

# Smart Ideas for Your Business: Small Business Program

Erinn Monroe

# Today's Agenda

- **Program Background**
- **Small Business Program Elements**
  - Free Direct Mail CFL Intro Kit
  - Mini-Catalog
  - Website Dedicated to Small Business Segment
- **First-year Results**
- **Reaching Small Businesses**

## Program Background

- Filed as one-year program to encourage small C&I customers to participate in energy efficiency measures
  - Unique program offering not found in other utility EE programs
- CFLs mailed directly to customers though business reply card
- Targeted customers under 10 KW
  - ComEd has approximately 130,000 C&I customers < 10kW
  - Monthly electric bills are \$100-\$300
  - Owner and Facility Manager are the same person
  - Types of businesses are small offices (real estate, insurance, legal, medical, dental) and small retail (hairdressers, auto, food, misc...)
- Goal- 100,000 CFLs
- Savings-16,816 mWh
- Budget - \$761k

## Program Expanded

- Offered four kit options for three free CFLs
  - 14 watt or 23 watt spiral CFLs
  - 15 watt or 23 watt Reflector R30 CFLs
  - Savings of \$40-\$80 per year depending on wattage selection
- Created a print and online catalog of EE products to be mailed with kits and given to customers (direct mail and special events)
  - CFLs
  - ENERGY STAR qualified LED Lighting
  - Other non-incentivized products (ventilation fans, pre-rinse sprayers)
- Created Special Website for Small Business Customers
  - Small Business Energy Analyzer
  - Link to online catalog and PDF of print version

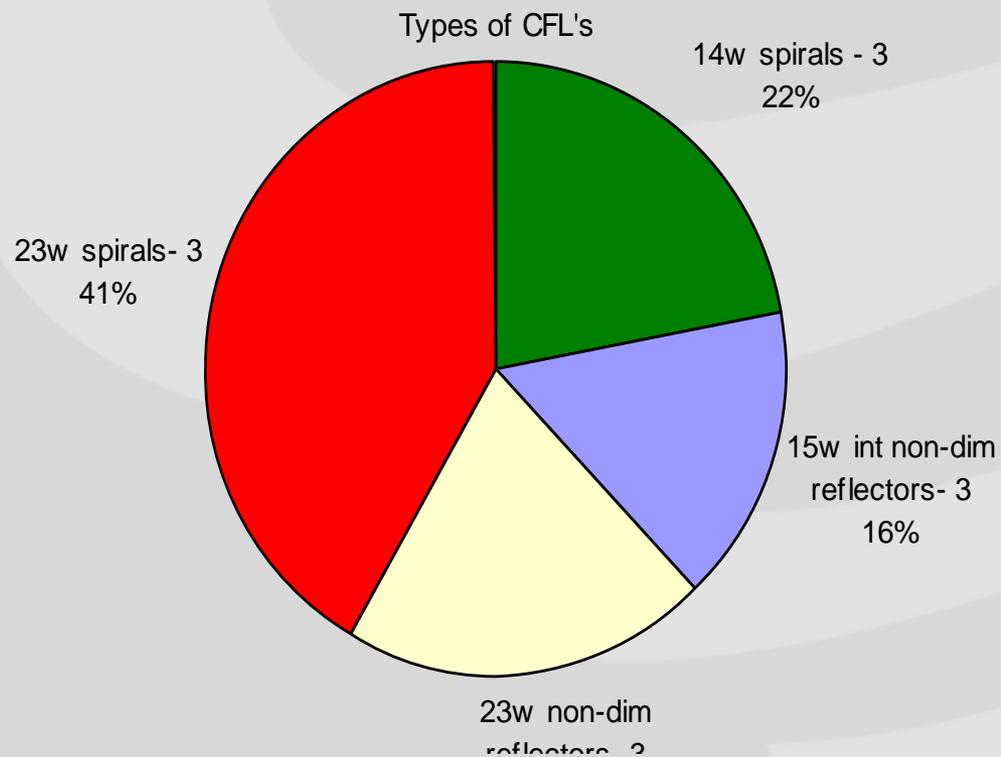
# Direct Mail Results

## Mail in CFL Cards

- About a 25% response rate
  - Typical direct mail response rates are around 1-3%
- About 36,000 kits ordered
- Cards sent to all C&I customers under 10KW
  - About 130k customers
- Spanish explanation

## Types CFL kits ordered

Spiral CFLs were the most popular choice...



# The Kits



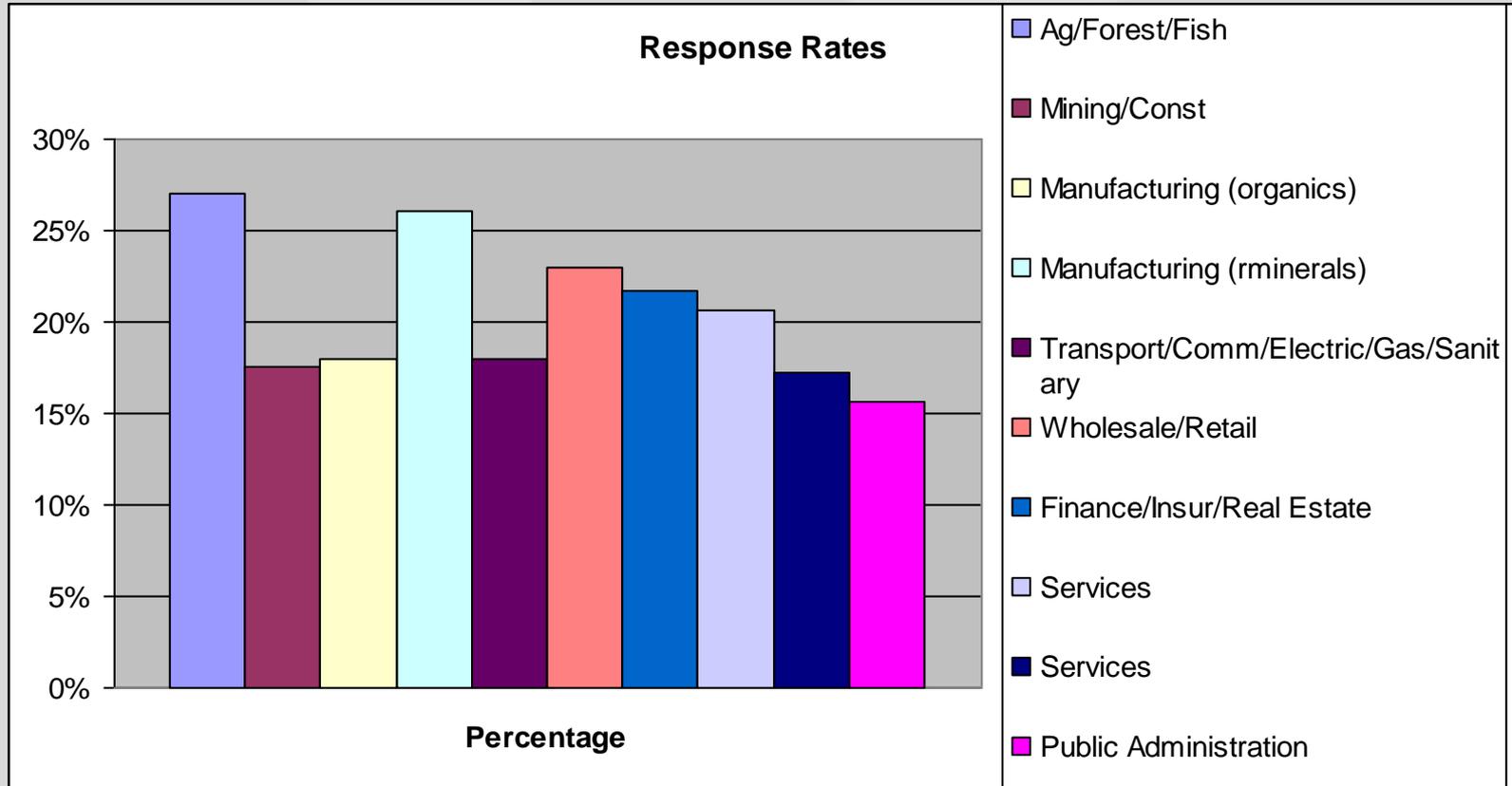
## Loading the Trucks



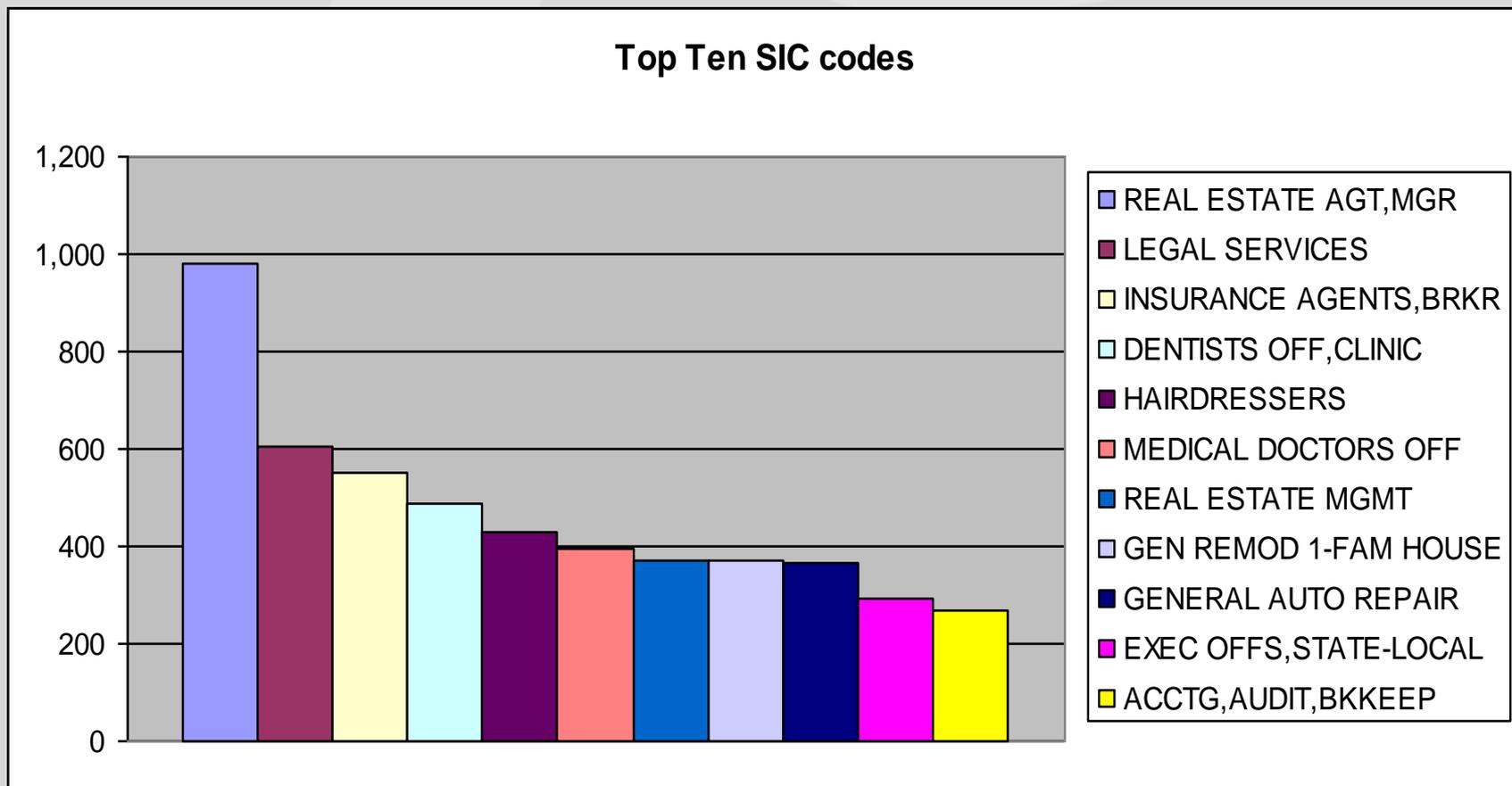
## Three semi-truck loads of CFLs



# Customer Segment Participation



## Top 10 - number of responses

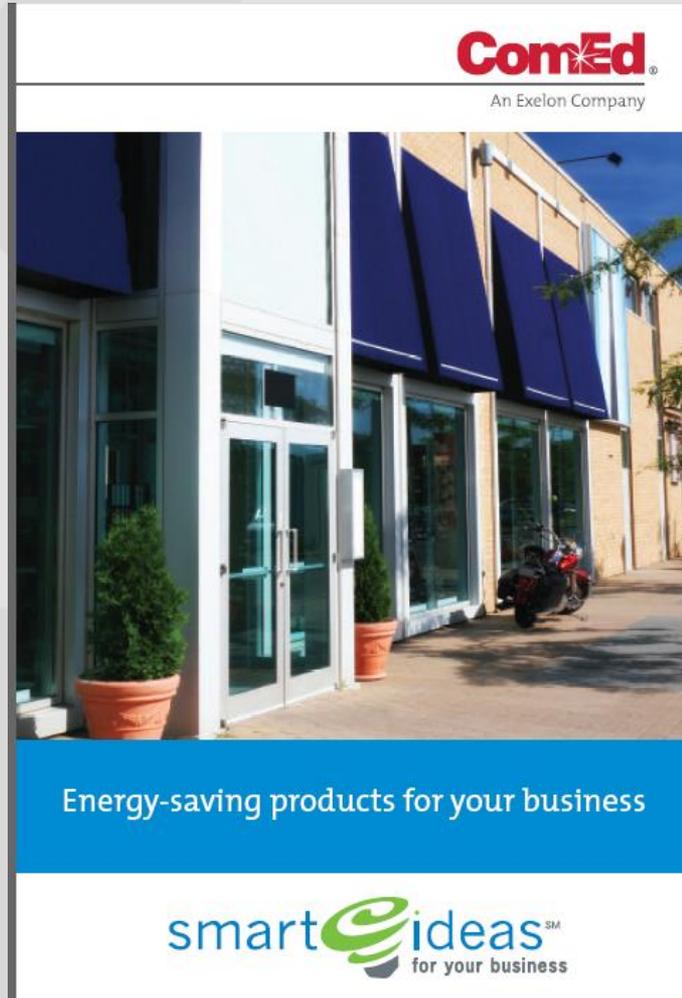


# Mini-Catalog Portion

## Mini Catalog

- Incentives applied to products directly (buy-down)
- Non-incentivised products also available
  - Gas measures
  - Lighting (Touchiers)
- Sixteen pages, dozens products available
- Free shipping on orders over \$150
- Educational tips and points of interest

## Printed Version



Address <http://www.energyfederation.org/smartideas/default.php> assistance via email | 866-543-9391 | EFI live chat: **offline**

smart ideas for your business ComEd An Exelon Company

This EFI store is exclusively for the small business customers of ComEd, with order delivery restricted to ComEd's service territory. The product prices reflect a 20% discount in addition to special instant rebates from the Smart Ideas for Your Business program. **The first time you order you will need to enter your ComEd small business electric utility account number.**

Catalog Login | Cart | Checkout

**ITEM SEARCH**  
   
 Advanced Search

**ITEMS**  
 Product Catalog

**INFORMATION**  
 Shipping & Returns  
 Privacy Notice  
 Contact Us  
 Package Tracking

TESTED DAILY 08-MAY

**Energy-saving products for your business**

**Welcome ComEd small business Customers.**

ComEd Smart Ideas for Your Business is pleased to offer this catalog of discounted energy-saving products to our business customers.

These products can help your business save energy and lower its electricity bill, as well as help protect the environment by reducing the amount of greenhouse gases that might be created from fossil-fuel-burning power plants.

In addition to the financial and environmental benefits, these energy efficiency technologies also can provide employees and customers alike with enhanced comfort and lighting conditions.

Lastly, product pricing in this catalog includes a 20 percent discount for ComEd delivery service customers in addition to special instant rebates from the Smart Ideas for Your Business Program. You must be a ComEd delivery service business customer to take advantage of both of these special offers.

We hope you find this catalog a valuable companion in your efforts to manage your energy costs. Stay informed about future SmartIdeas incentives and service offerings by visiting [ComEd.com/bizincentives](http://ComEd.com/bizincentives) regularly.

**Most Popular**

Niagara Pre-Rinse Spray  
 Hose Valve  
 US \$33.50  
 US \$29.75

**Energy Essentials**

energy Essentials  
 SUBSCRIBE TODAY!

**LED Dimmable Retrofit Downlight**

Imagine not having to change a light bulb for the next 20 years!

# Website for Small Businesses

**Business Savings**

- ▶ Energy Analyzer
- ▶ Tips & Guides
- ▼ Programs & Incentives
  - All-Electric Efficiency Upgrade
  - Changes and Additions to Incentives
  - Custom Projects
  - Load Response
  - ▶ Prescriptive Incentives
  - Retro-Commissioning
  - Small Business
  - ▶ Other Resources
  - Newsletter



[Small Business](#)

## Energy Efficiency for Small Businesses.

If you're a small business customer, ComEd wants to make sure you're aware of the many money-saving, and energy-saving, products and services available to you from the Smart Ideas for Your Business program. From incentives to improve efficiency and lower your electricity bill; to free, on-line bill pay and paperless billing options, ComEd wants your business to succeed.

### Online Resources

- Purchase Energy Efficient technologies and products online at our [Energy Store](#).
- Download a [catalog](#) of energy efficient technologies and products.
- Conduct an [online energy audit](#) of your facility, and then find a qualified [trade ally](#) to perform the energy efficiency work.
- Learn more about the resources available through [ENERGYSTAR®](#).
- Discover Small Business resources at the [SBA](#).
- Subscribe to ComEd's FREE Smart Ideas [e-newsletter](#).
- Enroll in ComEd's FREE [Paperless Billing](#).

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## [www.comed.com/smallbiz](http://www.comed.com/smallbiz)

- Web portal to offerings targeted at small businesses
  - PDF catalog
  - Online Store
  - Online Energy Audit
  - Link to ENERGY STAR small business page
  - Link to U.S. Small Business Administration
  - Paperless Billing
  - E-newsletter

# Reaching Small Businesses

# Considerations of small business

- Small businesses have unique barriers
  - Contractors would rather work on larger projects
  - Business owner/manager has many different concerns
    - Energy not a big priority
  - Up front cost is a major barrier

## Possible Future Program Offerings

- Direct install programs
  - Contractors install EE measures at customer sites on behalf of program
  - No cost (or very minimal cost) to customers
  - Convenient for customers
  - Examples: Southern California Edison, NSTAR
- Bonus programs
  - Offer incentives for larger percentage of project cost
- Utilize community based organizations
  - Partner with organizations that local business community is already working with:
    - Economic development groups
    - Special interest

Thank you!