

Abstract #: 155

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**Abstract Title: Maximizing ROI in Door-to-Door Outreach**

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**Maximizing ROI in Door-to-Door Outreach** Door-to-door outreach is one of the most challenging and expensive, yet potentially most effective, CBSM outreach techniques. Figuring out how design your outreach so that it delivers an acceptable ROI for your program is key to success. PSE and C+C worked together to take a door-to-door campaign for their HomePrint energy assessment program that had been delivering a 1-5% conversion rate and turn it into a program that delivers an 18% conversion rate. This session will break down key areas to maximizing ROI for door-to-door programs •

- Early notification – let the neighborhood know you are coming and allow people to opt-out if they don't want you to come to the door.
- Staff training – staff have to be very knowledgeable about the program or you will quickly lose customer confidence – you can't just send anyone knocking!
- Blitz structure – by going neighborhood to neighborhood you save costs not only on the outreach, but also on the actual assessments that can then be grouped geographically.
- Customer engagement – think about this as a non-smarmy sales function. Staff need to be trained to engage customers, listen and respond and close the deal. Remember, energy and enthusiasm is contagious!
- Community involvement – make sure the community and neighborhood groups know you are coming. Have them spread the word to help establish a community norm around improving energy efficiency.

Each of these needs to be carefully planned and incorporated for a successful door-to-door program that achieves desired energy savings.