

Franklin Energy Acquires PlanetEcosystems

Acquisition to extend Franklin Energy's customer engagement capabilities

PORT WASHINGTON, Wis. ([PRWEB](#)) March 15, 2018 -- [Franklin Energy](#), a leading national demand side management implementation firm, announced today that it has acquired San Francisco-based [PlanetEcosystems](#), developer of an award-winning customer engagement platform.

“We are continuously looking for ways to innovate and opportunities to improve our utility-client service offerings,” said Paul Schueller, Franklin Energy’s founder and CEO. “In this rapidly changing and advancing industry, this acquisition allows us to look to the future. It will provide our utility client’s customers with a better experience, whether that’s through a personalized customer journey, account portals that dynamically adjust to behavior, or expanded marketplace features in our online stores.”

This acquisition allows the team to provide more value to utility clients by seamlessly connecting energy efficiency, demand response and other distributed energy resources programs through automated participation paths tailored to customers’ needs and desires. The result is portfolio-level programs implemented in a more customer-centric and engaging way.

“The joining of these companies allows for our clients to dramatically expand their service offerings to their customers – from marketplaces to home control and other automated wants and needs,” said Rory Jones, co-founder and president of PlanetEcosystems. “These offerings are particularly important as the utility of the future comes into focus, and our new SaaS offerings provide an easy, low cost and rapidly-deployed solution set.”

“Our expertise is in customer engagement and technology, while Franklin Energy is the expert in utility program implementation,” said Steve Malloy, co-founder and senior vice president of PlanetEcosystems. “Together we will simplify the experience for utility customers by leveraging technology to streamline and integrate program delivery. Together we can deliver a comprehensive, seamless customer journey that is easy for customers to participate in and promotes deeper program participation.”

About Franklin Energy

With over two decades of both energy efficiency and demand response experience, [Franklin Energy](#) designs and implements grid optimization programs for utility, state and municipality clients nationwide and into Canada. The firm’s expertise pinpoints goal-focused solutions for its clients and their customers across residential, multifamily, small business and commercial/industrial markets. As home of [Efficiency@Work](#), Franklin Energy integrates all customer interaction including online application processing and in-field data collection through its technology suite. Franklin Energy provides education based programs and kits under our [Resource Action Programs](#) brand.



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