

## CASE STUDY

# Empowering National Grid customers through solar education

Comprehensive solar marketplace solutions for the utility customers of today

## AT A GLANCE

**Marketplace launch**

2016

**Customers educated**

250K+

**Quotes delivered**

50K+

**Solar Installations**

5K+

**Community solar subscriptions**

2K+

“ In this partnership with EnergySage we were able to create a portal to bring the ecosystem together and that’s where the utility became a true, trusted advisor.”

– GREGORY KNIGHT  
former Chief Customer Officer  
National Grid

## Overview

In 2016, National Grid joined forces with EnergySage, the leading home electrification marketplace, to create a trusted platform for customers to explore solar solutions. Providing National Grid customers with objective and transparent information, educational content, comparison tools, and free estimates from [vetted local solar installers](#). Since launch, we have expanded to provide Community Solar Marketplace solutions as well as Small to Medium Business support to expand resources to renters and business owners.

## Benefits

### COMPREHENSIVE MARKETPLACE SOLUTIONS

Customers can compare quotes from vetted installers, or upload an external quote, ensuring transparency and protection from predatory sales tactics.

### EDUCATIONAL TOOLS & RESOURCES

Solar calculator and branded marketplaces help guide informed decisions, integrating seamlessly with the [National Grid](#) experience.

### PROGRAM ANALYTICS

Real-time insights into program performance and customer engagement for data-driven optimization.

### CONCIERGE SUPPORT

Unbiased guidance from expert Energy Advisors fully supports customers and improves satisfaction.

## Recognition

National Grid’s Solar Marketplace program won the [2020 Best Practices in Customer Engagement award](#) from the Smart Energy Consumer Collaborative (SECC). This recognition underscores the significant impact on enhancing customer satisfaction, highlighting their commitment to delivering a positive and seamless experience for customers transitioning to solar energy.