

Quick Kit Delivery for Impressive End-of-Year Savings

When a large Northeast diversified energy company had less than a month to close the shortfall on their annual savings budget, they turned to AM Conservation's quick and seamless kit process to generate end-of-year savings.

THE STORY

A major Northeast energy company serves over 2 million electric and 1 million natural gas customers within their service area. The energy company found itself racing against the clock as December had already started, and they still had a significant shortfall in their annual savings goals.

THE GOAL

The utility needed to target a large segment of their customer base with an effective, savings-generating program with a quick turnaround. Landing on implementing an energy-saving kit program, they sought a partner who could facilitate the production and delivery to thousands of customers within the extremely tight timeframe.

THE SOLUTION AND RESULTS

The utility had worked with AM Conservation in the past and was familiar with its robust operations and logistics capabilities. After a call with AM Conservation on December 2nd, the kit development process began.

The kit specifications included 4 LED light bulbs and a branded energy-saving insert enclosed in a kit designed with the energy company's branding. The insert, kit design and messaging took advantage of the holiday season to present customers with a gesture of giving accompanied by a warm holiday greeting.

By December 26th, 89,707 kits had been successfully delivered to all customers in the targeted area. The quick and easy kit program generated incredible savings:

- ▶ **358,828 LED light bulbs delivered to 89,707 customers**
- ▶ **28.5 kWh of savings generated per bulb**
- ▶ **10,226,598 kWh total savings**



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KITS SHIPPED WITHIN
22 DAYS OF KICKOFF CALL



10,226,598
KWH IN SAVINGS

