

5 Lessons for Engaging Utility Small and Medium Business Customers

❏ Opower has posted a complimentary webinar on the benefits of utilities engaging their small and medium business (SMB) customers.

SMB customers are a critical customer segment for utilities. It's estimated that SMB customers account for half of commercial sector electric use and – on average – consume five times more energy than their residential counterparts, Opower says on its website.

Forward-thinking utilities have already begun to help their business customers save energy by launching SMB-specific programs. Yet, participation in these programs often lags at less than 5 percent. According to Accenture research, nearly nine of 10 customers want and expect targeted solutions from their utility.

Presenters are Scott Johnson, Senior Director of Research for Chartwell, Suelyn Yu, Senior User Experience Designer at Opower, and Michael Staples, Opower's SMB Manager. Lisa Cohn of Energy Efficiency Markets is the moderator.

The webinar covers:

- Top engagement challenges identified from our research with SMB owners
- Methods for finding the right person at the business who control energy use
- How to grab the attention of busy SMB owners
- The role of data collection and validation in engaging a diverse SMB population
- The kinds of insights and advice that help these

customers save energy and learn about utility rebate programs

- Ways to encourage employees and customers to use less energy

Watch the on-demand webinar.