Delivering More Savings: A Custom Approach to Energy Saver Kits

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How many of these do people need?

Does anyone actually want these?
Which would you eat more of?

Static kit

- higher install rates
- more satisfied customers
- 3 times the energy savings per kit!

Custom kit
A custom kit could contain...
Results: higher install rates

- Bath aerators: 63% Static, 22% Custom
- Kitchen aerators: 42% Static, 46% Custom
- Showerheads: 44% Static, 62% Custom
- Twister: 59% Static, 73% Custom
- A-lamp: 75% Custom
- Globe: 64% Custom
- Reflector: 57% Custom
- Candelabra: 41% Custom

Legend:
- Static kits
- Custom kits
Conclusions & what’s next

- Provide options and choice!
  - Maximizes savings
  - Improves customer satisfaction

- In 2015, we’re replacing CFLs with LEDs (A-lamps and reflectors only)
  - Will be surveying again to gauge install rates for all devices and customer satisfaction
Thanks for listening!

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