

HOW KNOWING YOUR CUSTOMERS BETTER HELPS YOU SERVE THEM BETTER



Your Touchstone Energy®
Cooperative 

Spencer Egbert, Wells Rural Electric Company (WREC)

GOAL: Learn more about our members and become their trusted energy partner

STRATEGY: Increase WREC staff's energy knowledge and obtain more data on members

- "Energy expert" training provided to all WREC staff
- Rolled out the direct install and snapshot audit program
- 95 percent of commercial and 75 percent of residential members participated in the program
- Gathered data electronically and uploaded directly to customer information system
 - Current contact information
 - Insulation levels and windows types
 - Fuel types and equipment (HVAC, water heating, appliances)
- Provided Direct Install Measures free to the member
 - Widespread participation driven by free products
 - Measures included CFLs, LEDs, advanced power strips and high-performance showerheads

RESULTS: Increased knowledge and a plan for the future

- WREC employees have an increased knowledge of energy and energy efficiency and are better equipped to handle high-bill inquiries
- WREC employees have access to data when assisting members and can offer suggestions on how to manage energy use
- WREC is able to develop programs/services targeted to specific members
 - Used data to find opportunities for a web-enabled programmable thermostat program
 - Weatherization, HVAC and other programs in development
- No more "shotgun" program advertising to the masses



WELLS RURAL ELEC. CO.
Commercial Direct Install Program
January, 2015

DESCRIPTION	QTY	AVG
CFL, Direct Installed	7829	38.95
Showerhead, Direct Installed	147	0.73
Spray Valve, Direct Installed	0	0
Business "Snapshot" Audit	201	1

SUMMARY OF "SNAPSHOT" AUDIT DATA

Business Type	Quantity	%
Grocery	34	7%
Lodging	23	11%
Office	28	14%
Other Health Nursing Medical Clinic	2	1%
Restaurant	22	11%
Retail Small (< 5000 sf)	26	13%
Retail Medium (5000 to 50000 sf)	8	4%
School K-12	7	3%
Warehouse	7	3%
Other commercial	64	32%

Own/Lease	Quantity	%
Own	168	84%
Lease	32	16%
Unknown	1	0%

Water Heat Fuel	Quantity	%
Electric	125	62%
Natural Gas	19	9%
Propane	35	17%
N/A	21	10%

Primary Space Heat Fuel	Quantity	%
Electric	107	53%
Natural Gas	24	12%
Propane	45	22%
Oil	9	4%
Other	15	7%

Primary Space Heat System	Quantity	%
Furnace	73	36%
Boiler	9	4%
Heat Pump	23	11%
Boothp Unit	25	12%
Zonal	70	35%

Other Equipment Detail	Quantity	%
Central Air Conditioning - Newer	34	17%
Central Air Conditioning - Older	69	34%
Water Heater Equipment - Newer	30	15%
Water Heater Equipment - Older	119	59%
T125	129	64%
Incandescent Lighting	90	40%
Parking Lot Lighting	63	31%
High Bay Lighting	37	18%
Fluorescent Case Lighting	38	19%
Refrigeration Equipment	56	28%
Motor Loads - Newer	5	2%
Motor Loads - Older	16	8%

Average # Computers: 7.11

WELLS RURAL ELEC. CO.
Residential Direct Install Program
Period: October, 2012 - February, 2016

Measure	Quantity	Avg/Home
Snapshot Audit	2410	100
CFLs Installed	41844	12.86
LEDs Installed	17550	5.15
Showerheads Installed	437	0.13
Standard Showerheads - Leave Behind	651	0.19
Advanced Power Strips Installed	1043	0.31

Structure Type	Quantity	%
Site Built	1150	33.7%
Duplex	78	2.3%
Triplex	10	0.3%
Fourplex	46	1.3%
MFC Home	1033	30.3%
MH Single	199	5.8%
MH Double	195	5.7%
MH Triplex	15	0.4%
Multi-Family	684	20.1%

Structure Age	Quantity	%
Pre-1990	1762	51.7%
1990 or Later	1024	30.0%
Unknown	624	18.3%

Average Year Built: 1980

Structure Size	Quantity	%
<1500 sq. ft.	1909	56.0%
1500-3000 sq. ft.	753	22.1%
>3000 sq. ft.	78	2.3%
Unknown	670	19.6%

Average sq. ft.: 1333

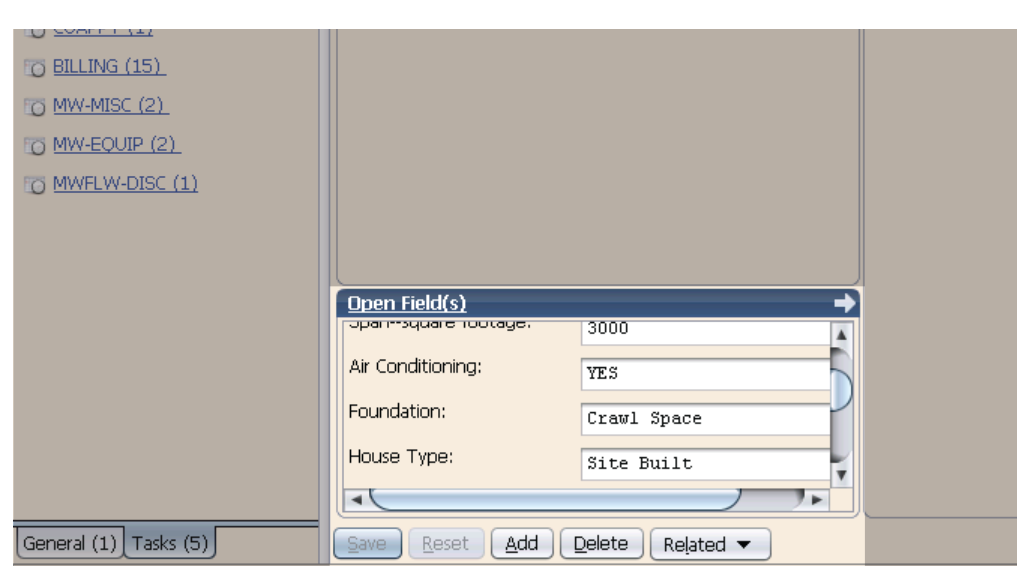
Own/Rent	Quantity	%
Own	2130	62.5%
Rent	1280	37.5%

Primary Space Heat Fuel	Quantity	%
Electric	2094	61.4%
Natural Gas	563	16.5%
Propane	457	13.4%
Oil	23	0.7%
Other	273	8.0%

Primary Space Heat System	Quantity	%
Zonal Elect	856	25.1%
Electric Furnace	1143	33.5%
Heat Pump	83	2.4%
Standard Gas Furnace	496	14.5%
HE Gas Furnace	44	1.3%
Propane Furnace	401	11.8%
Oil	0	0.0%
Other Furnace	387	11.3%

Water Heat Fuel	Quantity	%
Electric	2332	68.4%
Natural Gas	564	16.5%
Propane	441	12.9%
Other	72	2.1%

Snapshot Audit Reports



Customer Information System Screenshot

