Energy Trust 2010 Trade Ally Survey

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2010 Trade Ally Survey (Demographics)

- Sent to over 1700 trade allies
- 331 respondents
  (18%, up from about 10% previously)
- Good mix of sectors and specialties
- 60% have worked with Energy Trust 3+ years
- 58% plan to increase proportion of Energy Trust projects in 2011

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2010 Trade Ally Survey (Satisfaction)

- 73% were ‘satisfied’ or ‘very satisfied’ with energy efficiency programs
  - Up from 67% in 2009
  - Satisfaction with staff knowledge and interactions climbed from 2009
  - Little change in satisfaction with paperwork processing

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2010 Trade Ally Survey (Satisfaction)

- 79% were ‘satisfied’ or ‘very satisfied’ with Solar program
  - Up from 63% in 2009
  - Satisfaction with staff knowledge and interactions climbed to 87% from 75% in 2009
  - Lower satisfaction with paperwork turnaround time

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2010 Trade Ally Survey (Key Findings)

- Respondents were well aware of BETC and RETC – improvement over previous years
- Respondents were well aware of GreenStreet Lending, and how to access it
- Satisfaction with EBIX was low, with 44% stating they were not satisfied with the service
- High interest in further cooperative marketing support and education in their own trades
- Half of respondents had attended roundtable meetings and half considered them useful or very useful

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2010 Trade Ally Survey (Key Findings)

- Most respondents wanted monthly program updates via email
- 75% read Insider, and majority found it at least somewhat helpful
- 84% visit the website at least once per month, and most believe it is easier to navigate than the previous version
- Many still believe it is not easy to navigate and find information

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2010 Trade Ally Survey (Recommendations)

- Continue GreenStreet Lending services and continue promoting to trade allies
- Explore in-house management of insurance documentation as alternative to EBIX
- Continue to support technical and program training, based on Energy Trust needs and trade ally requests
- Continue roundtables with clear agendas and timely notification and scheduling
- Expand web based roundtables and clearly delineate sessions by program topics

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2010 Trade Ally Survey (Recommendations)

- Continue Insider as an E-newsletter, and continue direct email notifications to communicate with trade allies
- Make further efforts to upgrade the site with attention to forms and program incentive pages

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2011 Priorities

- Provide more training as part of roundtable sessions, including training on web tools found on Energy Trust's site
- Simplify forms and ensure that all fields are relevant; moving to web forms when possible
- Provide more tools for trade allies to use with customers – examples include the solar calculator, lighting calculator and HVAC calculator
- Offer more technical and Energy Trust program specific training in-person and by webinar

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2010 Survey Text

www.energytrust.org/library/reports/

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