

# CLEAResult®

## KANSAS CITY POWER & LIGHT THERMOSTAT PROGRAM



### Project at a glance

**23,000+**

Nest Learning Thermostats installed  
over the 3-year program cycle

**29+ MW**

of deemed demand savings

**9.7 GWh**

of deemed energy savings

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**CLEAResult does a really good job of creating synergies between different program offerings based on customer needs, instead of just an operational plan chiseled out three or four years ago. They understand the program we're trying to implement isn't just a program, but is part of a larger holistic portfolio of offerings.**

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**Tyson Brown**  
Product Manager at KCP&L

## Smart thermostats delight customers, save money and reduce peak demand

### ▲ The opportunity

Kansas City Power & Light, or KCP&L, is always looking for new ways to reduce demand on the grid and heighten customer satisfaction. Smart thermostats, like the Nest Learning Thermostat, provide a unique opportunity to fulfill both objectives.

### ▲ The challenge

The biggest challenge is reducing demand on the grid at peak times. The KCP&L Thermostat Program, developed in partnership with CLEAResult, is designed to replace 23,000 legacy thermostats with Nest Learning Thermostats. Leveraging CLEAResult's services and strong relationship with Nest, KCP&L launched an initiative that excited customers about upgrading their equipment, introduced demand response, or DR, to complement existing tactics and reduced peak demand.

### ▲ The solution

This partnership enabled KCP&L to offer state-of-the-art Nest Learning Thermostats to their customers at no cost, with an additional \$25 annual incentive. Designed to be an easy, seamless process, the program accommodates customers' needs and preferences. To that end, CLEAResult provides a specifically tailored set of services to ensure maximum customer satisfaction. These include:

- Performing direct installations
- Servicing legacy and new program participant thermostats
- Maintaining a system of record
- Operating a call center with an on-call field technician available for urgent services, 24 hours a day, seven days a week
- Maintaining and managing the inventory of thermostats for direct installations (see below)
- Processing program incentive payments
- Sending, tracking and reporting metrics on email marketing campaigns

For the greatest degree of customer flexibility, the program gives participants three options for installing their Nest Learning Thermostats:

1. **Do-it-yourself, DIY, option:** The participant has their thermostat shipped free of charge. In addition, the participant receives a \$50 incentive upon successful installation.
2. **Direct installation, DI, option:** A Nest Pro Certified CLEAResult team member installs the thermostat at no charge to the customer.
3. **Bring your own, BYO, option:** KCP&L customers, who already own a Nest Learning Thermostat, receive a \$100 incentive to enroll in the Rush Hour Rewards program.



## Talk to us

Learn how CLEAResult can help change the way you use energy.

Contact us at 512.327.9200, [info@clearresult.com](mailto:info@clearresult.com) or [clearresult.com](http://clearresult.com).

Prior to a DR event called a Rush Hour, the Nest thermostat pre-cools the participant's home. This pre-cooling ensures the participant's comfort during the event. During the actual DR event, the Nest thermostat increases the temperature setpoint by a three degree maximum. This reduces energy consumption by limiting compressor run time.

## ▲ The results

In a few months, the Rush Hour Rewards program shattered all goals and expectations. In the first year, goals were set at 1,200 DIs and 2,800 DIY installations. Now, about 2,000 DIs and 4,000 DIY installs are expected by the end of the program year.

KCP&L's Thermostat Program reached unheard-of levels of customer satisfaction. End-users were so enthusiastic, they started their own word of mouth advertising across all forms of social media to promote the program on behalf of KCP&L, with no direct marketing investment from the utility.



KCP&L customers have engaged with their utility and fostered organic marketing via Twitter, Facebook, Instagram, Reddit, Nextdoor.



"Woohoo! New Nest Thermostat from @KCPLConnect for enrolling in the Rush Hour program! Installer was nice & fast."

*Customer via Twitter*

# 97%

customer satisfaction rating on direct installations.



"Had a little 'tool-time' today installing my free @nest. Thanks @KCPLConnect."

*Customer via Twitter*

# \$0

for KCP&L to promote the program using realtor-paid Facebook posts.



"Is KCP&L your utility company? Get a free Nest Thermostat."

*Realtor reposting KCP&L post via Facebook*

Such high rates of customer adoption and satisfaction ensured a steadier, energy-efficient grid during peak demand.

## ▲ Lessons learned

- Nothing beats customer satisfaction. Customer testimonials on social media are the best way to market a program.
- Never stop innovating. By consistently providing their customers with new and innovative offerings, KCP&L remains contemporary.
- The back-end matters. The software employed to manage inventory and field staff needs to ensure a seamless, easy and accurate end-to-end customer journey.
- Find the right fit for the right customers. A service provider can offer a single solution, but only if that solution is superlative and customer-friendly.