

Helping Small Businesses Cut Energy Costs and Boost Savings

By utilizing customized education kits that deliver immediate savings and long-term customer value, Franklin Energy is simplifying energy efficiency for small businesses.



As a small business, we often see high utility bills, but don't know where to find resources or information about how to reduce energy usage. Thanks to the free products, we saw an immediate decline in our spending. We're looking forward to our scheduled energy audit to learn about additional opportunities.

-Participating Small Business Owner

1,652

PARTICIPANTS

442,171 KWH

ANNUAL ELECTRICITY SAVINGS



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THE STORY

Spanning 24,000 square miles of rural and remote communities, a Pacific Northwest utility was looking for a solution to better meet the unique needs of its small business customers. They turned to Franklin Energy, a trusted partner in delivering turnkey savings.

THE GOAL

The utility was seeking a scalable, cost-effective way to engage business owners where they were—offering simple, accessible tools that would reduce energy use, lower operating costs, and inspire participation in larger-scale energy efficiency initiatives.

THE SOLUTION AND RESULTS

Franklin Energy developed a turnkey direct-install kit program tailored specifically for small businesses. Because small businesses often face unique challenges, the team identified three key segments and built custom kits for each one: restaurants, retail, and small offices.

Delivered directly to each customer's doorstep, the kits included a detailed savings guide, incentives to encourage installation, and cross-promotional inserts highlighting additional utility programs. Follow-up emails and texts deepened engagement—collecting feedback, measuring satisfaction, and driving participation in other offerings.

The results spoke for themselves:

- **442,000+ kWh** saved
- **1,650+ customers** served
- **1,620+ participants** enrolled in additional efficiency programs

This simple, customer-centered solution created measurable impact—helping small businesses across the Pacific Northwest save energy, save money, and strengthen their connection to the utility's broader efficiency goals.

