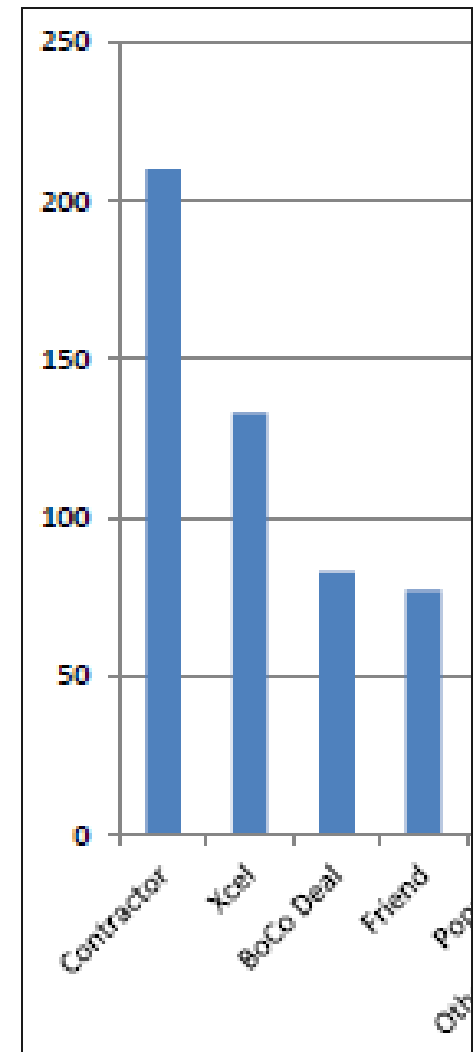
Informal Feedback – Contractor Follow-Up

- **Value of Contractor Pool**
- **Bringing Leads to EnergySmart**
- **Suggestions for Program Improvement**

Informal Feedback – Contractor Follow-Up

Challenge	Response	Results
Job locations and reciprocal benefits	Presentation to sales team and coupon code	More leads brought to the program

Informal Feedback Lessons Learned

Benefits
- **Improve Marketing and Outreach Strategies**
- **Valuable Input from Program Promoters**

Challenge
- **Unsatisfied Customers**

Summary

- **Customer Database - Measures a Program's Success**
- **Customer Satisfaction Survey – Maintains a Positive Image in the Public's Eye**
- **Informal Feedback – Provides Marketing and Outreach Opportunities**

Want to Learn More?

Melissa Glickman

303-441-3517

mglickman@bouldercounty.org