



Energy Productivity Success Stories

Lime Energy Redefines Energy Efficiency for Small Businesses

SUMMARY

Lime Energy has unlocked the secret of successfully implementing energy efficiency programs for utilities and mass-market engagement to their small business customers. In order to drive high penetration in the small business segment, it is necessary to understand why business owners make decisions and how those decisions will directly affect their bottom line within their particular industry segment— an approach Lime Energy has refined and cultivated by working directly with over 100,000 small businesses across the country.

COMPANY/ORGANIZATION BACKGROUND

Lime Energy is the nation's leading provider of energy efficiency services to utilities and their business customers. Through our integrated, data-driven software platform and customer centric approach, Lime Energy provides utilities with mechanisms to deliver a full spectrum of comprehensive energy services that foster long-term engagement, resulting in improved customer satisfaction, grid reliability and cost-effective environmental compliance. This combination of custom incentives, tailored products and intelligent engagement strategies drives high participation while developing new and enhanced relationships between customers and utilities. With this next generation approach, Lime Energy is helping utilities across the country go deeper and broader with the cheapest, cleanest and fastest energy resource that we have – energy efficiency.

CHALLENGES

Over 90% of utility commercial customers are small and medium businesses, but engaging this hard-to-reach market cost-effectively has presented unique challenges for utility companies for the following reasons:

- Small business owners typically don't have the time or technical knowledge to pursue the complicated programs usually offered for commercial users.
- Small businesses often don't have the cash flow to invest in energy efficiency improvements upfront and have limited access to affordable financing
- Lack of a clear consistent message about energy efficiency program availability and benefits

SOLUTION

Through our award-winning, performance-based programs, Lime Energy provides a channel for utilities to engage these hard-to-reach small business customers. Lime Energy's integrated approach includes professional services, complete customer engagement, engineering, procurement, and construction management. Our revolutionary approach aligns the interests of utilities, contractors, and customers. It also enables utilities to generate efficiency as a resource, incentivize customers based on how they specifically use energy, and enables contractors to run sustainable businesses. Lime Energy programs are designed to provide utilities with:

- A proven, turnkey energy services platform that delivers on a pay-for-performance basis
- Access to best practices gleaned from the engagement of over 1.4 million small businesses
- Marketing intelligence, innovative customer engagement strategies and sales excellence that result in a 70+% closure rate for targeted direct install programs
- An Ally Force contractor network and construction management expertise that ensures 95%+ customer satisfaction scores
- Attractive, flexible extended payment options for small business owners to offset initial efficiency costs

RESULTS & BENEFITS

Lime Energy serves 12 of the top 25 US electric utilities, provides educational outreach to 1.4 million small business customers annually, and has successfully implemented over 100,000 commercial and residential energy efficiency projects. These projects have reduced energy usage by over 1,000 gigawatt-hours and achieved more than 225 MW of permanent demand reduction. Through our integrated energy services platform, Lime Energy has helped utilities achieve their energy efficiency savings goals, saved US small businesses over \$100 million in annual energy costs and stimulated economic growth in thousands of local communities.