



ENERGY CASE STUDY

Client Profile: - Company located in Ontario Canada specializing in building controls and automation—more specifically, a service that overrides thermostats within residential units to limit excessive energy consumption

Challenge

With our present economic situation, all businesses should be concerned with their current expenses and should be analyzing available data to see where they can cut unnecessary costs. Knowing this, our Client decided they needed to adopt a **more aggressive marketing strategy** that focused on contacting building owners with multiple residential units. In addition to providing top-notch service to their existing customer base, they needed to differentiate themselves in the marketplace to attract new business.

Solution

Our Client decided to implement a program that allowed the account representative to meet with the building owner or facility manager to discuss options for limiting excessive energy usage by the tenants. By placing a governor on thermostats, the building owners were able to reduce excessive usage—particularly in cases where tenants were setting the heating on 90 degrees but then opening the windows in winter.

To engage new businesses in the meeting, our client had certain criteria that needed to be met. They were also seeking buildings where the landlord included utilities into the cost of the monthly rent. In addition, privately owned buildings were a good fit, but government run housing was also a good fit.

The goal of the program was to get contacts excited about cost conservation and the end goal of saving money. The client conducted the in-person appointments to further educate prospects and secure new contracts.

Based on the impact and success of the program in its first month, the Client continued their program for many months. For this particular client, their market size was limited so the program duration was also limited.

Results

The benefit to the Client was penetration of its existing customer base while increasing their sales pipeline and gaining customer retention.



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