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)
Customer Database – Task Integration

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

**Solution:**
Integrate payroll time cards into database

**Results:**
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
Customer Satisfaction Survey – Contractor Scheduling

- **Complaint:** Lack response & professionalism
- **Response:** Code of conduct
- **Results:** Quality customer service
Customer Satisfaction Survey – Contractor Scheduling

Complaint: Lack response & professionalism
Response: Bidding parties
Results: Fast response and job completion
Customer Satisfaction Survey – Audit Reports

Complaint: Long and confusing

Response: EnergySmart auditor pool / customized report

Results: 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: Job locations and reciprocal benefits

Response: Presentation to sales team and coupon code

Results: 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?

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