



Home Performance with ENERGY STAR®

June 2, 2014

Dear Home Performance with ENERGY STAR® Contractors:

Beginning the week of June 2nd, NYSERDA's Home Performance with ENERGY STAR® (HPwES) program will be sending Net Promoter Score® surveys to participants that recently completed an audit or project. Net Promoter Score, commonly referred to as NPS, is a customer loyalty metric that gauges how willing a customer is to recommend a product or service. Its adoption and popularity has grown over the past decade and it has been adopted by multiple industries and both large and small organizations around the world. NPS surveys are simple; for the HPwES Program we plan to ask customers two simple questions:

- 1) How likely are you to recommend the Home Performance with ENERGY STAR® program to a friend or colleague?
- 2) How likely are you to recommend your contractor to a friend or colleague?

In addition, randomly selected respondents will be asked to answer several more specific questions to understand customer motivations for pursuing energy efficiency work on their home. Surveys will be sent after a customer has an audit, after measures are completed, and six to nine months following completion. The goal of this initiative is to benchmark our scores against industry peers, identify issues, and ultimately drive customer loyalty and participation. In order to enhance transparency, you will be sent reports of your aggregate performance metrics on a monthly basis.

Going forward, please inform your customers that they will receive short survey through email, up to three times over the life of a project, to help set their expectations.

Please reach out to Tina Carton, CSG Program Manager at Tina.Carton@csggrp.com with any questions.

Sincerely,

John Ahearn
Program Manager
NYSERDA

*Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, Inc., and Fred Reichheld.

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