

BIG SAVINGS FOR SMALL BUSINESS

AM Conservation Group integrates custom kit design and education to deliver commercial savings and customer satisfaction.



1,652

PARTICIPANTS

442,171 kWh

ANNUAL ELECTRICITY SAVINGS

Their story: Serving more than 560,000 electric and natural gas customers in one of the most rugged and remote landscapes across the country, this Pacific Northwest utility is known for exemplary service and unique energy efficiency programs for all customer segments.

Their goal: With a service territory that spans more than 24,000 square miles of remote and rural customers, the utility was looking for an innovative yet cost-effective way to engage their small business customers in energy efficiency.

The solution and results: AM Conservation Group proposed custom-designed kits filled with both energy efficiency measures and educational tools to reach small businesses throughout the utility's service territory. The goal of the program was to provide immediate energy savings and satisfaction to small business customers, while encouraging them to engage in additional large-scale programs offered by the utility. Because small business represents a diverse customer segment, kits were customized in three different measure groups to appeal to restaurants, retail and small office buildings. Kits were shipped directly to the customer's doorstep, incorporating a detailed savings guide and incentives to maximize installation of targeted efficiency measures. Cross-promotional inserts were included in each kit, identifying additional savings opportunities offered by the utility. Lastly, follow-up emails and text messages were sent to those customers who opted in, seeking customer satisfaction and encouraging participation in additional programming. The program delivered the following:

- 442,171 kWh savings
- 1,652 customers served
- 1,622 customers enrolled in additional energy efficiency programs

"As a small business, we often see high utility bills, but don't have the resources or knowledge to reduce how much energy we use. Thanks to the free products, we saw an immediate decline in our spending. And, we have scheduled an energy audit to look into additional opportunities."

-Participating small business owner



Contact us today
to learn more.



www.amconservationgroup.com

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