

→ Reimagining small business energy management



ICF brings decades of experience designing and delivering energy and climate policies and programs with a focus on [decarbonization](#), [flexible load management](#), [electrification](#), and [customer insights and incentives](#). Our forward-thinking and innovative services create new customer pathways and richer relationships with energy companies yielding greater results as they deploy commercial & residential programs.

For more information, contact:

Zach Sussman

zach.sussman@icf.com

+1.212.656.9547

Visit icf.com/work to learn more.

About ICF

ICF (NASDAQ: ICFI) is a global consulting and digital services company with over 8,000 full- and part-time employees, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future.

Improving small businesses' energy decisions

Small and medium businesses (SMBs) represent a mostly untapped source of energy efficiency savings.¹ While most utilities now offer DSM programs focused on SMBs, tapping into these diverse and hard-to-reach customers takes specific messaging, measures, and account management—adding to the challenge of program cost-effectiveness.

ICF's innovative small business energy management expands utility access to the SMB market, stimulates participation, and increases uptake in incentives. Our approach effectively leverages behavioral science, advanced data analytics, and customer research to engage and drive participation and achieve greater energy savings. Key elements of ICF's delivery strategy include:

- **Smart business energy reports** with tailored feedback and recommendations
- **Digital business profile tools** to enable more customized solutions
- **Specialized energy advisors** to facilitate and guide the customer experience
- **Business energy rewards** that promote positive customer sentiments and encourage ongoing participation and engagement

Our utility clients receive a tailored program design resulting in **an engagement strategy that drives energy savings for you and your SMB customers**. The benefits of our proprietary suite of innovative software and services include:



Science-based engagement strategies that use customer-centric research and behavioral science to better understand customer decision-making. This helps tailor your SMB solution to deploy the most effective outreach strategies that maximize customer engagement and participation.



Verified, tailored, and integrated approach means utilities can rely on more than a decade of design and delivery expertise using EM&V protocols that address the unique challenges of claiming savings from diverse SMBs.



Personalized data-driven insights, using robust AMI analytics and ICF's [Sightline™](#) platform provides personalized reports, feedback, recommendations, and encouragement to drive energy savings. This also leads to strategic cross-promotion of other programs offered by the utility.



Diverse multi-channel engagement bridges the SMB communication gap by providing multiple points of contact to position the utility as the trusted energy advisor with valuable energy insights and actionable resources. This communications strategy engages a larger proportion of eligible businesses.

Contact us to learn how we can tailor your SMB behavioral program to produce big results



¹ SMBs consume roughly 20% of U.S. energy while attracting less than 5% of utility energy efficiency spending (Smart Energy Consumer Collaborative, 2018).