

EnerNOC takes customer satisfaction to a new level with Clicktools



EnerNOC has transformed the way the world uses energy. Helping commercial, institutional and industrial organizations use energy more intelligently, pay less for it and generate cash flow. EnerNOC continually strive to maintain a real-time balance between supply and demand.

## The Story

The Demand Response Group is a division of EnerNOC that works with industrial and commercial customers to divert their usage during peak supply times. During these times the Group sends alerts to its members, asking them to limit or divert their consumption. After, members are sent a survey to ask how well they felt EnerNOC managed the peak demand event. Feedback from these surveys is used to create best practices, improve service and reduce costs throughout the organization.

### ABOUT ENERNOC:

EnerNOC is a leading provider of energy intelligence software (EIS). EnerNOC's EIS solutions for enterprises include applications that help organizations buy energy better, manage utility bills, optimize energy consumption, participate in demand response, and manage peak demand. EnerNOC's EIS solutions for utilities, grid operators and energy retailers include EnerNOC Demand Resource™, a turnkey demand response resource with firm capacity commitment, and EnerNOC Demand Manager™, a software-as-a-service (SaaS) application that provides utilities and retailers with underlying technology to manage their demand response programs.

### CLICKTOOLS PRIMARY USE:

- Annual Customer Satisfaction Surveys
- Post Enablement and Post Event Surveys
- Operational Data Collection/Validation

### CHALLENGE:

- To create an environment where customer feedback could be actioned in real time

### MAIN WINS:

- Integrated seamlessly with CRM
- Reduced costs
- Taken customer experience programme to a new level
- Improved levels of Service to meet the global customer

*“Using Clicktools we have been able to develop a true life cycle approach to measure and improve our customer’s experience”*

**Jeanne Abmayr**

— Relationship Marketing Manager

Before EnerNOC engaged with Clicktools they were outsourcing these surveys. Jeanne Abmayr, Relationship Marketing Manager explains, “We needed to bring our surveys in-house as the delay and time taken to manage and deploy them was proving prohibitive. We wanted to obtain feedback in real time and make changes to our surveys quickly. We chose to work with Clicktools as they were the only company that could fully integrate with Salesforce CRM and provide real time reports.”

EnerNOC understood that unless they adopted a life-cycle approach to conducting surveys that customers would quickly become “fatigued” and frustrated. “This is a strategic part of our business and we needed to get it right.”

Clicktools technology has performed so well for EnerNOC that they have extended its use to other areas of the business. Marketing uses Clicktools to gather campaign responses, and Operations uses Clicktools to confirm that customer contact information is up to date. “These aren’t traditional surveys, but they demonstrate the flexibility of Clicktools. I am very happy with this product.”

Jeanne concludes “I really enjoy working with Clicktools and would recommend them in a heartbeat. They provide continuity, strong account management and have a great technical foundation. We view them as business partners.”

**FOR A FREE DEMO, CONTACT THE CLICKTOOLS TEAM**

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