

Successfully Engaging the Hard-to-Reach Customer

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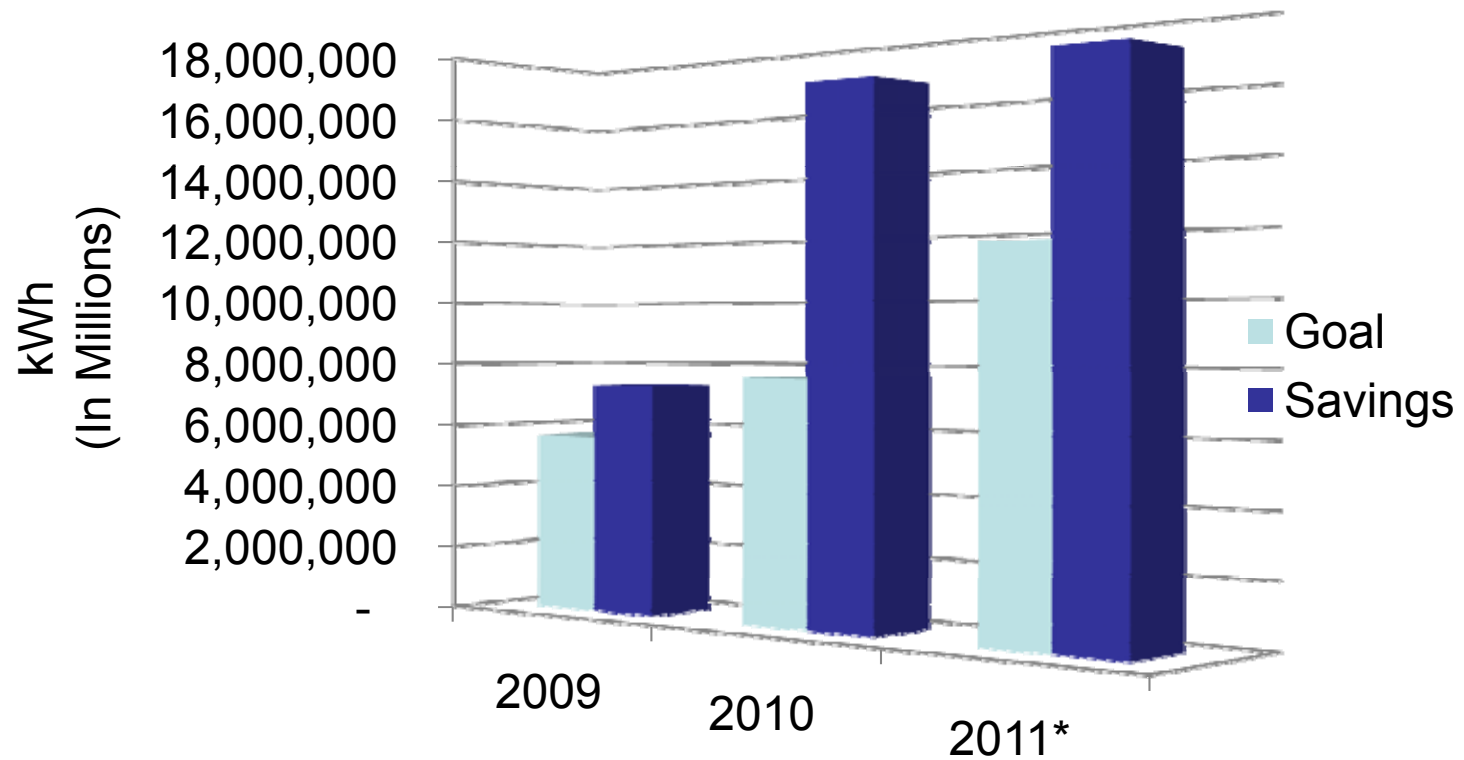
Small Business Defined

- ≤ 100 kW Demand
 - ≤ 50 kW Demand, ≤ 200 kW Demand...
 - Number of Employees
 - Gross Sales
 - Square Footage
 - Type of Ownership
- Gas Program
 - $\leq 30,000$ Therms, $\leq 60,000$ Therms

Small Business Defined

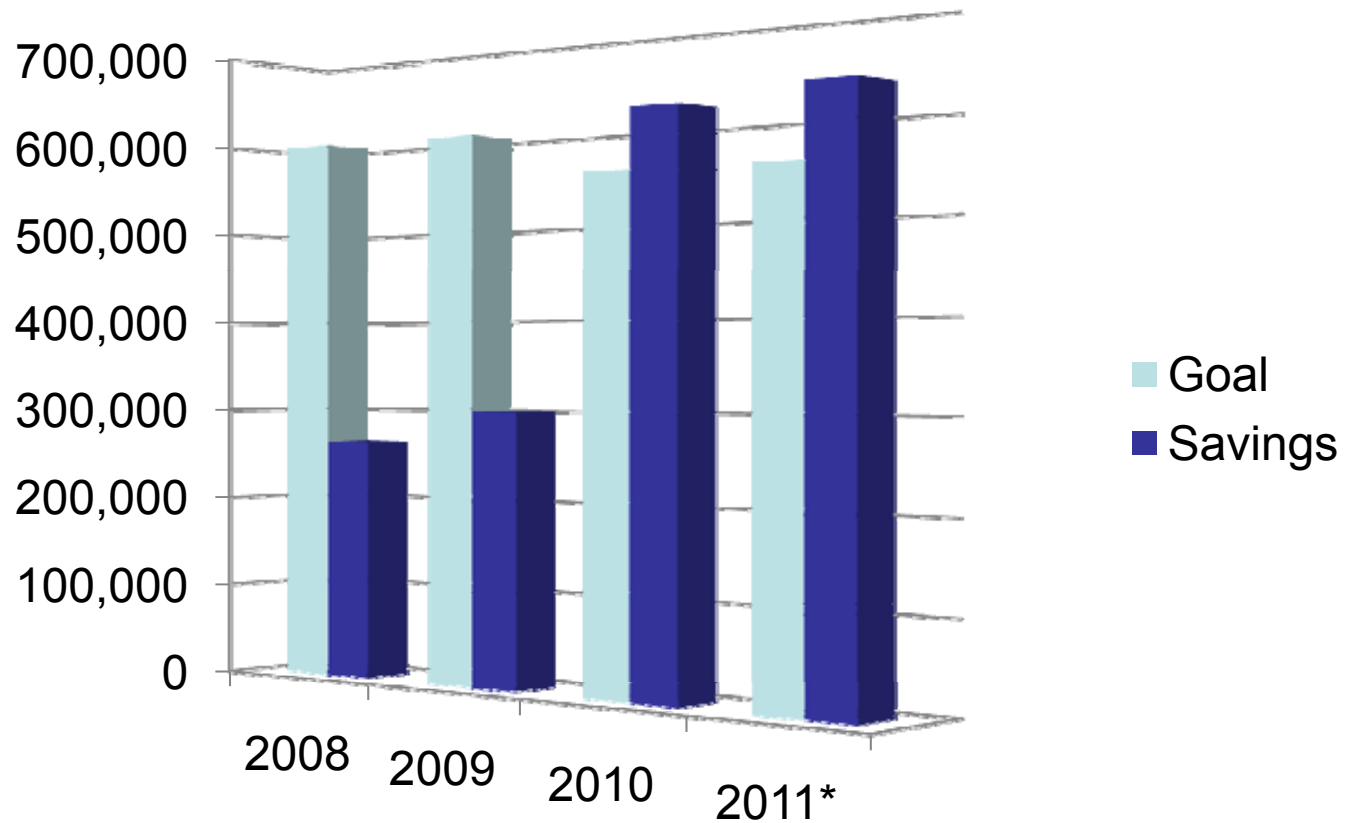
- Program Parameters
 - kW and/or kWh
 - Chains
 - Franchises
 - Lighting only
 - Gas only or Electric only
 - Single Utility vs. Multiple Utilities
 - Business Sectors
 - Hospitality
 - Grocery
 - Healthcare

We Energies kWh Savings



*Projected 2011 Savings

We Energies Therm Savings



*Projected 2011 Savings

Market Options

- Office
- Retail
- Restaurants
- Lodging
- Grocery/Convenience
- Congregations/Churches/Houses of Worship
- Small Industrial

Choosing your Target Market

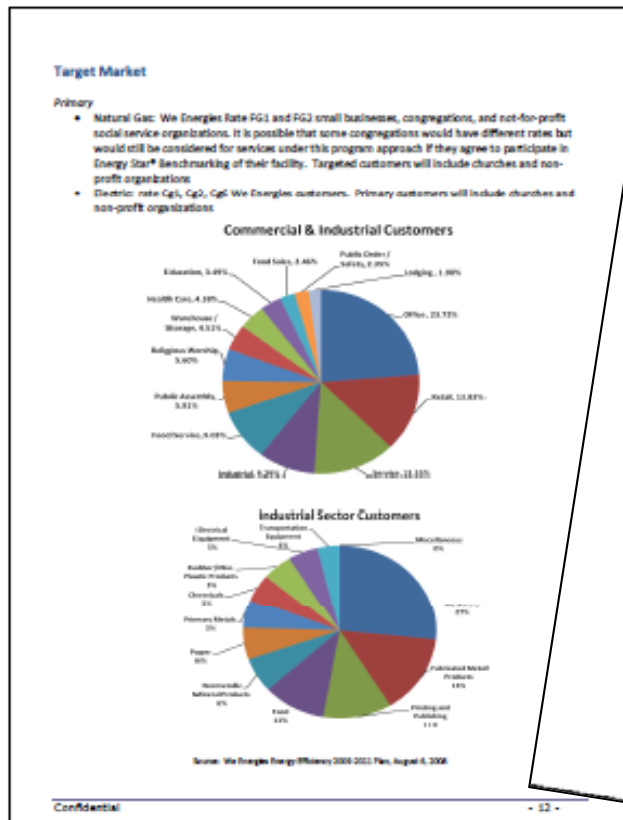
- Who uses the most energy?

	Energy Intensity	% Targeted
Office	4	10
Retail	6	5
Restaurants	1	35
Lodging	3	20
Grocery	2	25
Warehouse	5	5

Know Your Market

Marketing Plan

Market Segmentation



Tactics by Segment

Small Business Program Strategy and Tactics
ELECTRIC & NATURAL GAS PROGRAMS

LITERATURE

CASE STUDIES
Estimated Cost: \$1,000
Labor: 350 hours
Specs: 20" x 8.5" x 13", 4/c
Anticipated Response: N/A
Description and Objective: Commercial HVAC team leaders have identified opportunities for analysis to react to the customer that program participation is a smart, low-cost way to improve bottom line performance. Case studies are particularly effective in engaging smaller customers who seek to emulate the successes of similar businesses.

SEI SHEETS
Estimated Cost: \$2,700
Labor: 270 hours
Specs: 10" x 8.5" x 13", 4/c
Anticipated Response: N/A
Description and Objective: Existing sei sheets will need to be revised and updated to reflect current technologies. These sheets are distributed in various ways including trade shows, customer packets, and via association mailings. The content of these sei sheets can also serve as the platform for program email campaigns.

6-PANEL BROCHURE
Estimated Cost: 2400
Labor: 70 hours
Specs: 6-panel, 8.5" x 13" (total), 4/c
Anticipated Response: N/A
Description and Objective: Existing 6-panel sheets will need to be revised and updated to reflect current technologies. These sheets are distributed in various ways including trade shows, customer packets, and via association mailings.

SECTOR SPECIFIC DIRECT MAIL
Estimated Cost: 23500
Labor: 25 hours
Specs: 5" x 7" (total), 4/c
Anticipated Response: 2-4%
Description and Objective: Targeted messaging to specific market segments is an excellent way to promote initiatives unique to certain markets, such as Commercial Kitchens. The program

Segmented Outreach

DRY CLEANING LAUNDRY

A new wrinkle in energy savings.

we

Award-winning reliability at prices below the national average

- Relevance is key – speak the language of the customer!

Outreach

- Direct Outreach
 - Utility Database
 - infoUSA
 - Dun & Bradstreet
 - Selectory.com
 - Jigsaw
 - Referrals
 - Community Events
 - Target Marketing

Outreach

- Channel Outreach
 - Affinity Groups
 - Associations (Restaurant, Hotel etc.)
 - Chambers of Commerce
 - Rotary Clubs
 - Trade Allies
 - Contractors
 - Distributors
 - Equipment Suppliers

Challenges and Barriers

- Program Challenges
 - Finding the Decision Maker
 - Churn Rate
 - Attitudes
- Customer Barriers
 - Time
 - Knowledge
 - Capital
 - Energy is not a Priority

Services Offered

- Comprehensive Energy Assessment
- ENERGY STAR® Benchmarking
- Direct Install (DI) of Low Cost Measures
 - CFL's
 - Aerators
 - Thermostats
- Turn Key Trade Ally Market Models

Assessments

- Who should perform them?
 - Trade Ally
 - Leverage Efforts
 - More Cost Effective
 - Expert in Their Field
 - Program
 - Third Party Validation
 - Comprehensive Assessment
 - Control the Message

Effective?

- Community Events
 - Who showed up?
 - Trade Allies
 - Ineligible Customers
 - Target market does not attend
 - Better to look at affinity groups

Summary

- Ease of Participation
- Engage Trade Allies
- Case Studies
- Consistent Outreach & Education
- Measure, Monitor, Adjust & Control

Save the Date



22nd National Conference & Expo

February 6-10, 2012
Hilton San Diego Bayfront

