

PSEG Long Island

PSEG Long Island's Home Performance programs faced challenges in 2012 and were poised to fall short of peak electric savings goals. It was crucial to develop and identify quality customer opportunities for these programs in order to maintain production levels and achieve program and portfolio goals.



By listening to contractors and making appropriate program changes, PSEG Long Island drove significant improvements in the Home Performance Direct (HPD) program including:

- **500% year-over-year increase in online leads**
- **9% increase in average customer dollars saved**
- **61% increase in the program's average Megawatt savings per project over the previous year**

This case study outlines how PSEG Long Island's entire team worked with stakeholders including the contractor community to achieve these results.

Working with Partners to Identify Improvements

PSEG Long Island's (formerly LIPA's) residential portfolio is nationally recognized and promotes the ENERGY STAR message through its media campaigns, website, marketing materials, and outreach. Effective collaboration with state agencies, local utilities, municipalities, trade allies, and other stakeholders has proven to be a key element in providing residential customers with attractive incentives and services designed to make their homes more energy efficient, safe, and comfortable.

In late 2012, the Residential Energy Efficiency team more deeply engaged its partner trade allies, meeting regularly to help define improvements to the structure, technology, and resulting outcomes of the HPD and Residential Energy Affordability Partnership programs (REAP) programs. Both procedural and technology changes were implemented to increase customer participation and encourage conversion to deeper measures in order to meet peak electric savings goals. Initial procedural steps furthered the utility's partnership with state initiatives to increase participation opportunities, expanding qualified trade allies and improving the list of implemented measures.

In addition, partner engagement efforts made it clear that effective consumer outreach, awareness, and education were key factors in influencing customer behavior and purchasing decisions.

Need for Better Engagement

With collaboration from program and industry partners, PSEG Long Island introduced the **Online Home Energy Profile** to its website to educate customers on the benefits of its home performance programs and assist them with the application process. Powered by EnergySavvy Optix Engage, the tool is designed to engage and inform customers, alleviate customer confusion, and support contractors participating in and



The EnergySavvy Optix Engage report page provides PSEG Long Island customers with a clear call-to-action to reduce energy and save money.

marketing the HPD and REAP programs. Simple and intuitive to complete, the online audit can be completed in less than five minutes.

The Online Home Energy Profile generates custom energy-saving recommendations. For those who qualify, it also makes it easy to apply for more comprehensive programs such as Home Performance Direct, Home Performance with ENERGY STAR, and Residential Energy Affordability Partnership, providing highly qualified leads to participating contractors. The tool also enables the utility to automate program outreach and improve customer engagement through targeted re-marketing to interested customers through advanced data analytics.

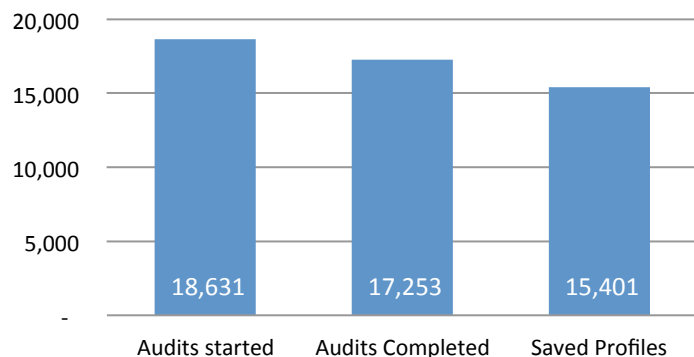
Online Home Energy Profile Delivers on Lead Generation

Building on previous success, in just the first nine months of 2014, **30,012 homeowners** completed online audits resulting in **6,040 leads** requesting an appointment for PSEG Long Island's Home Performance Direct program, over five times the number of online leads generated in the previous year.

The 2014 boost in participation was the result of a summertime promotion designed to drive traffic to the tool and increase participation. Customers who completed an online audit were entered in a drawing to win one of five \$1,000 Best Buy gift cards. PSEG Long Island launched the campaign on July 21 and ended on August 31, 2014, communicating the promotion to 450,000 active residential and "My Account" customers utilizing only digital channels: email, home page placement, and a banner on the tool's start page.

Marketing Campaign: Results

During the promotion period, 17,253 customers completed online audits and 4,494 requested HPD on-site visits, representing 77% of the total number of leads captured in 2014 to-date. Utilizing the existing infrastructure and brand marketing of PSEG Long Island, the total incremental budget was only \$10,000 including the gift cards, implementation costs, management and administrative overhead, resulting in a low incremental cost per lead of just \$2.23.



The Online Home Energy Profile marketing campaign helped drive five times the volume of activity compared with the year before.

The spike in website traffic, increase in leads captured during this period, and low lead cost not only exceeded the expectations of the Residential Program Team, it also helped PSEG Long Island connect with customers, meeting several key marketing milestones that directly correlate to improving J.D. Power performance results.

Better Engagement, Better Outcomes

The changes deployed by the utility, including implementing EnergySavvy Optix Engage, enabled PSEG Long Island to improve customer engagement, more effectively automate program outreach, and drive overall results, putting the programs on track to surpass savings goals.