

# Workshop: Increasing Program Participation through Contractor Engagement

Wednesday, February 26<sup>th</sup>, 4:00 – 5:15 pm

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# Contractor Badge Ranking System

Consumers Energy / ICF

2/26/2020



MEEA  
Midwest Energy Solutions  
Conference

David Anderson

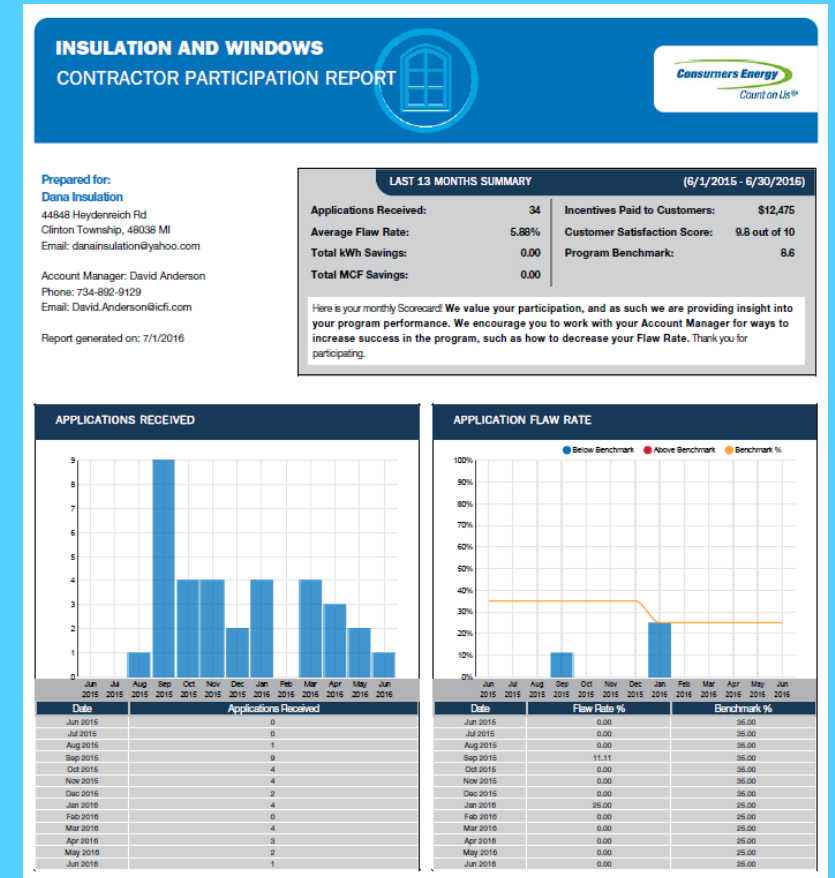
# Program Overview

- The Contractor Badge Ranking System is a collaborative effort between the utility and its network of participating contractors
- In 2011, Consumers Energy developed the Residential Participating Contractor Network in an effort to more effectively communicate with its Trade Allies
- The Contractor Badge Ranking System was created in 2017



# Introduction: Contractor Performance Report

- Conversation Starter – added value to contractor
- Tracking key performance metrics
- Continuous feedback from Contractor base



# Program Overview

## Badge Ranking Criteria

- Number of applications submitted
- Customer satisfaction ratings
- Record of following application procedures (flaw rate)
- Completion of training sessions



### GOLD LEVEL

Gold Level contractors are top performers in Consumers Energy programs, completing high volumes of projects each year and scoring very highly with customers.



### SILVER LEVEL

Silver Level contractors perform many projects annually and receive high customer satisfaction scores.



### BRONZE LEVEL

Bronze Level contractors contribute a smaller volume of projects to the program than Gold Level or Silver Level contractors but score well enough with customers for distinction in the ranking system.



### ENERGY AUDITOR

These contractors perform high-quality home performance inspections and recommend energy-efficient improvements but do not typically install equipment.



# Program Goals

- Increase contractor participation and quality in energy efficiency programs
- Improve customer satisfaction
- Reward contractors who outperform the competition
- Increase communication between contractors, account managers, and Consumers Energy
- Incorporate offering into several contractor and customer-facing services



# How Badges and Ranking are Used

## Find a Contractor Website

- Badges are displayed next to customers' search results
- Search results organized to list highest ranked contractor at top of page
- Allows customers to easily select quality contractors
- Incentivizes contractors to achieve high standing in their program(s)

### Welcome to Find a Contractor

Find a contractor by entering your city or ZIP code, selecting the service you're looking for or by entering a contractor's name.




in

OR

If your contractor does not appear on the list, please call us at 877-404-7937 for assistance.

[Clear Search](#)

[Badge Ranking Legend](#)

<b>Retrofoam Of Michigan, Inc. (61.95 mi)</b> PO Box 3098, Montrose, MI 48457 <a href="#">Consumers Energy Projects Completed: 580</a>	 <b>GOLD LEVEL</b>
<b>Comfort First Heating and Cooling (4.63 mi)</b> 3375 N Waverly Rd., Lansing, MI 48906 <a href="#">Consumers Energy Projects Completed: 76</a>	 <b>GOLD LEVEL</b>
<b>Blessing Company (66.54 mi)</b> 122 East Grand Blanc Road, Grand Blanc, MI 48439 <a href="#">Consumers Energy Projects Completed: 233</a>	 <b>SILVER LEVEL</b>

# How Badges and Ranking are Used

## Preferred Contractor Marketing Kit

- The kit offers stickers, magnets and window decals
- Contractors receive funding to order marketing materials based on badge level
- The kit includes clear guidelines on branding do's and don'ts





# How Badges and Ranking are Used

## Excellence in Energy Efficiency Awards



# How Badges and Ranking are Used

## Contractor Participation Reports

- Quarterly performance reports delivered to all badged contractors
- Details metrics in the areas of applications, energy savings, customer satisfaction, etc.
- Provides badge ranking status



# How Badges and Ranking are Used

## Contractors

- 3<sup>rd</sup> party validation for contractors
- Sales tool at the kitchen table
- Company wide Goal Setting
- Energy savings captured communicated in relatable terms

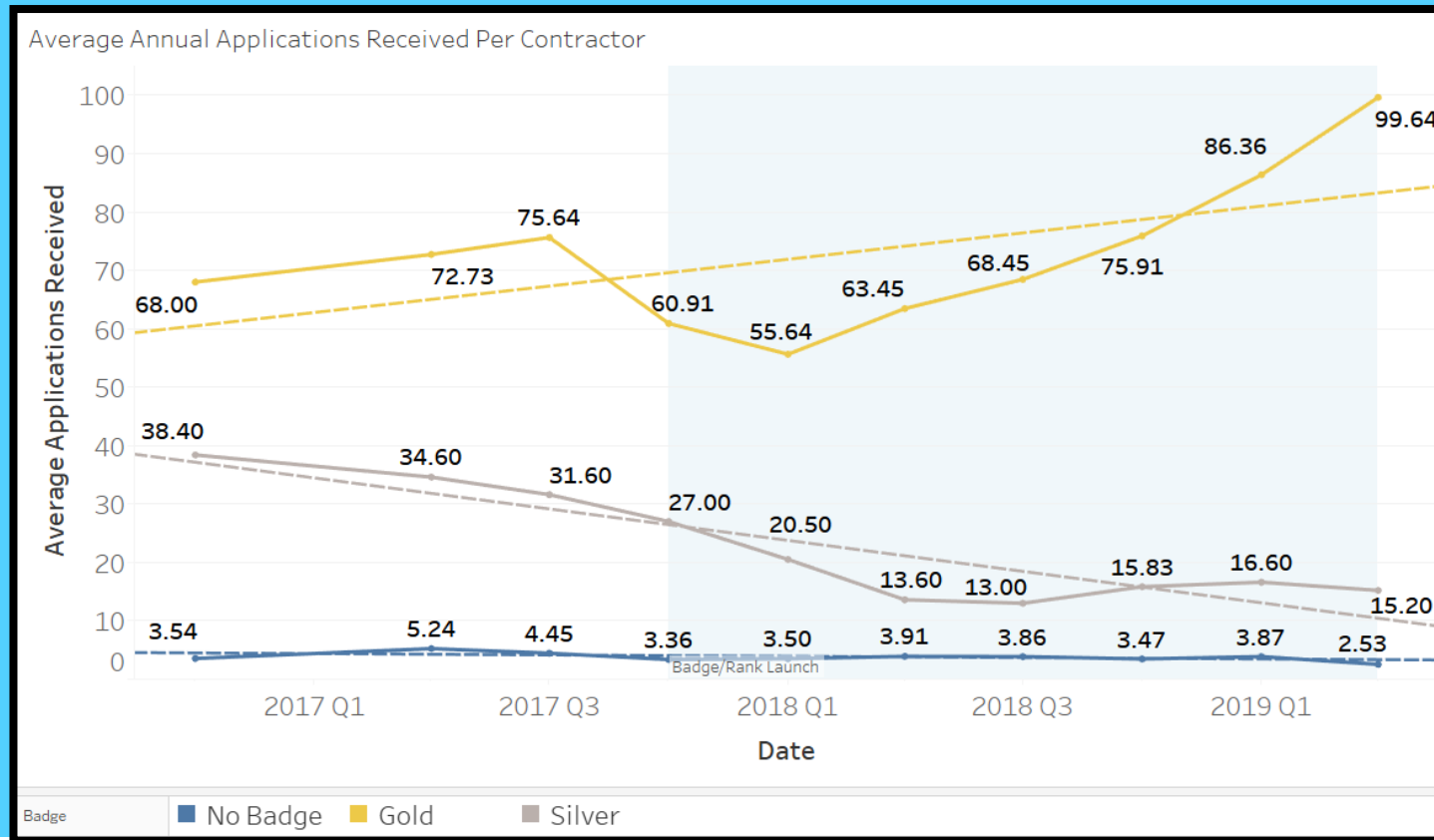
## Field Team

- Recruit new contractors / Engage underperforming contractors
- Drive competition between contractors while encouraging performance in key metrics
- Goal setting / tracking progress



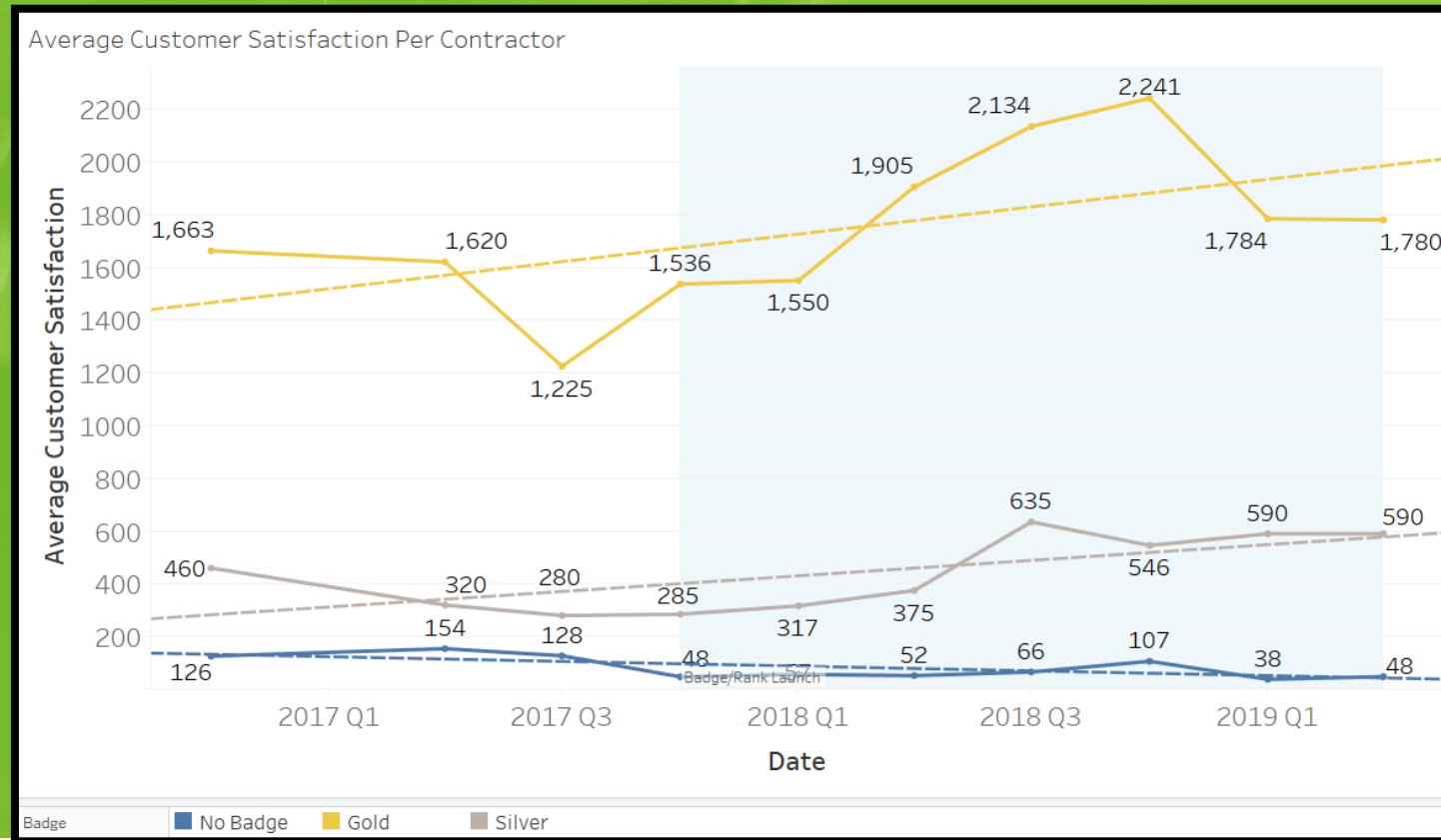
# Program Results: Increased Contractor Participation

- Increased participation since launching the badge and ranking system
- Average number of applications submitted per year by Gold contractors is up 64% since launch



# Program Results: Increased Customer Satisfaction

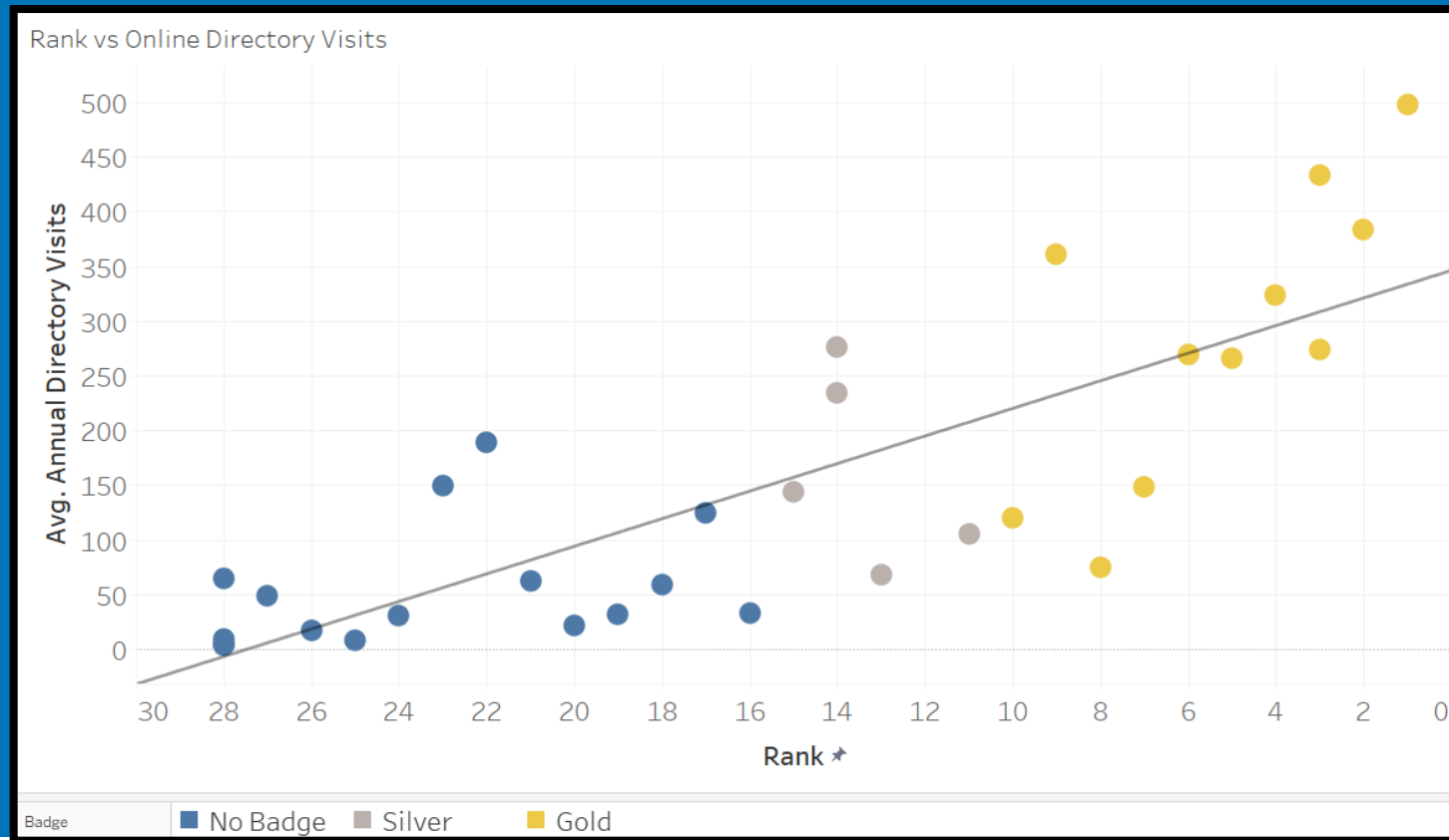
- Customer Satisfaction trending upward for both Gold and Silver contractors
- Average customer satisfaction scores increased from 8.6 to 9.0 since launch





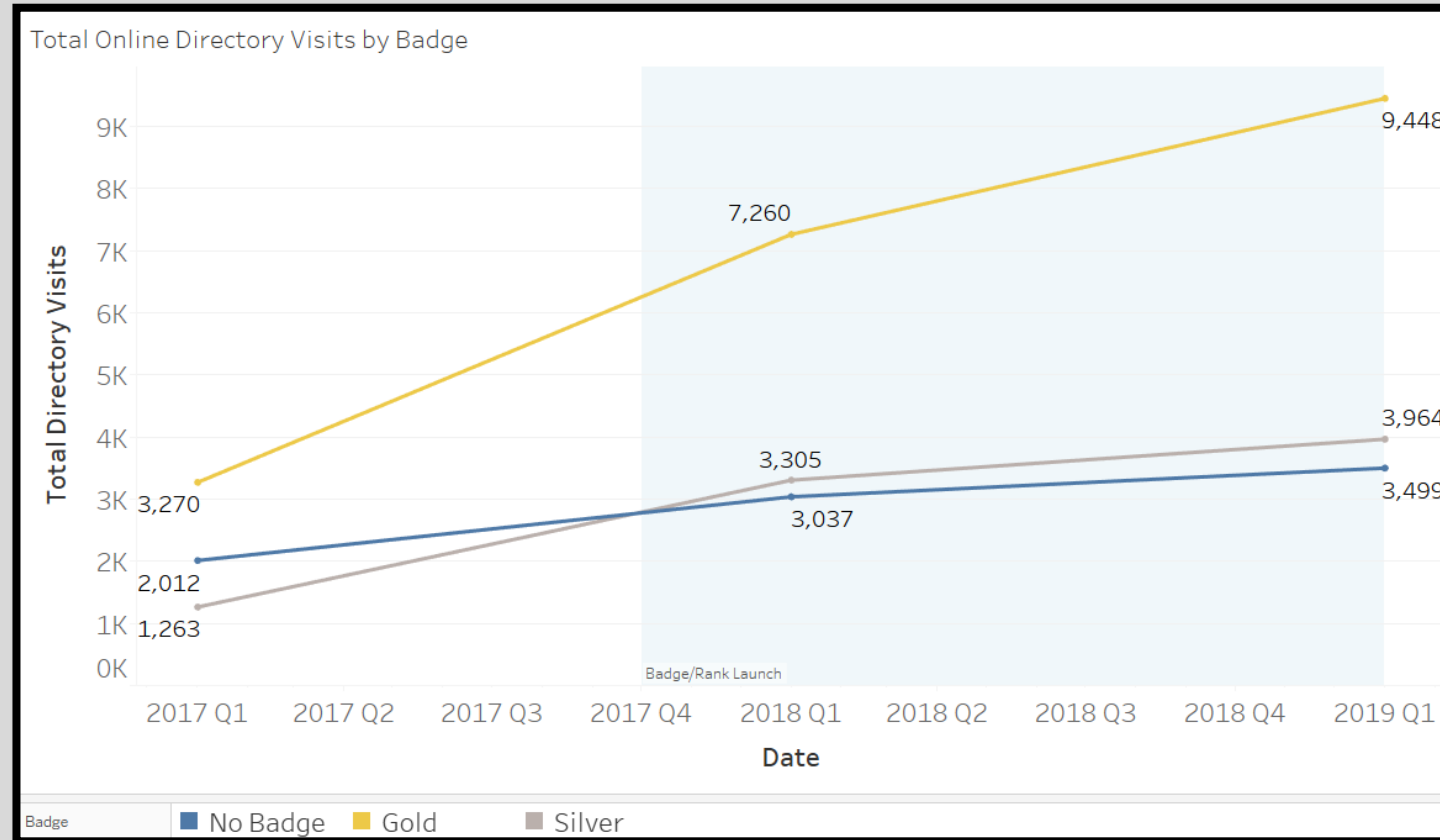
## Program Results: Reward Top Contractors

- Positive correlation between ranking and average directory visits for top performing contractors
- Top contractors appear at the top of Find a Provider search results – receive the most site visits from customers



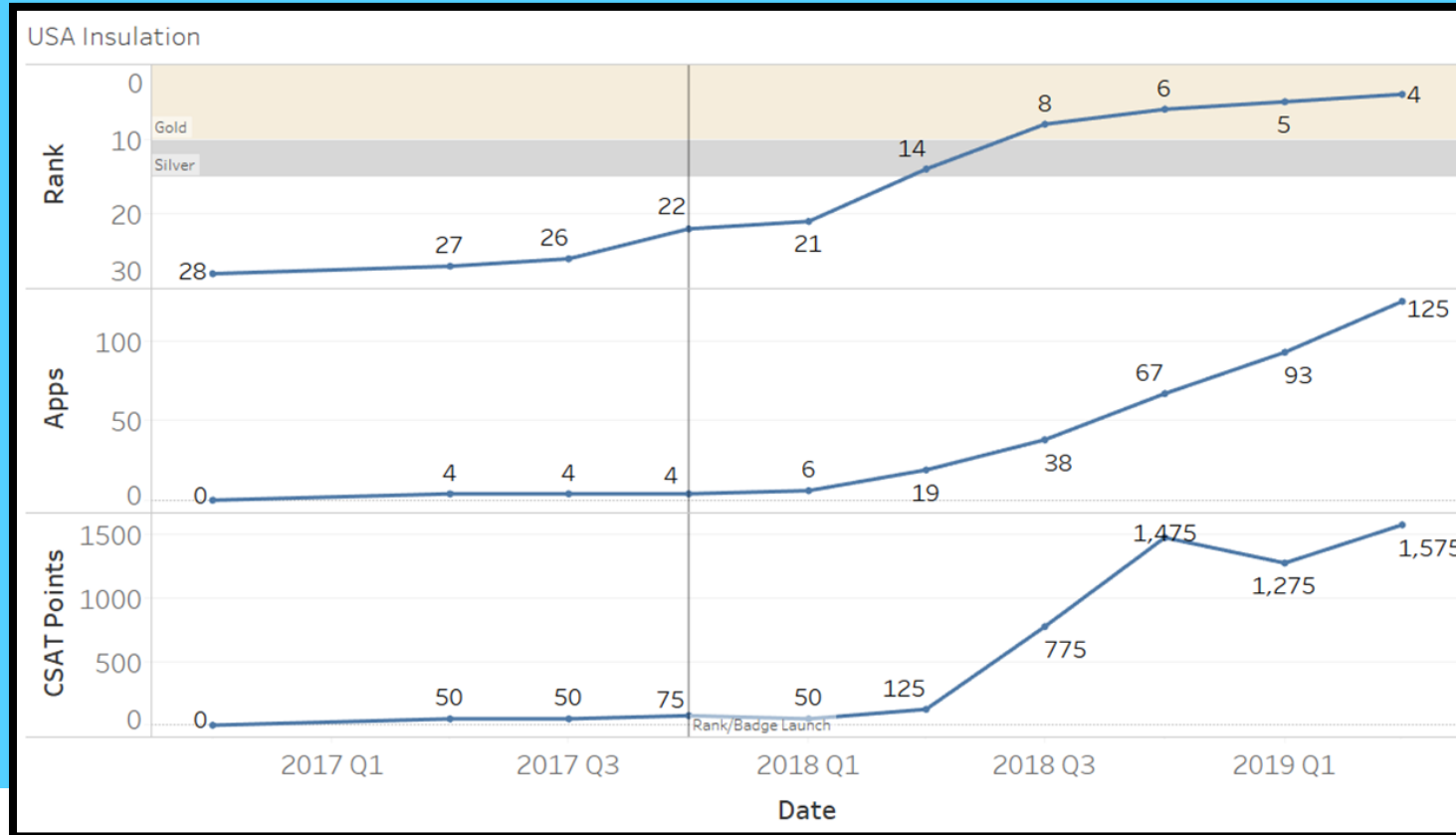
## Program Results: Reward Top Contractors

- Total directory visits increasing dramatically for top contractors since 2017



# Program Results: Contractor Engagement

- **Contractor Spotlight**
- **Set companywide goal to achieve gold badge in the program**
  - Use badge level as motivation for sales team
  - Track progress using Contractor Participation Reports, display on audit reports



Thank You

Contact:  
David.Anderson@icf.com



K.C. Doyle,  
Senior Program Manager,  
ComEd

# Group Exercise

- Weatherization Program Manager for combination utility (gas and electric savings goals)
  - Annual savings targets – 5,400 MWHs, 770,000 therms
- Residential program
- Mid-program year. Top contractor who historically submitted 30% of your program's project applications announced they are closing. The owner is retiring and does not have anyone to pass the business to.
- What short term actions do you take to ensure you hit your goals this year?

# Group Exercise

- New role at utility focused on workforce development.
- Participating contractors are having issues finding skilled labor. They have to turn away potential jobs because they do not have the workforce capacity.
- Your utility and commission has approved investment into a workforce development program to try to solve this issue. This program is intended to directly benefit the entire residential portfolio within the next 6 years. You have a program budget of \$500,000 / year. Design your ideal program.

# Please join us in the Exhibit Hall for the Opening Reception

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