



# Consumers Energy Residential Contractor-Facing Programs

Contractor Advisory Panel Research

October 17, 2017



# Agenda

- Background and survey approach (5 minutes)
- Wave topics and key findings (15 minutes)
- Using feedback to inform program delivery (5 minutes)
- Q&A





# Background and Approach



# Research Background

**Panel Objective:** Establish a direct channel for structured communication with a pool of engaged trade allies, through which Consumers Energy can receive real-time feedback from respondents.

## Contractor-Facing Programs

HVAC and Water Heating

Insulation and Windows

Home Performance with ENERGY STAR®

- Contractor panel represents a range of activity levels
- Qualtrics online survey distribution
  - Distributed as a series (waves) of surveys to selected contractors
  - Each survey takes less than 10 minutes to complete
- Contractor contact data provided by program implementation contractor (ICF)



# Survey Methodology

## Survey Approach

Stratified Sample

Online Contractor Surveys

367-923 contacts

HVAC and Water Heating

393-761 contacts

45-114 respondents

Insulation and Windows

97-101 contacts

13-21 respondents

Home Performance with ENERGY STAR

64-65 contacts

13-20 respondents

### Communication Overview:

- Most survey samples stratified by participation:
  - All HPwES
  - HVAC with >10 projects in the past 12 months
  - INWIN with at least 1 project in the past 12 months
- Surveys fielded for 2 weeks
- Email reminder sent during 2<sup>nd</sup> week



# Survey Response

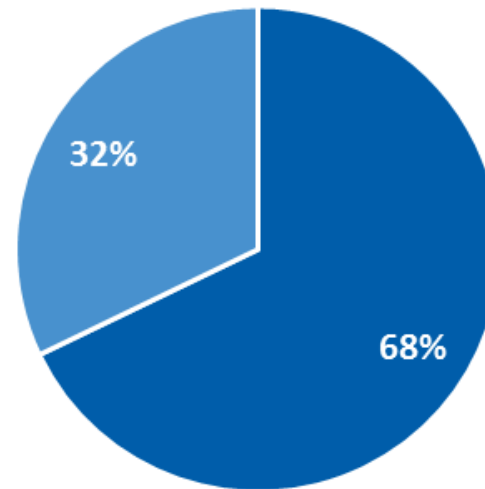
214

Unique respondents across  
Wave 1 to Wave 4

29

Respondents participated  
in all 4 waves

Wave 4 Respondent Distribution



■ Return Respondents (n=95) ■ New Respondents (n=45)



Respondents received a  
**\$15 gift card**  
of their choice  
to **Meijer** or **Amazon.com**



# Research Objectives

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- Gauge contractor experience with Consumers Energy program delivery methods:
  - Marketing, sales tools, lead generation
  - Training
  - Contractor recognition
  - Application process
  - Program staff relationships
  
- Assess reactions to new program concepts





# Wave Topics and Key Survey Findings





# Survey Topics

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## Wave 1: Aug 2015

- Intro to Panel
- Effect of Incentives and Bonus Promotions

## Wave 2: Nov 2015

- Financing Options
- Contractor Recognition (part 1)

## Wave 3: May 2016

- Marketing Materials

## Wave 4: Aug 2016

- Contractor Recognition (part 2)
- Contractor Directory Listing



# Key Findings: Interest in Contractor Recognition

Consumers Energy asked contractors to rank criteria it was considering using to qualify participating contractors for a **premier status**.

Criteria	Wave 2 Rank	Wave 4 Rank
Customer Satisfaction	1	1
Program activity levels	2	2
Error-free application submission rate	3	4
Participation in contractor advisory panel	4	N/A
Average application submission time	N/A	3

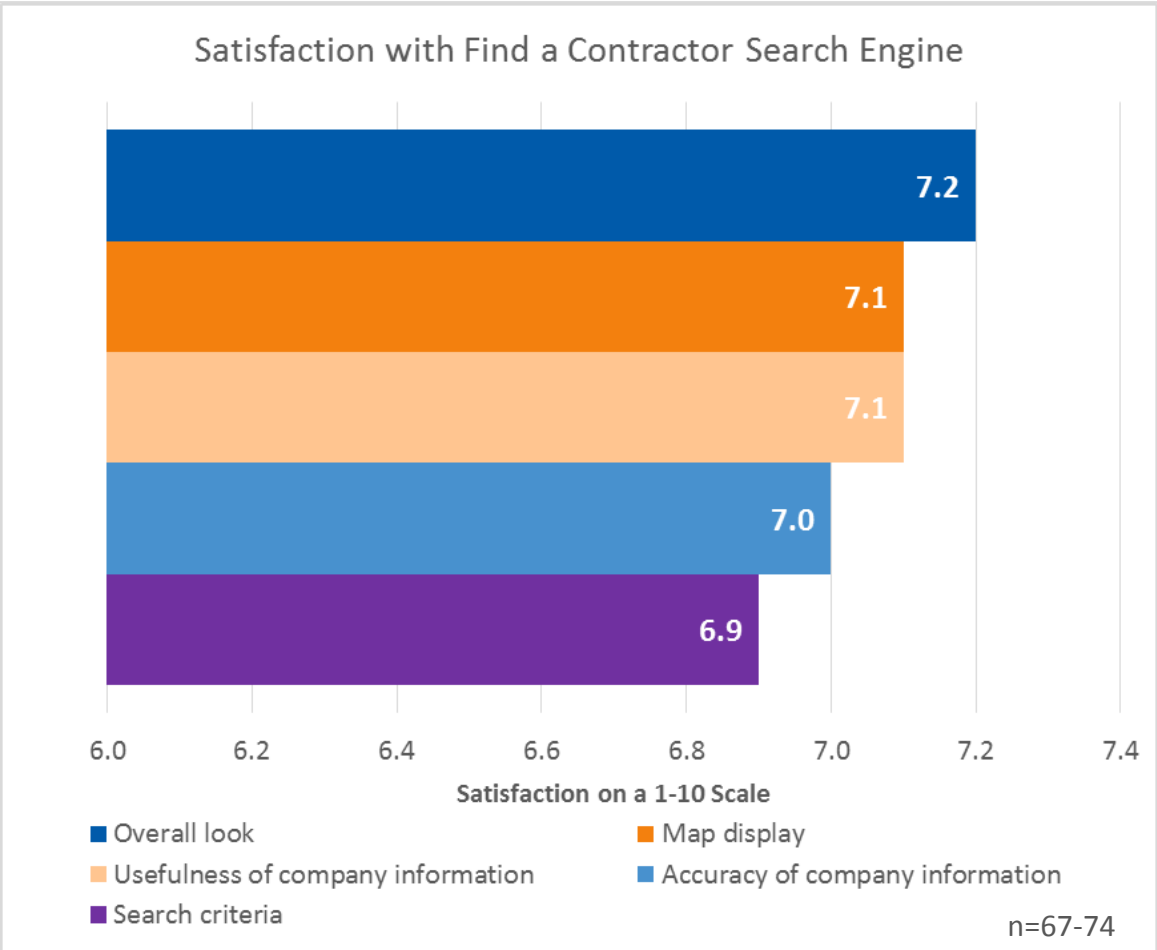


# Key Findings: Awareness of and Satisfaction with Find a Contractor Search Engine

**Two-thirds** of surveyed contractors (66%, n=131) were aware of the Find a Contractor directory



**One-third** of contractors (32%, n=81) had looked at their listing in the past few months





# Using Feedback to Inform Program Delivery



# Contractor Recognition



## Survey Topic: Public Contractor Recognition

**Feedback:** Contractors are interested in knowing how they compare to others, less interested in promoting this publicly

**Action:** Contractor ranking rolled out via account managers, recognized among peers at E3 banquet before posting to website



# Find a Contractor Directory Listing

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**Survey Topic:** Marketing the Find a Contractor Directory

**Feedback:** Contractors interested in learning about Consumers Energy's marketing efforts

**Action:** Consumers Energy started providing quarterly marketing updates, including stats



# Marketing to Contractors

## Consumers Energy Home Performance with ENERGY STAR®



### 2017 Marketing Email Tactics

Marketing Email Calendar



10

Marketing emails will be in market to drive program participation through 2017

6

Marketing emails will offer customers \$100 off a Comprehensive Home Assessment

Home Performance with ENERGY STAR Program shared marketing tactics and analytics with contractors

### Customer Experience



20% of Customers open email



1 Million

Customers in target ZIP codes who receive marketing emails during a year.



20,000

Marketing emails opened – on phone, tablet and desktop – building program awareness over the year.

4% of Customers click through to Find a Contractor website



8,000

Potential customers that want to get started in the program, clicking through to the directory to find contractor information like website/telephone number.





ANY  
QUESTIONS?

