

Nathan Shannon, Smart Energy Consumer Collaborative

Title: The Energy Needs and Wants of Small and Medium Business Customers

Abstract: Despite representing approximately 20 percent of total U.S. energy usage, small and medium businesses only account for roughly four percent of utility energy efficiency spending (according to EnergySavvy). This session will provide a foundation for attendees to improve engagement with their small and medium business (SMB) customers, an overlooked and under-researched subset of energy consumers between residential and larger C&I customers. Based on SECC's "Understanding Your SMB Customers" research, which reached over 1,000 energy decision-makers at SMBs via an online survey, Nathan Shannon, SECC's Deputy Director, will cover how SMB consumers think about energy, their knowledge of energy efficiency and energy management, common barriers to adoption of energy-saving technologies and practices, and what they would like from their relationships with their energy providers. Nathan will also present the five behavioral segments of SMB customers (ranging from the Established & Engaged, who are always seeking new ways to use energy more efficiently, to the largely apathetic, Decidedly Disengaged, who express almost no interest in energy efficiency) that will help energy providers develop product offerings and communications. Following the research presentation, attendees will hear examples from the field on how electric providers and their partners have successfully developed and implemented programs to engage this group of consumers.