



ENERGY

DSM PLANNING AND MARKET RESEARCH

Careful planning is a critical first step to developing best-practice DSM programs. Effective market research provides important information about customers and their energy use; this information guides the planning process.

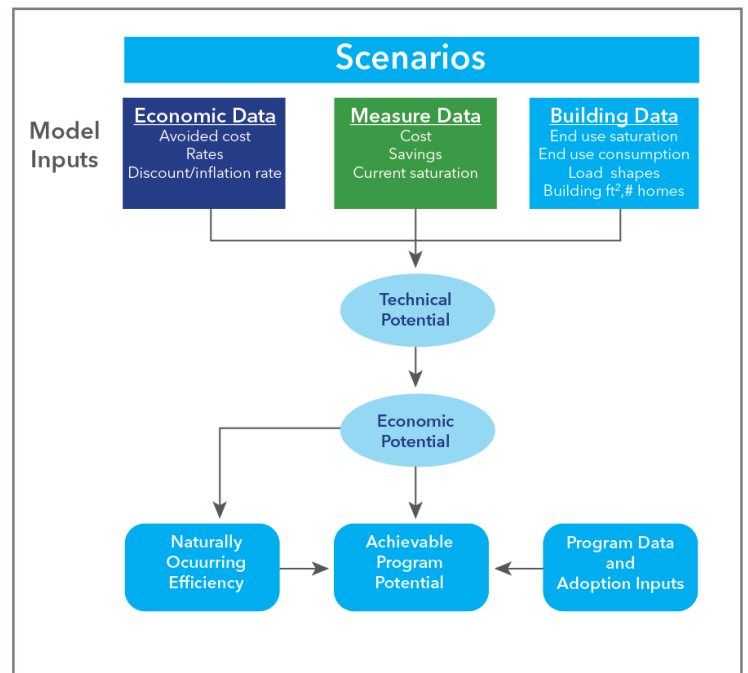
DNV GL has a wealth of experience conducting market research and developing DSM plans for utility, government and nonprofit entities. We understand all aspects of program planning and design, ranging from technical measure performance to best practices in garnering customer participation to cost-effectiveness assessment. On behalf of our clients we have conducted numerous planning studies and tens of thousands of residential and business surveys.

Planning Services

DNV GL offers a full range of planning services, including potential studies, program portfolio design, technology assessments, and baseline studies for commercial and residential programs. Our experts understand energy use, from a technical and behavioral standpoint and provide practical insights to our clients as they plan their DSM activities.

DNV GL's proprietary model, DSM Assyst™, allows our team to conduct bottom-up resource assessments more efficiently and accurately than other firms. DSM Assyst has been used successfully on dozens of DSM potential studies, provides a thorough, clear, and transparent documentation database, as well as an extremely efficient data processing system for estimating technical, economic, and achievable potential under multiple scenarios.

Estimating DSM Potential



Market Research Services

We conduct all aspects of customer research and market analysis, including survey design and implementation, focus group development and facilitation, sample design, market segmentation, and strategic analysis. We help clients to better understand their markets and to generate actionable plans to increase their customer satisfaction and strengthen their bottom lines. Clients easily utilize their data with our web-based analysis tools.

DNV GL's extensive experience in customer research and analysis provides the information you need to acquire and retain your most profitable customers. Using a combination of secondary sources and surveys, we will work with you to increase the profitability of your retail operations.

Survey Instrument Design

We provide expert survey instrument design, including program evaluation questionnaires, feasibility studies, and focus group discussion guides.

Customized Sample Design

We formulate customized sample designs that best meet your unique research requirements. Whether multi-stage stratified sampling or simple random sampling, our sampling statisticians utilize efficient and effective sampling and weighting techniques to assure the validity and reliability of your research.

ABOUT DNV GL

DNV GL is a global authority in business and technical consultancy, testing and inspection, emissions reductions, certification, and risk management across the energy value-chain.

With over 16,000 experts around the world, DNV GL is committed to driving the global transition toward a safe, reliable, efficient, and clean energy future. www.dnvgl.com

DSM Supply Curve

