



eScore™: designing for success and savings

THE NEED

TVA wanted to redesign their popular, yet costly in-home energy efficiency retrofit offer. Demand was high, and they needed to support more customers to implement more measures with the same budget. They were interested in deepening the relationship with homeowners, adding a customized scorecard and reducing costs through simplified systems, processes and contractor delivery.

OUR APPROACH

Milepost first conducted a feasibility study to determine the value of a customized scorecard, which included a comparison of existing scorecards and best practices. We then worked with TVA stakeholders and the implementation team to identify bright spots and pain points in the existing offer. Applying behavior change and communications expertise, Milepost designed a personalized scorecard, and partnered with experts in consumer product development and program administration to design eScore™, a market-tested retrofit program.

THE RESULTS

eScore™ is a contractor-driven, customer-centric, scorecard-based energy efficiency offer that makes it simple and affordable for customers to implement upgrades over time to achieve their home's best energy performance. Over 20,000 homeowners participated in eScore in its first year with a measure implementation rate of 84% and customer satisfaction ratings above 98%. eScore™ enabled TVA to achieve a 45% increase in energy savings for the same cost as the previous program.



QUESTIONS

Ask Julie Hayes

julie@milepostconsulting.com