

LEXINGTON, Mass., Sept. 19, 2013 /PRNewswire/ -- [Kilojolts Consulting Group](#) has expanded its customer engagement programs for utilities and energy service providers with the launch of [SEE The Light Home Energy Toolkits](#), a brand extension of the company's popular [SEE The Light](#) product suite for commercial, industrial, and municipal sectors. The residential Toolkit is a home energy efficiency starter kit with 10 conservation tools, and an Energy Efficiency Workbook with room-by-room tips for cutting electricity, heating and water bills.

Kilojolts is offering partnership opportunities to utilities seeking to engage residential customers with a low-cost, co-branded/white-labeled energy conservation product. The Home Energy Toolkit retails for \$99 with volume discount pricing for utility and ESCO partners.

Kilojolts President Gary Markowitz said that SEE The Light Toolkits fill a gap in utility customer engagement programs. "Utility programs have been either massive 'big data' undertakings or outdated CFL bulb giveaways," observes Markowitz. "These initiatives provide utilities with a low-cost, high-value product that quickly generates energy savings for the customer, and serves as a catalyst for customer interest in discussing large, savings-intensive projects."

Markowitz continues, "SEE The Light helps utilities build trust by delivering a simple set of energy-saving products that customers implement on their own, without upfront capital or long-term investment. Our utility partners for C+I and municipal customers, including National Grid, New Jersey Natural Gas, and United Illuminating, use the SEE The Light Toolkit as a delivery vehicle for valuable marketing materials on their other programs and offerings. We believe the new residential customer Toolkit will prove equally useful as a utility customer engagement solution."

The new Home Energy Toolkit includes 10 products every homeowner or renter needs to jumpstart an energy efficiency project, including an LED light bulb, faucet aerator, and air leak sealers. The Toolkit offers a potential for \$350[1] in utility bill savings once all Tools are deployed. Implementing the tips in the Workbook will multiply the savings year after year.

Kilojolts Expands Utility Customer Engagement Programs With See The Light Home Energy Toolkits

Written by Australian Business

Markowitz notes, "The SEE in SEE The Light stands for Save Energy Everyday. That's what the residential Toolkit helps consumers do: use less energy, cut their utility bills, and get on the path to sustainable savings."

For more information, visit www.homeenergytoolkits.com .

[1] Based on an average annual utility budget of \$2,200 for a single family home (2009 data)

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