

Essential Online Resources for Your Business Customers

Mike Hildebrand, Devin Fink,
and Essie Snell



E Source

Web conference

Your E Source presenters for today



Mike Hildebrand

Vice President, Account
Management Solutions

303-345-9176

mike_hildebrand@esource.com



Devin Fink

Manager, Account
Management

303-345-9226

devin_fink@esource.com



Essie Snell

Senior Manager, Customer
Energy Solutions

303-345-9140

essie_snell@esource.com

Agenda

- Welcome and introductions
- Channel preferences
- Online resources
- Business Energy Advisor intro
- Member use cases
- Business Energy Advisor demo

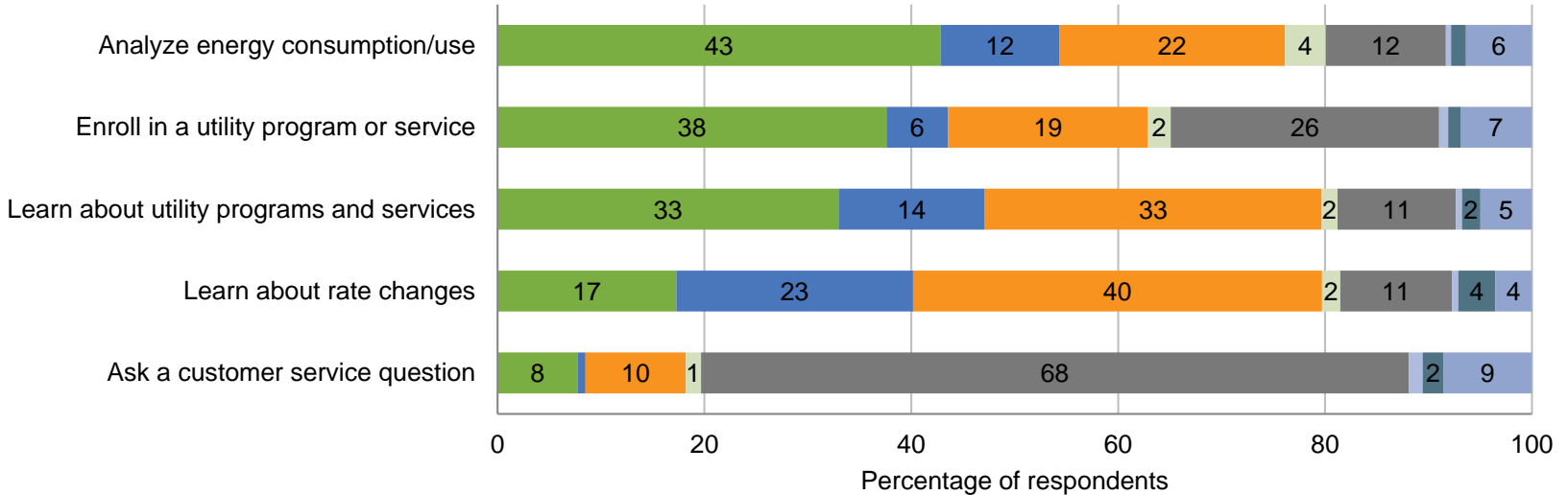


Channel preference: utility interaction

Small and midsize business (SMB) customers prefer the utility's website, personal phone calls, and email for most utility interactions. The utility's website is the leading channel for analyzing energy use, enrolling in program or services, or learning about programs or services.

Utility website Postal mail Email Mobile phone app Phone, with a live person Phone, through an IVR Text message Other

Utility interaction



Base: Small and midsize business customers included in the 2018 benchmark who answered this question (n = 4,971).

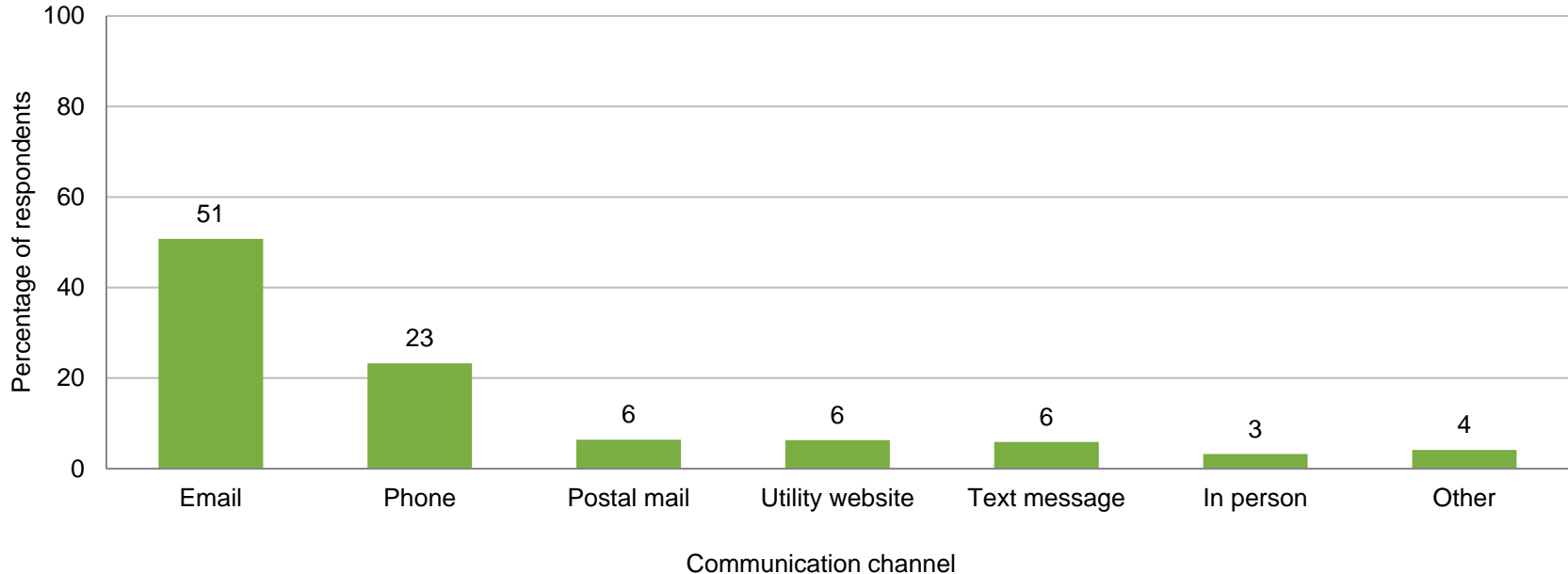
Question S4_3: Select your most preferred method of contact for each of the following interactions with your utility.

Note: IVR = interactive voice response system.

© E Source (Small and Midsize Business Gap and Priority Benchmark 2018)

Channel preference: business contact center

SMB customers prefer phone and email to engage with contact center representatives.



Base: Small and midsize business customers included in the 2018 benchmark with a utility business customer rep (n = 4,227). **Question S3_10_1:** What is your preferred method of regular contact with your utility business customer representative?

© E Source (Small and Midsize Business Gap and Priority Benchmark 2018)

Online resources for commercial and industrial efficiency information

- Energy Star Portfolio Manager
- Industry associations:
 - National Restaurant Association
 - Brewers Association
 - International Institute for Sustainable Laboratories
- US Department of Energy
 - Energy Efficiency and Renewable Energy (EERE)
 - Energy Information Administration (EIA)
 - Federal Energy Management Program (FEMP)
- National labs (Lawrence Berkeley National Laboratory, National Renewable Energy Laboratory, etc.)

Existing buildings

Learn the benefits

Get started

Use Portfolio Manager

How Portfolio Manager helps you save

The benchmarking starter kit

Identify your property type

Enter data into Portfolio Manager

The data quality checker

How Portfolio Manager calculates metrics

Interpret your results

Verify and document your savings

Share and request data

Updates to ENERGY STAR® metrics with new market data

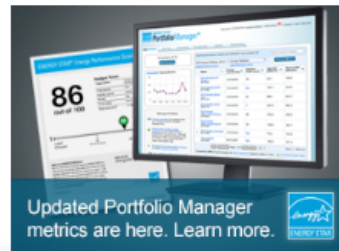
Get help accessing your utility data

Track waste and materials

Save energy

ENERGY STAR®
PortfolioManager®

The most-used energy measurement and tracking tool for commercial buildings.



Updated Portfolio Manager metrics are here. Learn more.

Note: Performance metrics in Portfolio Manager have been updated to reflect the most recent market data available. If you own or operate a building in the U.S., you may notice a change in your 1-100 ENERGY STAR score or other information, visit www.energystar.gov/scoreupdates.

Use Portfolio Manager

You've heard it before: you can't manage what you don't measure. That's why we created ENERGY STAR Portfolio Manager®, an online tool you can use to track energy and water consumption, as well as greenhouse gas emissions. It lets you benchmark the performance of one building or a whole portfolio in a secure online environment.

Benchmark any type of building

You can use Portfolio Manager to manage the energy and water use of any building. All you need are your energy bills and some basic information about the building to get started.

Are you designing a new commercial building? You can also use Portfolio Manager to set your energy use target and see how your estimated design energy use compares against similar existing buildings nationwide.

ENERGY STAR®
PortfolioManager®

Help

Language: [English](#) | [Français](#)

Welcome to Portfolio Manager

Helping you track and improve energy efficiency across your entire portfolio of properties.

Username:

Password:

[I forgot my password.](#)
[I forgot my username.](#)
Sign In**Create a New Account**[ENERGY STAR
Buildings Homepage](#)[Take a Training](#)[Learn More About
Portfolio Manager](#)

These links provide more information from ENERGY STAR and are not available in French.

You are accessing a U.S. Government information system. System usage may be monitored, recorded, and subject to audit. Unauthorized use of the system is prohibited and subject to criminal and civil penalties. Use of the system indicates consent to monitoring and recording.

Follow Us    
[Contact Us](#) | [Privacy Policy](#) | [Browser Requirements](#) | [ENERGY STAR Buildings & Plants Website](#)

Consumption and Expenditures

A table of [Relative Standard Errors \(RSEs\)](#) is included as a worksheet tab in the excel version of the consumption and expenditures tables (C1-C38). The end-use consumption tables (E1-E11) are modeled data and RSEs were not calculated. For more information about end-use consumption see [Estimation of Energy End-Use Consumption](#).

See the [Guide to the 2012 CBECS Detailed Tables](#) for more information.

Major fuels

Electricity

Release date: May 17, 2016










Electricity (Tables C13-C22)


[Table C13. Total electricity consumption and expenditures](#)

[Table C14. Electricity consumption and expenditure intensities](#)

[Table C15. Electricity consumption and conditional energy intensity by Census region](#)

[Table C16. Electricity expenditures by Census region](#)

File name	Format	Release date	Revised date
2012 CBECS microdata	 SAS	June 2015	August 2016 *
2012 CBECS microdata	 CSV	June 2015	August 2016 *
Variable and response codebook	 XLS	June 2015	May 2016
SAS format codes	 SAS	June 2015	May 2016
Survey questionnaire (EIA-871A)	 PDF	June 2015	n/a
Show cards	 PDF	June 2015	n/a
User's guide to the 2012 Public Use Files	 PDF	June 2015	August 2016
Detailed table examples			
Table B1	 XLS	June 2015	December 2016
Table B2	 XLS	June 2015	December 2016

 PDF  XLS

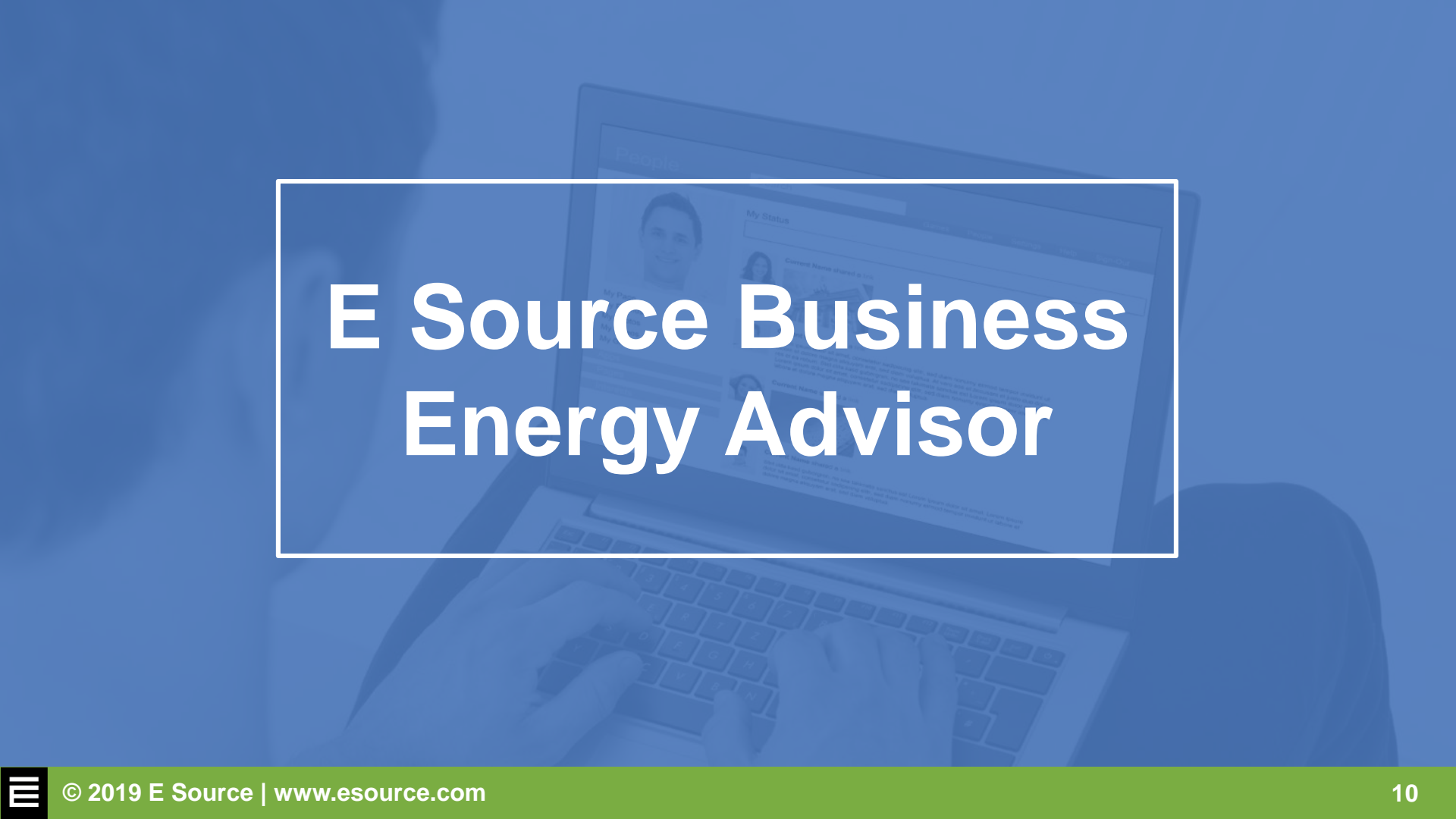
 PDF  XLS

 PDF  XLS

Poll #1

Do you have effective business customer resources on your website?

- Yes
- No
- Not sure



E Source Business Energy Advisor

What is Business Energy Advisor?



LIBRARY OF INFORMATION

that integrates with your existing website and

provides sector-specific energy advice

for a wide variety of business types and technologies.

Business Energy Advisor

Your source for actionable advice on proven energy management strategies and technologies for your business



Browse business types

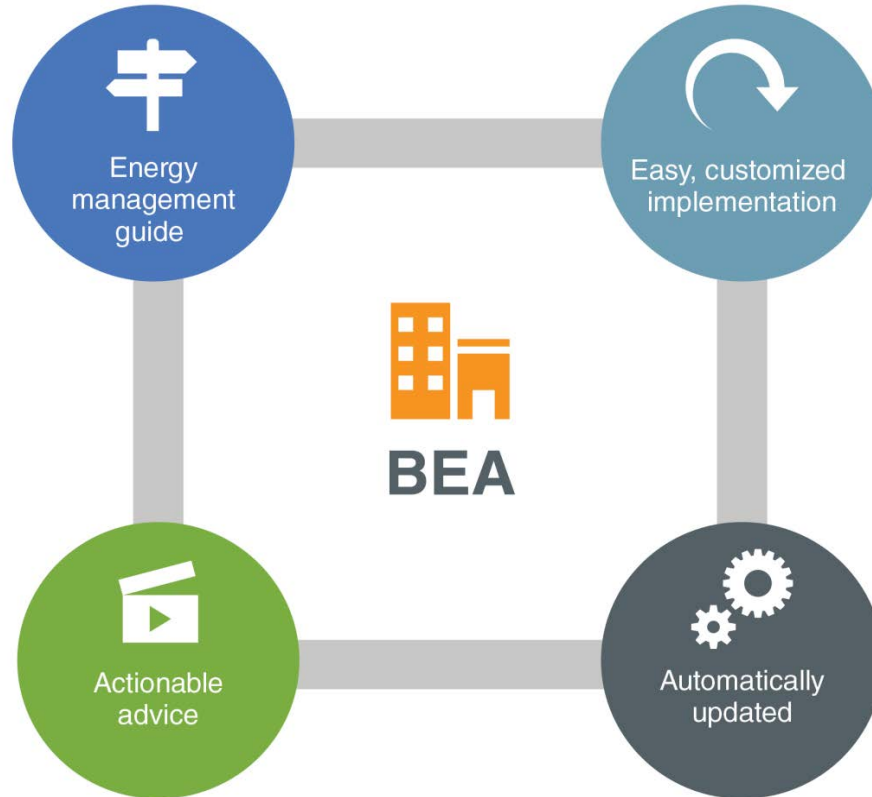
Find tips specific to your business in our sector-specific library



Browse technologies

With so many technologies to explore, you're sure to find your next big thing

Benefits of Business Energy Advisor



Who uses Business Energy Advisor?



Program managers



Contact center reps



Business customers



Account managers



Marcom managers

Data on 25 business types

Filter by category

All

Agribusiness

Commercial buildings

Education

Food & beverage

Gathering places

Industrial & manufacturing

Municipal & healthcare facilities

Office buildings



Agriculture



Airports



Colleges and Universities



Congregational Buildings



Dairy Farms



Data Centers



Dry Cleaners and Laundry Facilities



Grocery Stores



Hospitals


Data on 10 technology categories with nearly 70 unique technologies

Technologies


[Home](#) > Technologies

Filter by category


[All](#)[Building structure & automation](#)[Commissioning strategies](#)[Cooking & refrigeration](#)[Electronics & office equipment](#)[Generators & renewable energy](#)[Heating & cooling](#)[Lighting](#)[Pumps and motors](#)[Ventilation & air handling](#)[Water heating](#)




AC Induction Motors




Air Leakage Control




Biogas Recovery




Building Automation Systems



Centrifugal and Screw Chillers



Commercial Kitchen Equipment



© 2019 E Source | www.esource.com

16



Member use cases

Internal uses for Business Energy Advisor

Training for employees

- Call center
- Key accounts
- Business energy services
- Facilities management



John Harris, C.E.M., C.D.S.M.
Supervisor, Business Energy Services, MLGW

External uses for Business Energy Advisor

- Business customer newsletter content
- Resource to review during energy audit or billing inquiry
- Resources to distribute at customer group meetings (industry- or topic-specific)
- Self-service resource for customers seeking guidance

How Georgia Power uses it

- To promote energy-efficiency programs
- To enhance high-bill training
- As part of the new-hire and pipeline training curriculum
- To help reps understand customers' businesses and usage patterns
- To help reps feel empowered by providing a wealth of information at their fingertips



Heath Hartley
Supervisor, Business Solutions
Center, Georgia Power



What you get with Business Energy Advisor

Hosted version



Your website URL:
<https://yourutilityname.bizenergyadvisor.com>



Takes minimal time and effort to
deploy and maintain



Creates immediate value for your
business customers



Provides a resource for internal
staff who serve business customers



Includes your links to promote
programs by business type or for
certain technologies



Provides significant customizability
to fit your utility's look and feel

Customization options



Custom content,
logo, and images



Text, button,
and link colors



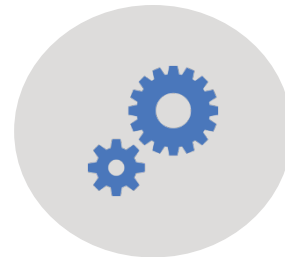
Show and hide
content



Use our case studies
or add your own



Choice of fonts

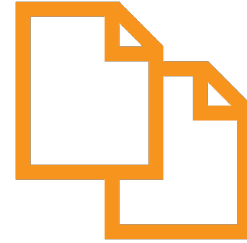


Custom utility
resource blocks

Robust API version



Customizable, with complete control over web design, look, and feel



Nearly 100 pages of content for use within your website



Saving Energy

► For Homes

▼ For Businesses

- Tips
- [Building Energy Use Comparison](#)
- **Business Energy Advisor**
 - [Technology](#)
 - [Facility Energy Advice](#)
 - [Calculators](#)
- [Request an Energy Assessment](#)
- [High Performance Buildings](#)
- [TalksBiz Newsletter](#)
- [On Demand Savings](#)

► For Multifamily

Business Energy Advisor

This section gives you key areas of information that will quickly answer your energy-related questions.

[Technology](#)

This extensive online library of energy-related technology is a buyer's guide. Perfect for managers who want answers on day-to-day energy questions and to learn how to improve equipment performance and efficiency.

[Facility Energy Advice](#)

Energy-efficiency information presented by business type.

[Calculators](#)

An online library of energy-related calculators.



Energy Webinars

For more information on how to be more energy efficient, view Seventhwave's [library of webinars](#) 





Website tour

Business Energy Advisor summary

- Business Energy Advisor's track record of success spans more than a decade
- Creates an immediate web presence for serving your business customers
- Provides easily understandable and accessible information on complex issues
- Contains accurate, current information on more than 25 business types and nearly 70 end-use technologies
- Features nearly 100 individually addressable content pages
- Saves you thousands of hours of content development and maintenance
- Great internal resource for your marketing managers, business call center reps, midsize account managers, and key account reps
- Can be customized to fit your utility's look and feel and to promote your programs and services

Poll #2

Would you like to learn more about Business Energy Advisor or other E Source products and services?

- Yes
- No
- Not sure

Your Business Energy Advisor team



Mike Hildebrand

Vice President, Account
Management Solutions

303-345-9176

mike_hildebrand@esource.com



Devin Fink

Manager, Account
Management Service

303-345-9226

devin_fink@esource.com



Essie Snell

Senior Manager, Customer
Energy Solutions

303-345-9140

essie_snell@esource.com



E SOURCE FORUM 2019

September 17-20

Sheraton Denver
Downtown

1550 Court Place
Denver, Colorado



www.esource.com/forum2019