

Utility Accelerates Clean Heat Adoption to Drive Low-Carbon Goals

A customized HVAC calculator educates customers about switching to heat pumps, increasing confidence in requesting contractor quotes and adoption, resulting in reaching low-carbon goals faster.

The Challenge: Increasing Customer Satisfaction, Improve Engagement

Orange and Rockland (O&R), a subsidiary of Consolidated Edison, Inc., is a dual-fuel IOU serving over 370,000 customers in New York City's northwestern suburbs. To meet their goal to advance the electrification of heating by aggressively transitioning away from fossil fuels, O&R knew their biggest challenge was driving customer adoption. After extensive stakeholder collaboration and benchmarking, O&R determined that energy users heating with fossil fuel needed to understand their options and impacts of changing to heat pump technology before asking for contractor quotes. Andrew Farrell, Project Specialist at O&R noted,

“What we needed was a flexible calculator tool to educate and show the Total Cost of Ownership (TCO) to help customers change their HVAC to clean technologies.”

Solution:

O&R could not find a solution that would meet their exact needs. But after seeing a calculator tool on another utility's website with the desired look and feel, they discovered it was produced by Apogee Interactive. In August 2020 O&R engaged Apogee to build an online TCO calculator by December 2020. Requirements included letting users input their home's size, air tightness, typical temperature settings and existing heating and cooling system types.

The online TCO calculator solution:

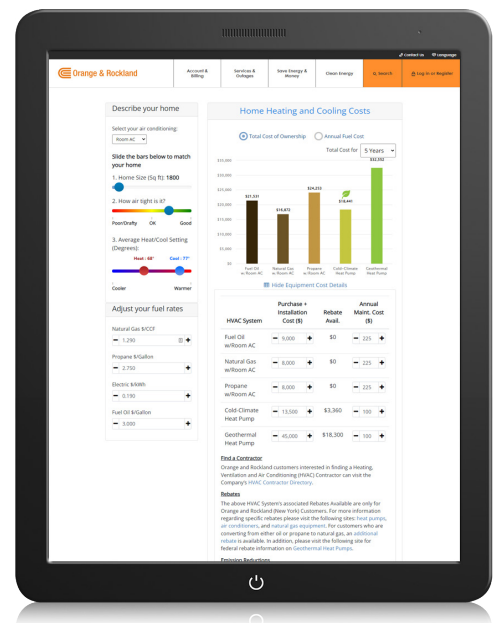
- Provides TCO comparisons and annual energy costs between fuel oil, natural gas, propane, as well as cold-climate and geothermal heat pumps over a choice of timeframes.
 - Estimates equipment, installation, and maintenance costs
 - Calculates rebates available from utility and other sources
- Sets user expectations for energy savings and what a reasonable contractor price should be
- Gives contractors a way to educate prospects and helps them sell new heat pumps

Following completion of the calculator, on time and on budget, O&R shared the calculator with HVAC contractors so they could use it with customers.

Results:

O&R saw an impressive jump in website traffic as a whole, primarily driven by contractors referring customers to the HVAC TCO Calculator.

- **96% of website visits were attributed to the TCO calculator** (on an average 12 month rolling basis).
- **Adoption rate higher than expected**



To schedule a demonstration contact Apogee at 678-684-6801 or info@apogee.net | apogee.net