

Wisconsin Focus on Energy's Express Energy Efficiency—increasing participation in a direct installation program

CSG was engaged by Wisconsin Focus on Energy to perform direct installations in a new program. Express Energy Efficiency provides free, professional installation of energy-saving products to help reduce customers' utility costs. Travelling to individual communities, the program effectively targets customers with a high rate of response.

Results

In just over 8 months:

- 97.1 million gallons of water saved; nearly 49,000 water-saving products installed
- 988,460 therms and 7.8 million kWh saved
- 15,000 homes served in 27 Wisconsin communities
- 7.8% average participation rate

Introducing customers to Focus on Energy

CSG swiftly reduces customer energy costs by installing free, easy-to-use efficiency products. An in-home visit introduces Focus on Energy's energy efficiency opportunities to each home with direct installation. Instant savings measures—efficient lighting, water-saving devices, insulation pipe wraps, and water heater temperature turn-downs—are delivered via CSG throughout Wisconsin. CSG's customer contact center staff schedules home visits for single family (1-3 units) residential customers of participating Wisconsin utilities. Installation technicians capture each home's data including existing insulation levels and equipment age.

A first step toward home performance

CSG implements Express Energy Efficiency as one among a suite of programs CSG delivers for Focus on Energy. Express Energy Efficiency travels from community-to-community installing small, but appreciable, energy savings measures. CSG trains field technicians to install products and guide homeowners to their next energy-saving steps, and provides marketing to ensure participation.

Over 95% of appointments are a result of marketing efforts, while 5% are a result of referrals from partnering community organizations and city government agencies or word-of-mouth. Other programs that CSG manages and implements for Focus on Energy include Home Performance with ENERGY STAR®. See a video featuring the City of Fitchburg, WI mayor Shawn Pfaff receiving energy saving services at his home.