

# Two Steps Ahead: A Smarter Way to Evaluate Instant Discount Measures

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# The Situation

- PECO offered a \$1 instant discount for canned spray foam in participating retail locations
- No default savings value in the Pennsylvania Technical Reference Manual (TRM)
- No rebate forms = no customer contact information



# Why is this important?

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Instant discounts are growing in popularity in utility energy efficiency programs



Evaluation is challenging without customer data



Utilities need reliable savings verification methods



This approach is a scalable and customizable solution that balances rigor and budget considerations

# Two-Step Survey Approach

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- Step 1:** In-store QR code/tear-away flyers to collect contact information
- Monthly \$50 e-gift card sweepstakes drawing for providing contact information



- Step 2:** Online follow-up survey to collect usage data
- Guaranteed \$20 e-gift card for completing the follow-up survey

# In-Store Engagement: Passive Signage

- Shelf-side signs placed next to the discounted product did not yield a sufficient response rate
- In-store staff made customers aware of the QR code, but this was not a sustainable long-term solution



# In-Store Engagement: Tear-away Flyers

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Tear-away flyers (shown above) provided a scalable solution and tangible reminder for customers to take with them

# Data Collection Results

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114 participants provided contact information through the in-store QR code/flyers



28 follow-up survey responses



25% response rate

# Lessons Learned

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Passive signage alone is insufficient



In-store implementation staff and take-away flyers are more effective in increasing contact information form responses



The sweepstakes model helped control costs, but a guaranteed incentive may help increase response rates

# Considerations and Limitations

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- Small sample size limits statistical significance
- Inclusive approach (i.e., not screening out non-PECO customers) allowed for leakage estimation
- Coordination and collaboration across multiple stakeholder groups is critical to success:



Evaluation Team



PECO Program Managers



PECO Marketing and Promotions Team



Implementation Contractor



PECO and Guidehouse Legal Teams (sweepstakes review)



PA Statewide Evaluator

# Future Considerations

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Digital integration via app/chatbot



Extend approach to other measures beyond spray foam



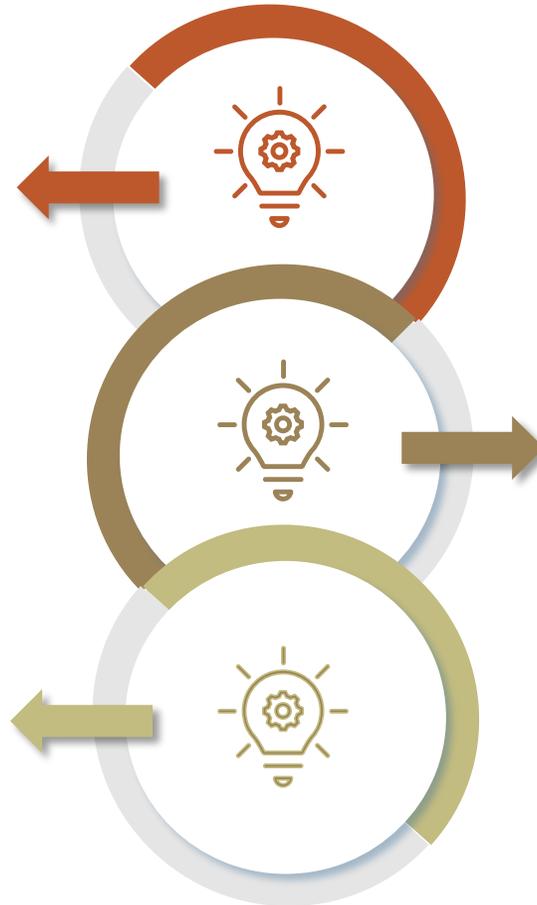
Create a standardized toolkit of in-store materials and an example follow-up survey

# Closing Thoughts

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This two-step model is scalable and customer-friendly

Additional detail and the survey templates used in this work are available in the full paper



How can you use/adapt this model to align with the program(s) you evaluate?

# Thank You!

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Let's connect on [LinkedIn](#)!

- Thank you to PECO and their implementation team
- Please reach out with questions!

