

BEHAVIORAL DEMAND RESPONSE

As utilities look to expand their portfolio of load management programs in a cost-effective manner, Behavioral Demand Response (BDR) programs provide additional savings without additional costs.

Behavioral Demand Response

With multiple options for implementation, Franklin Energy's BDR programs provide the flexibility to meet demand reduction goals while engaging customers.

HELPING ALL CUSTOMERS UNDERSTAND THEIR IMPACT

An effective low-cost option that delivers additional MW to an overall DR program portfolio, BDR drives customer engagement by strategically targeting all customers—including hard-to-reach customers who don't typically sign up for traditional DR programs.

Our programs are built with proven strategies that engage, educate and motivate customers to voluntarily reduce energy use during peak times. Our notification-based BDR programs are the most cost-effective and quickest way to reduce your system peaks and increase customer satisfaction.



TAKE ACTION NOTIFICATIONS

Franklin Energy's BDR programs include customer engagement notifications throughout the process to ensure customers understand the program and how to participate. From initial welcome messages and event notifications, to post-event summaries and end-of-season results, notifications are designed to engage customers, provide tips for temporary energy usage reductions and provide information on performance and impact.



SAVINGS AND COMPARISONS

Savings typically average about 0.05 kW/customer. While small, these savings add up across a utility's customer base. Our BDR programs calculate savings per customer by creating an individual customer base and/or using a test and control group structure. Savings and program performance data are provided in a dashboard for ongoing program management and KPI monitoring.



OPTIONAL REWARDS

BDR programs can be combined with a rewards program to incentivize usage reductions. This rewards platform allows customers to compete to earn points, which can be exchanged for gift cards within the Franklin Energy customer engagement platform. Research has shown that added incentives and competition drive further load reductions in BDR programs.

