



# A Tale of Two Channels:

## Assessing the Effectiveness of a Small Business Direct Install Program

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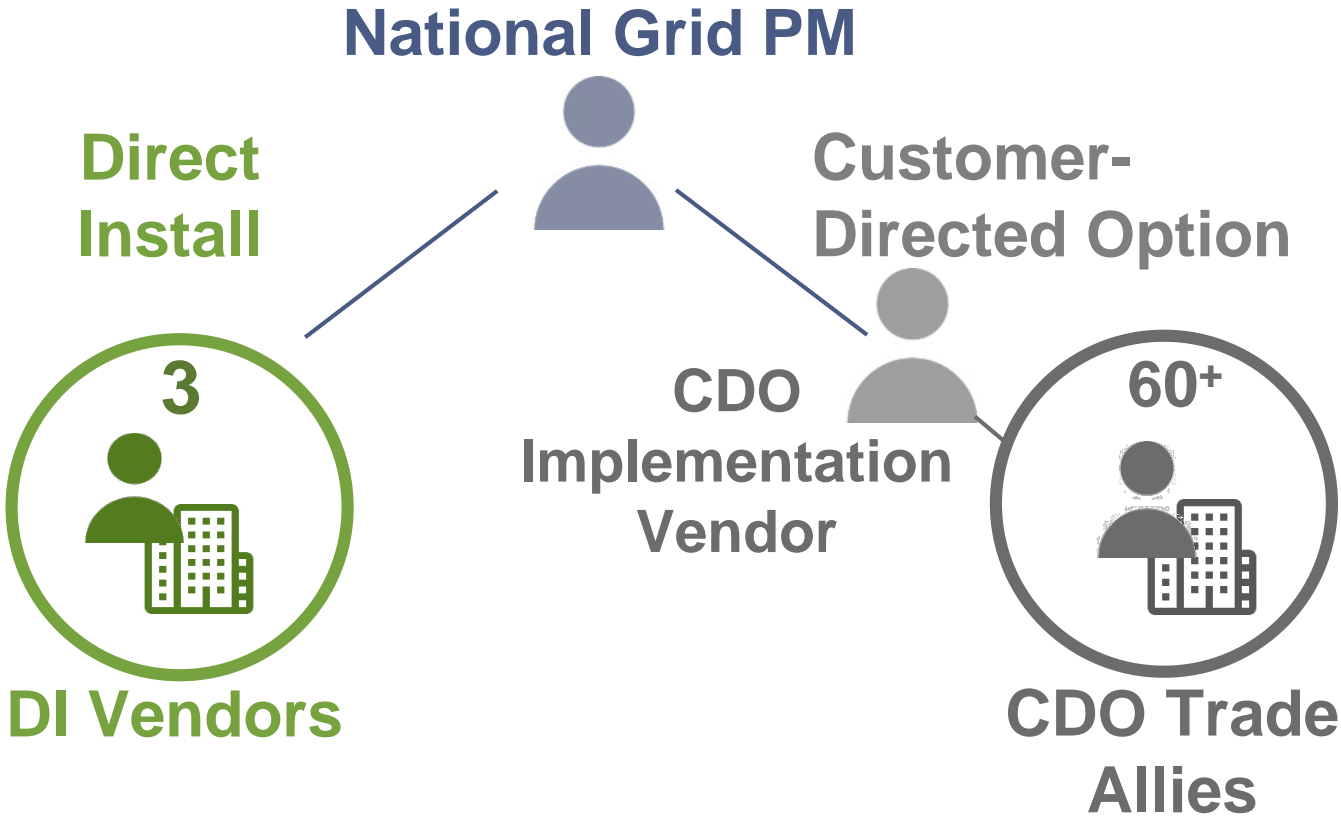
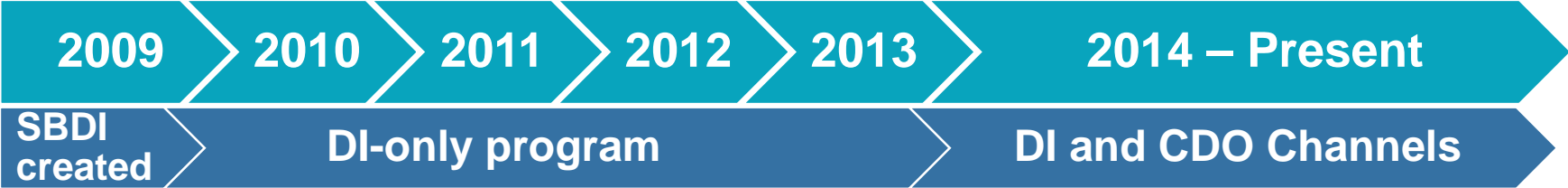
# Overview





- Average demand  $\leq 110\text{kW}$
- Free energy audit
- Savings analyses
- Direct installation services
- Interest-free on-bill financing
- Equipment recycling/disposal

# Program Background





- Assess relative effectiveness of the two channels
- Identify and understand challenges
- Assess customer experience and satisfaction



# Results



Program Data &  
Document  
Review



Stakeholder  
Interviews



Customer  
Survey



1

Marketing and Outreach; Market Segments

2

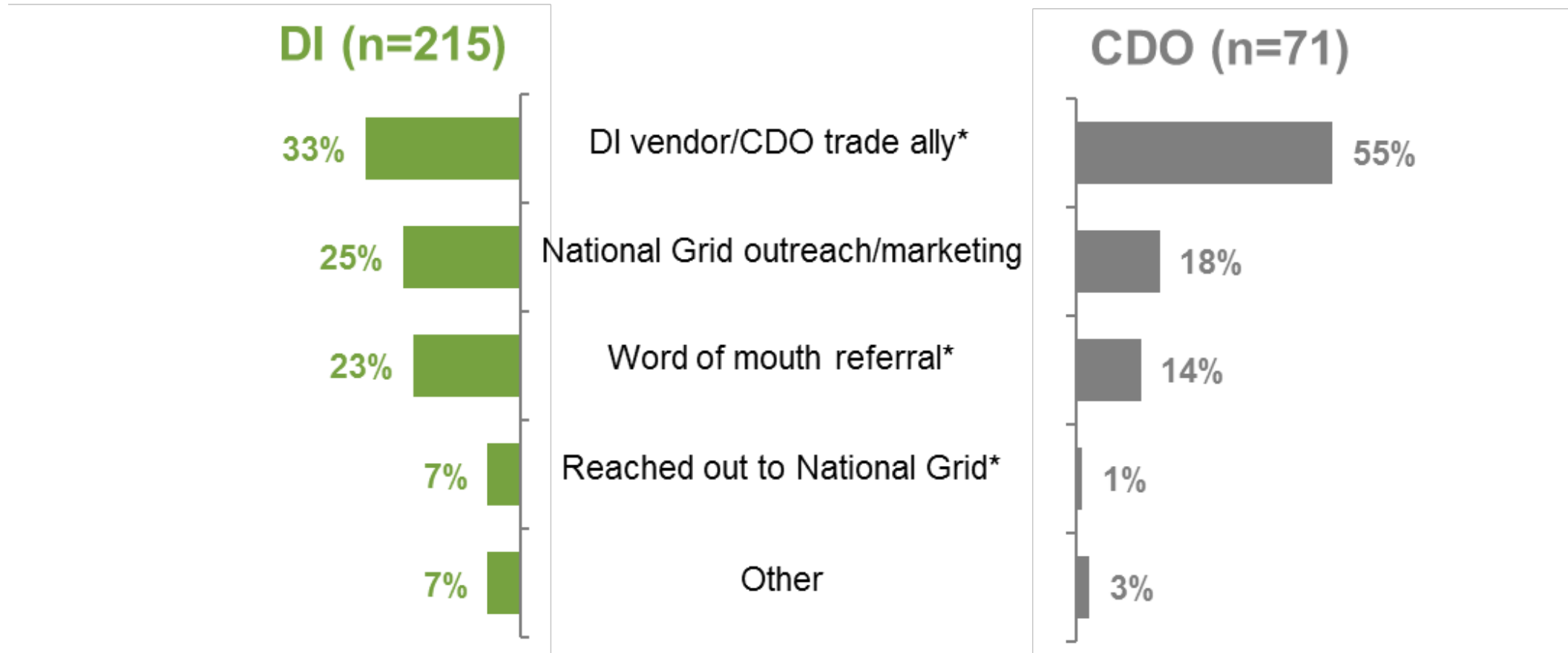
Payment Options

3

Customer Experience and Satisfaction

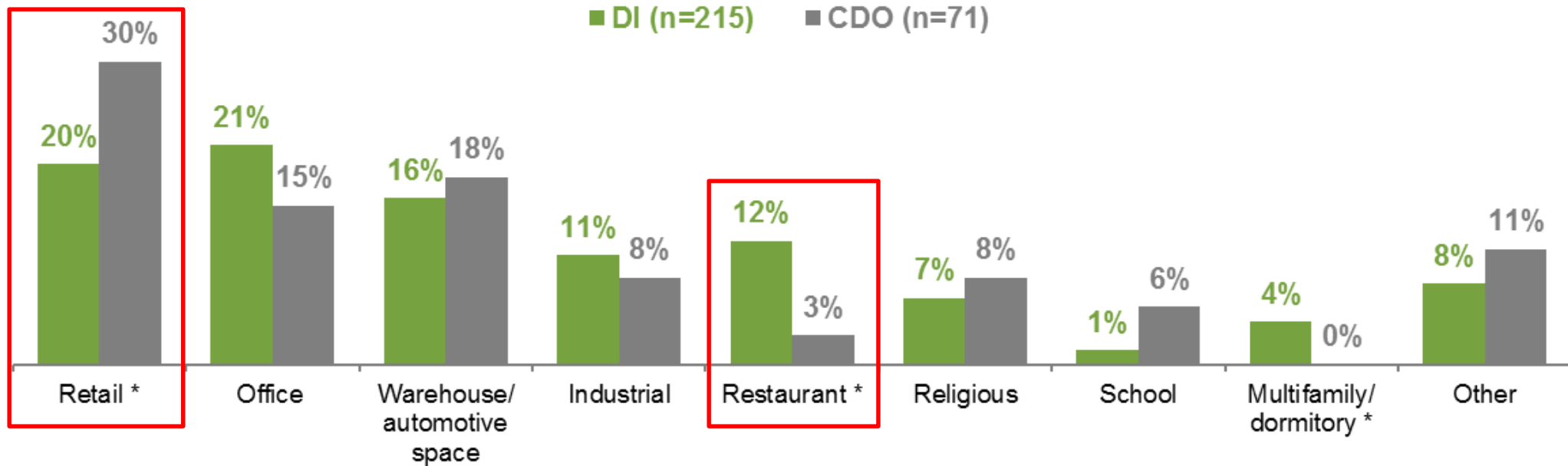


# Vendors and Trade Allies Are The Face of SBDI



\* Statistically significant difference at the 90% confidence level.

# Diverse Participants



Other includes grocery, firehouses (each 2%) municipal buildings, farms, and hospitals (each 1%).

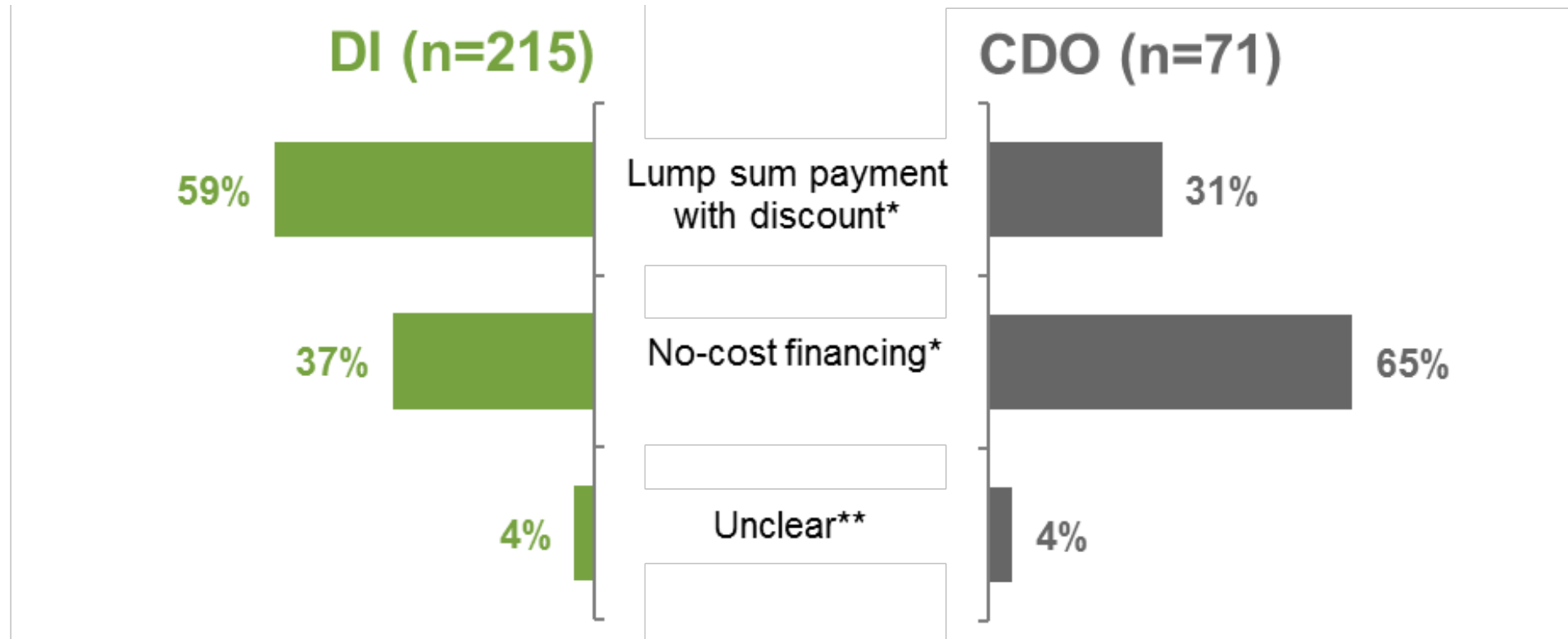
\* Statistically significant difference at the 90% confidence level.

It's an **important piece of the sales pitch**, particularly for projects that show a return on investment within 24 months.

It's a **huge advantage**. This is the only program that we run that has on-bill financing.



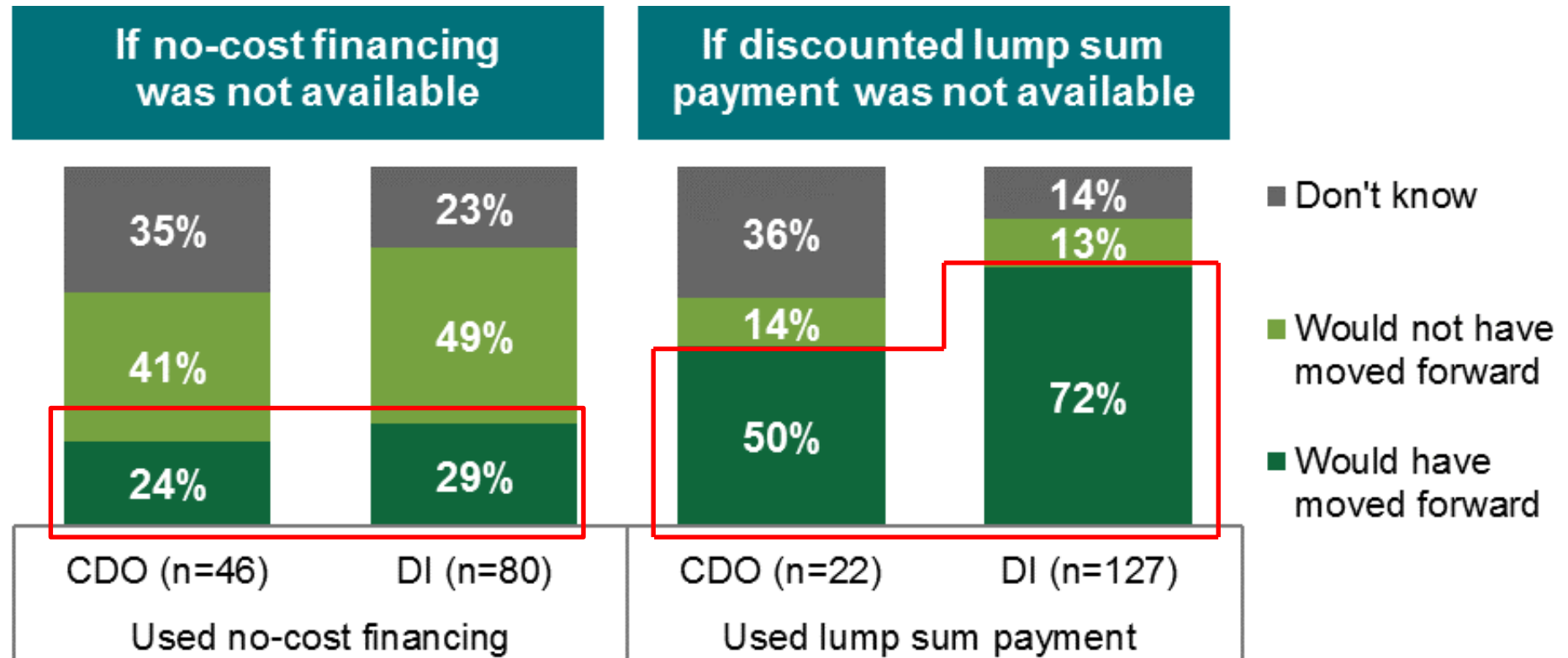
# Payment Options: Significant Differences by Channel



\* Statistically significantly at the 90% confidence level.

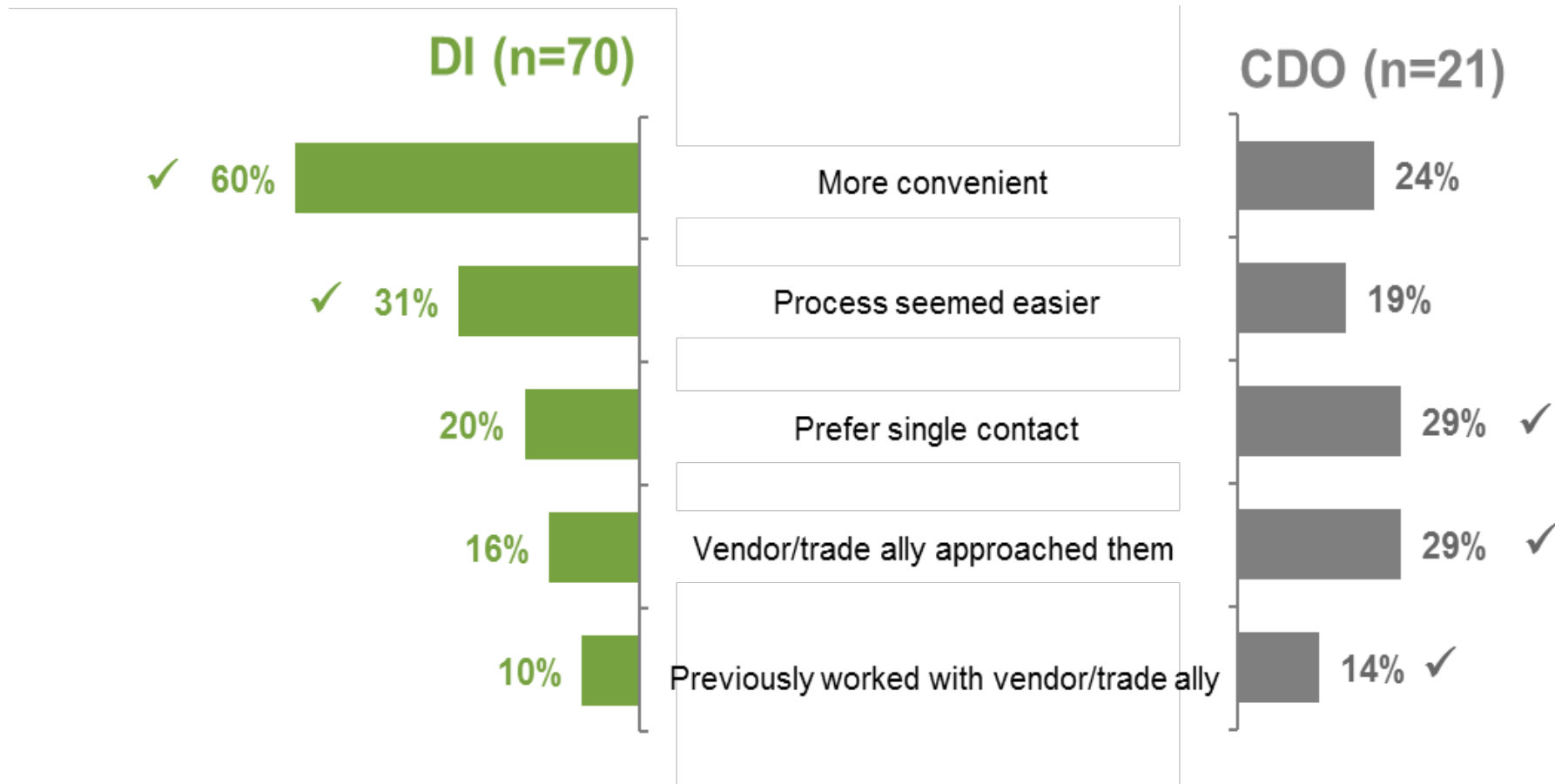
\*\* A small percentage of respondents were unable to confirm the path they took despite prompting based on program tracking data.

# Payment Plan Encourages Upgrades



These questions were asked only of respondents able to confirm their payment method.

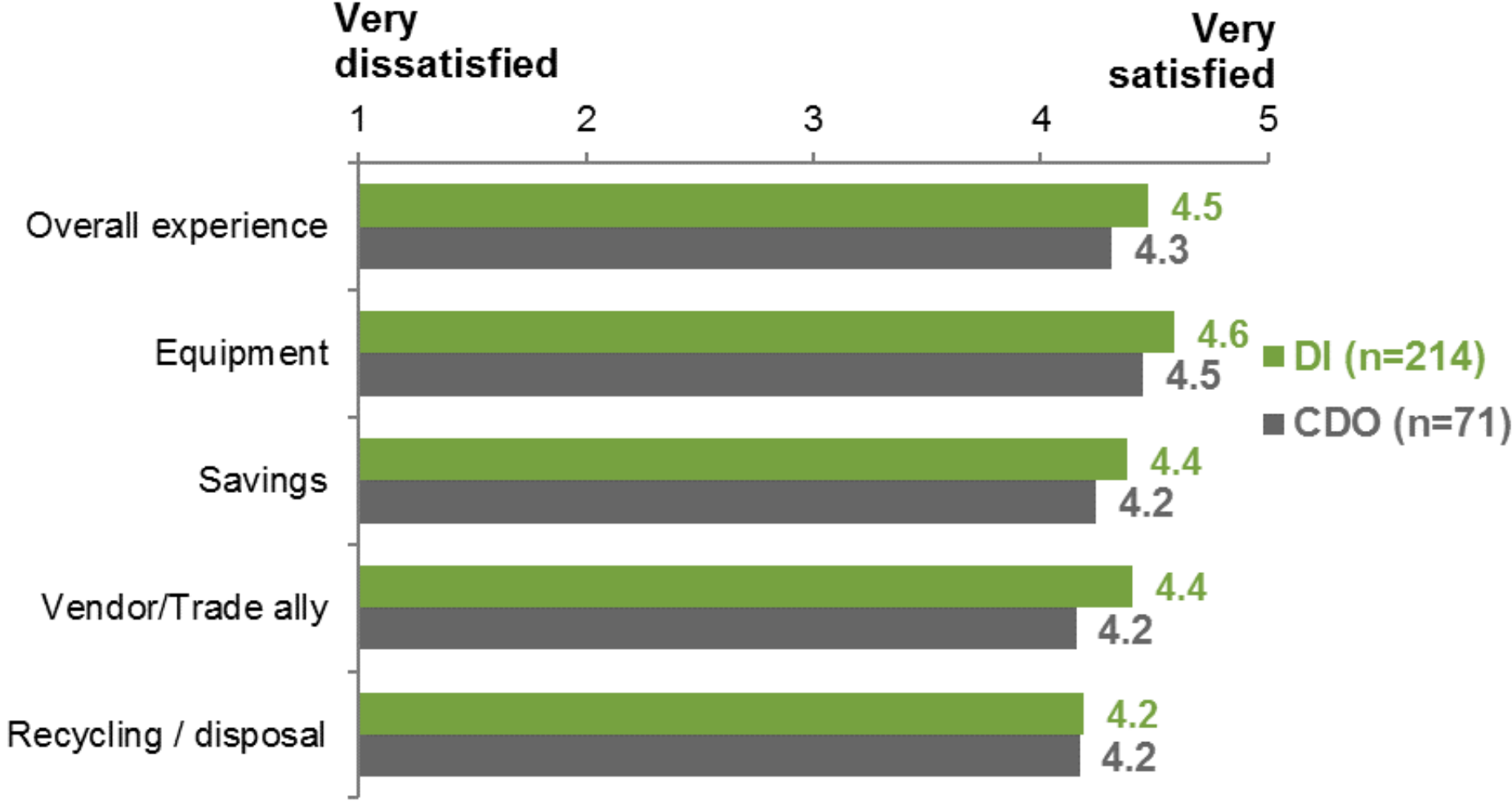
# Customer Experience



Multiple choice question; asked only of respondents aware of the two participation options.

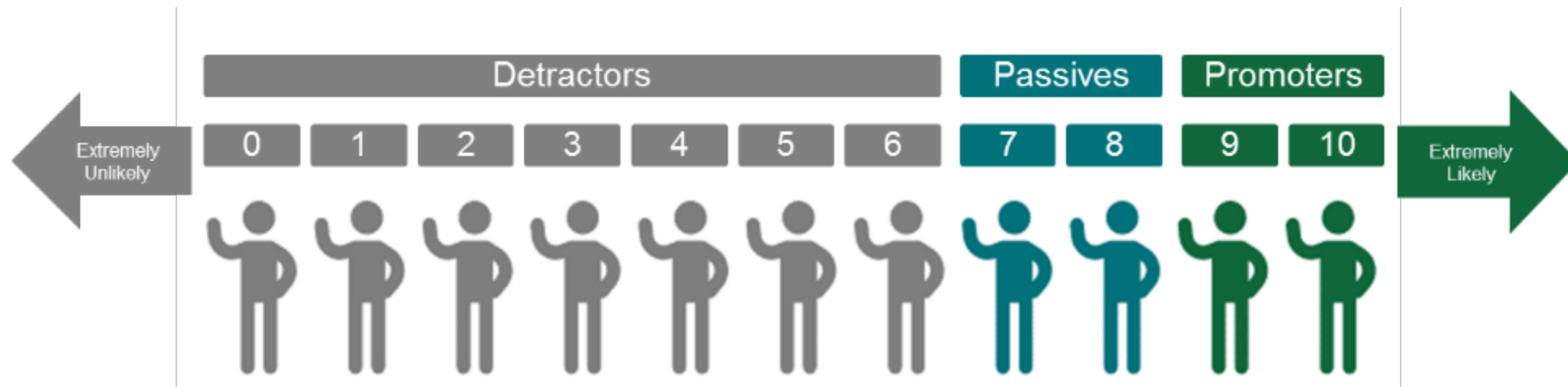


# Customer Satisfaction



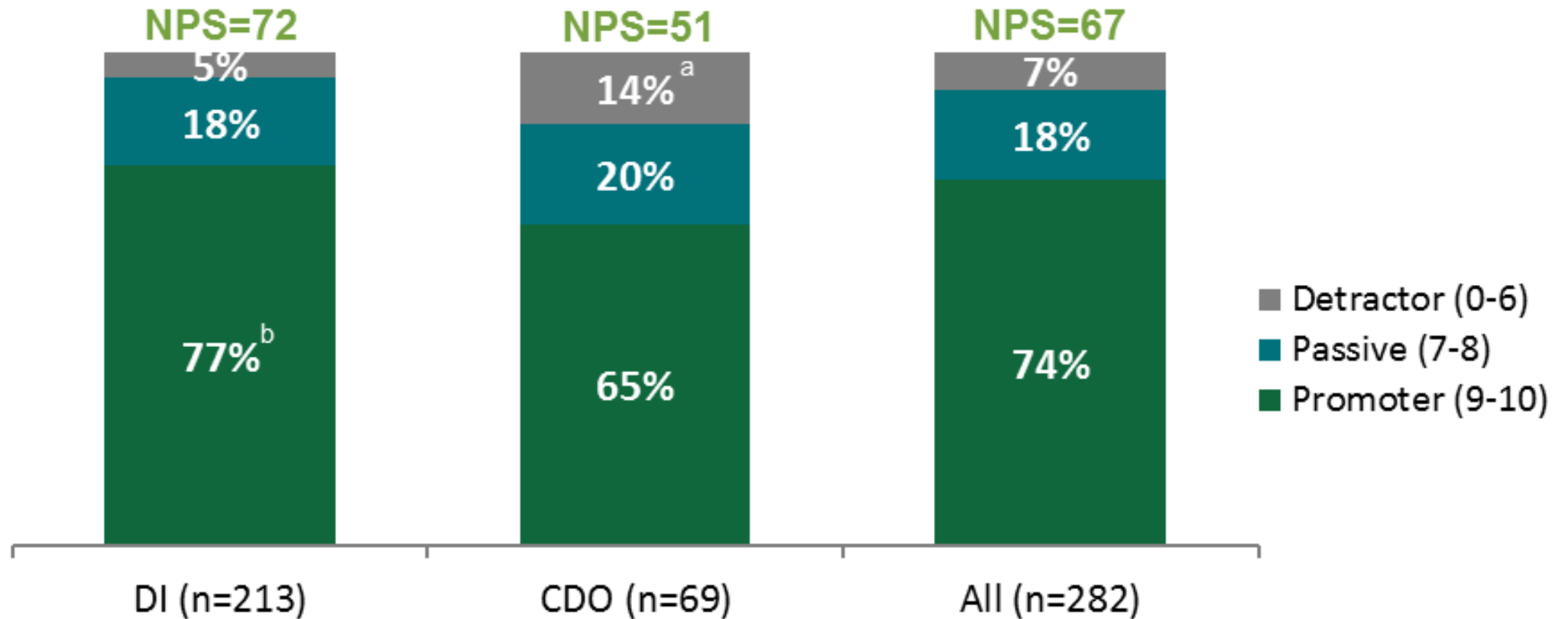
“How likely are you to recommend the program to someone else?”

0=“Extremely *unlikely*,” 10=“Extremely *likely*”



**% Promoters - % Detractors = % Net Promoters**

# Net Promoters by Channel



Categories are based on ratings of *likelihood to recommend the program to someone else*.

Four respondents did not provide a rating.

<sup>a</sup> Statistically significantly higher than DI respondents at the 90% confidence level.

<sup>b</sup> Statistically significantly higher than CDO respondents at the 90% confidence level.

1

It is possible for SBDI programs to successfully offer more than one channel.

2

Offering two channels requires well-coordinated strategies for both options.

3

Offering no-cost financing is an important consideration for other programs.

A photograph of a brick wall with a sign. The sign is rectangular and has a textured, light brown background. The letters 'NIMR' are large, green, and three-dimensional. Below them, the words 'Group, Inc.' are in a smaller, dark grey font. To the left of the sign, a window with a grid pattern is visible, slightly out of focus.

**NIMR**

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