



# Providing **Unique Solutions** for a **Diverse Small Business Market**

**When it comes to the small business market, Franklin Energy knows one size does not fit all. That's why it's important to meet the needs of each diverse small business through a variety of participation pathways along each customer journey.**

## THE STORY

Through a DNV-led implementation team, the Consumers Energy Business Energy Efficiency Programs achieved success for the 11th year in a row. As a sub to DNV, Franklin Energy led small businesses initiatives, which remain a major focus for the overall program.

## THE GOAL

With the target customer for the small business program making up a majority of the Consumers Energy business customer base, it's key to find innovative ways to reach this diverse market segment. Franklin Energy leverages its deep understanding of the small business market segment to implement turnkey services with higher-than-average incentives. This approach has been proven to entice small business participation with customers ranging from mom-and-pop shops to national accounts, small manufacturers, and public buildings.

## THE SOLUTION AND RESULTS:

Franklin Energy delivers a comprehensive approach to meet the needs of all small business customers by providing various pathways to participation, all dependent on each customer's progress within their own journey. For this hard-to-reach sector, education and engagement are top priorities.

- 1. Traditional trade ally approach** – Franklin Energy manages a trusted network of trade allies, who completed 1,183 energy-saving projects for small business customers through the small business trade ally program. This program was able to roll over 136 projects totaling 4,645 MWh and \$909,184 in incentives into the 2020 program year. The 1,183 energy-saving projects amounted to 28,343 MWh in savings for the state's small business community. We paid \$5,012,775 in incentives to the 40 program-approved trade allies. The program inspection staff completed 1,016 pre-inspections and 1,041 post-inspections.
- 2. Direct Install and Assessments** – To strategically enhance small business customer satisfaction in counties with lower JD Power scores, the assessment program conducted 10,287 on-site customer visits in 2019, amounting to 80,811 Mcf savings. The intention for these on-site offerings was to generate program awareness, educate customers on how to participate in the programs, and leave the customer with a positive experience and personalized customer service. The direct install program completed 5,781 projects for customers in 2019, contributing 6,899 MWh and 147,087 Mcf in savings. An impressive 11,026 smart thermostats were installed in small businesses in 2019.
- 3. Marketplace** – Franklin Energy's sister company, AM Conservation Group, built, manages, and fulfills the utility marketplace, providing a self-paced entry point that can lead to assessments. Through this 2017-2019 pilot, they saw 166,661 visits and 7,973 orders from 5,967 customers. In 2019, 3,291,000 kWh and 43,619 Mcf savings were realized through the marketplace.

