

Contractor Badge Ranking System

Consumers Energy / ICF

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MEEA
Midwest Energy Solutions
Conference

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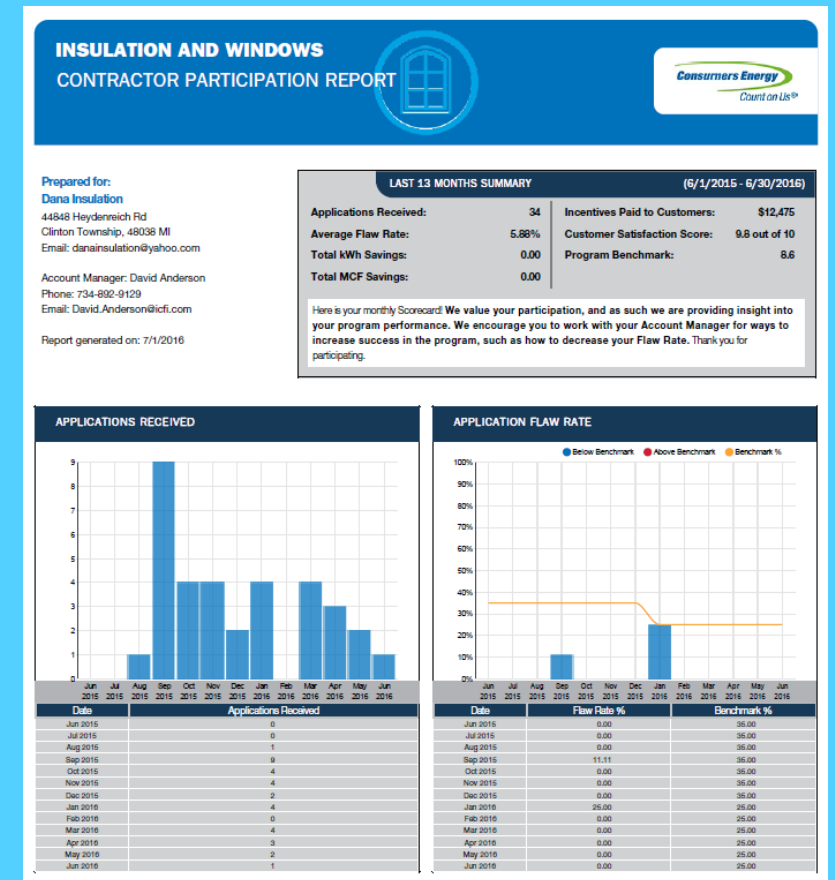
Program Overview

- 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](#)

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

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

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

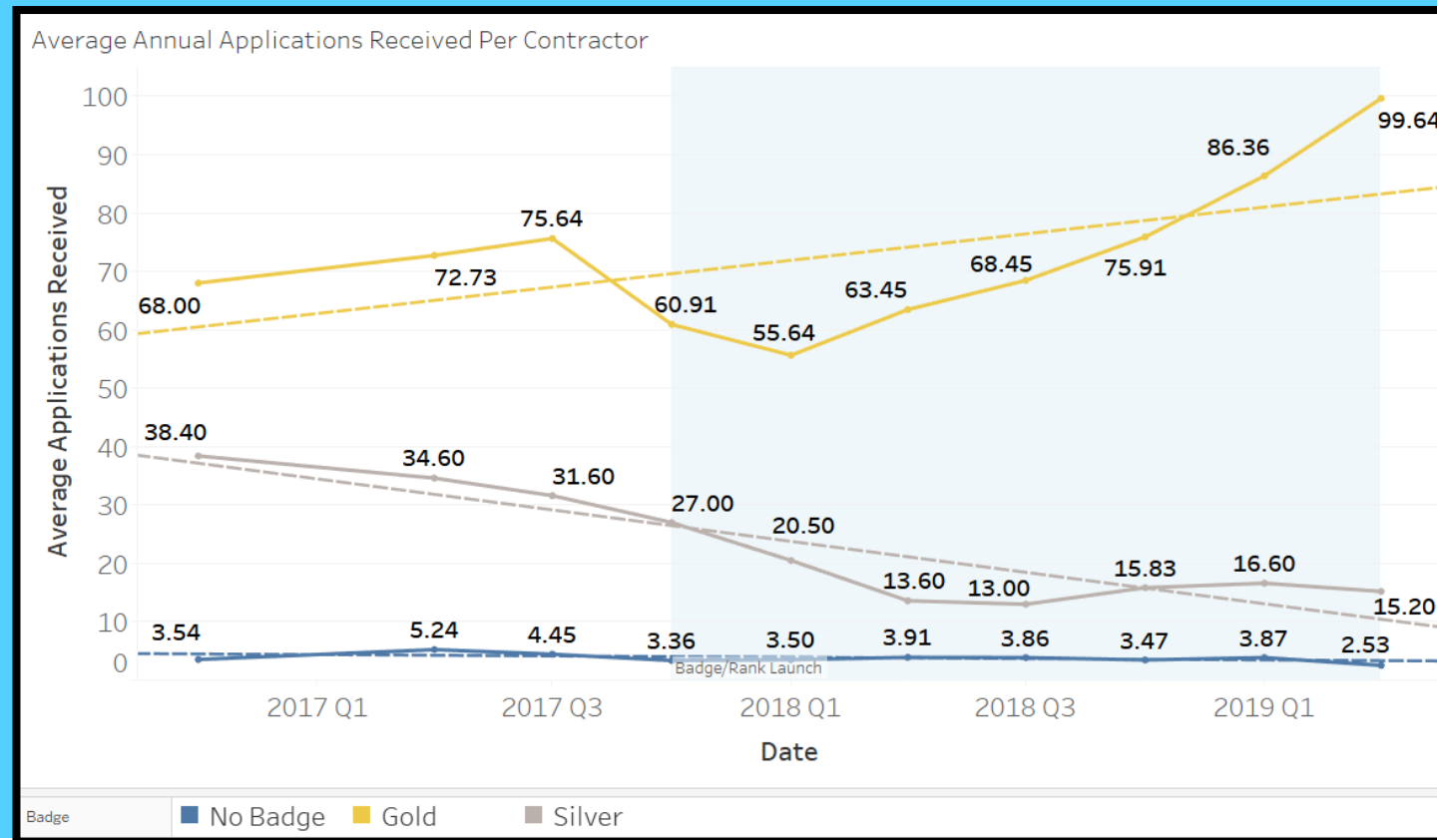
Field Team

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



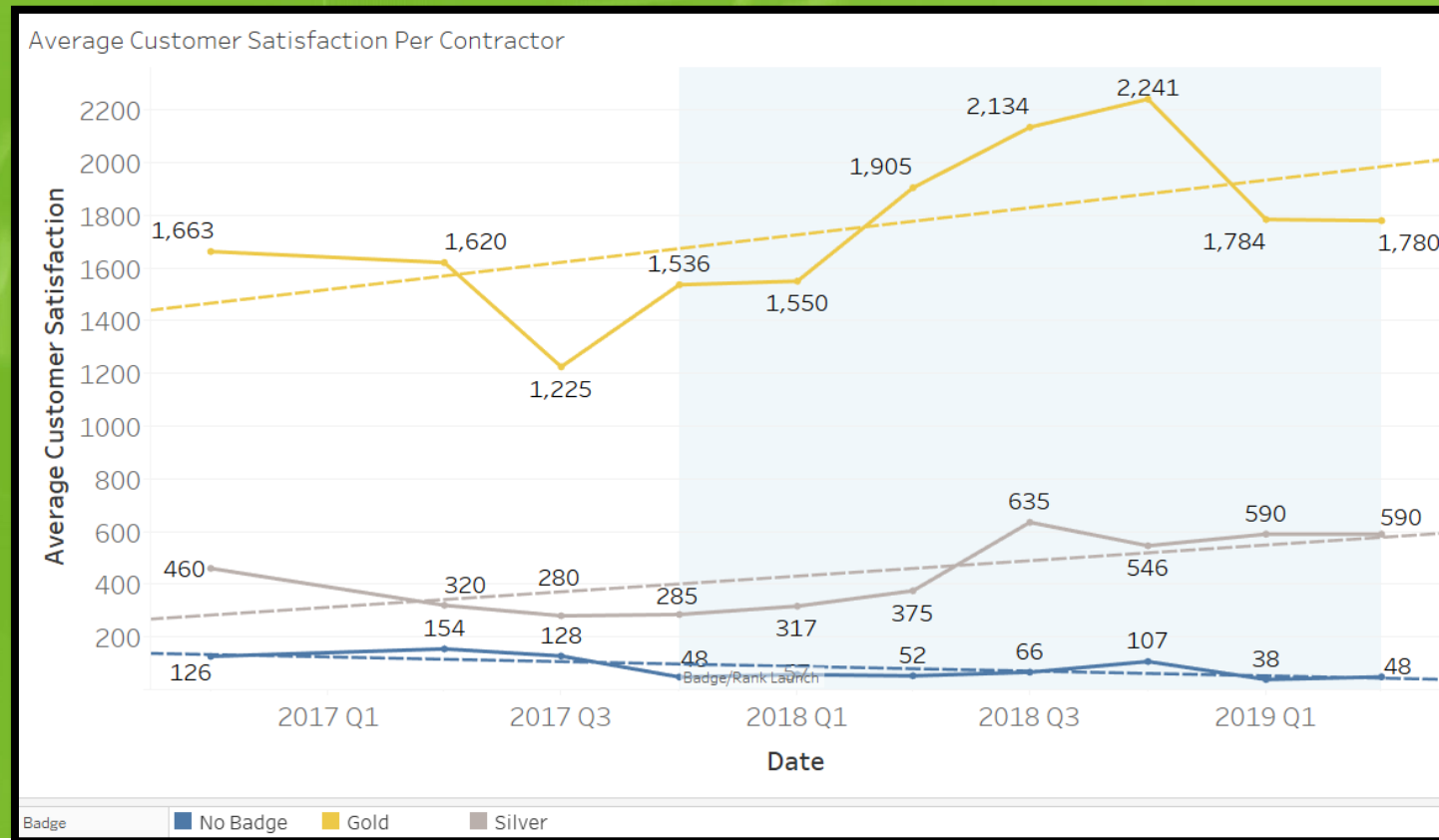
Program Results: Increased Contractor Participation

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



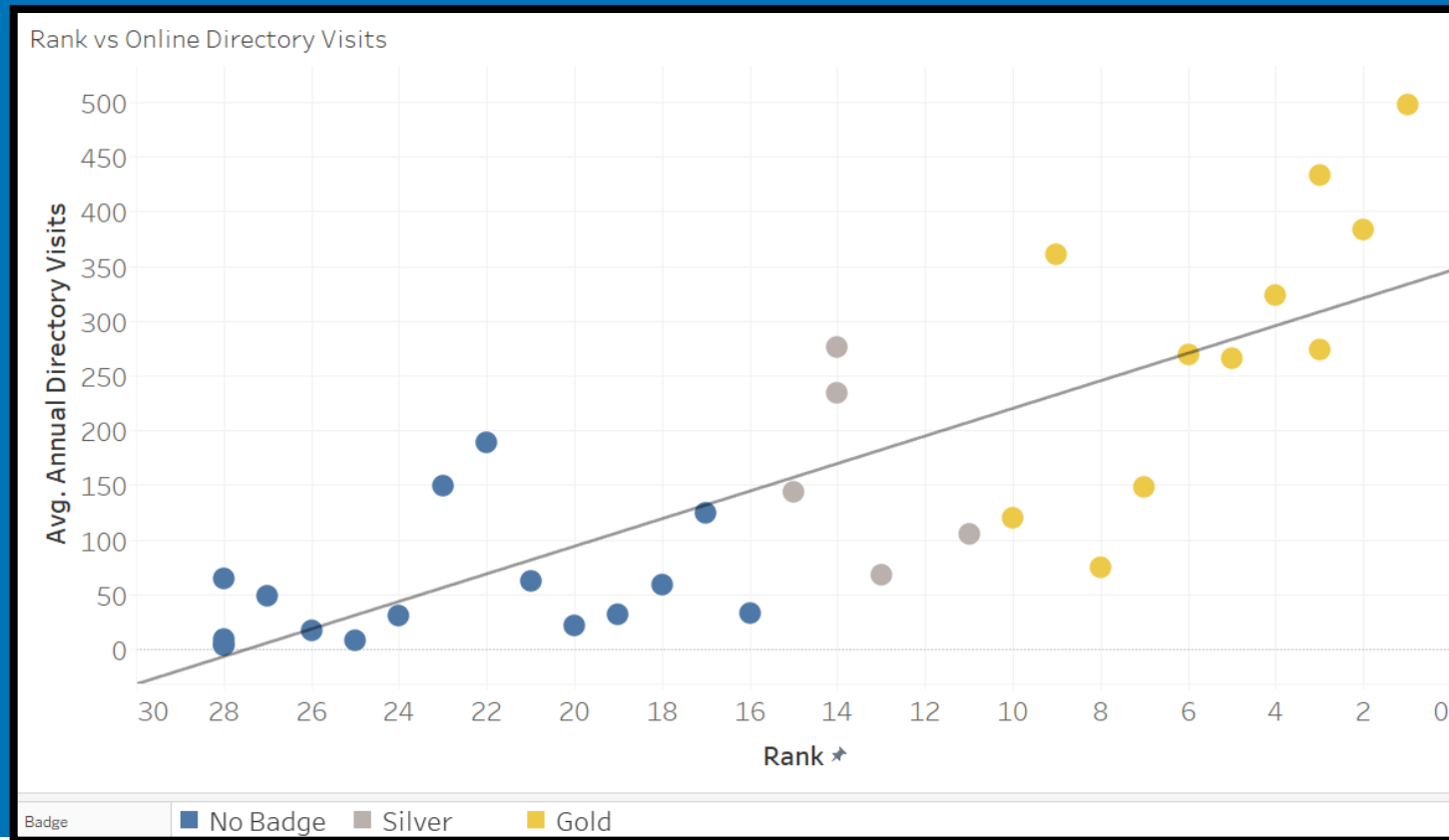
Program Results: Increased Customer Satisfaction

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



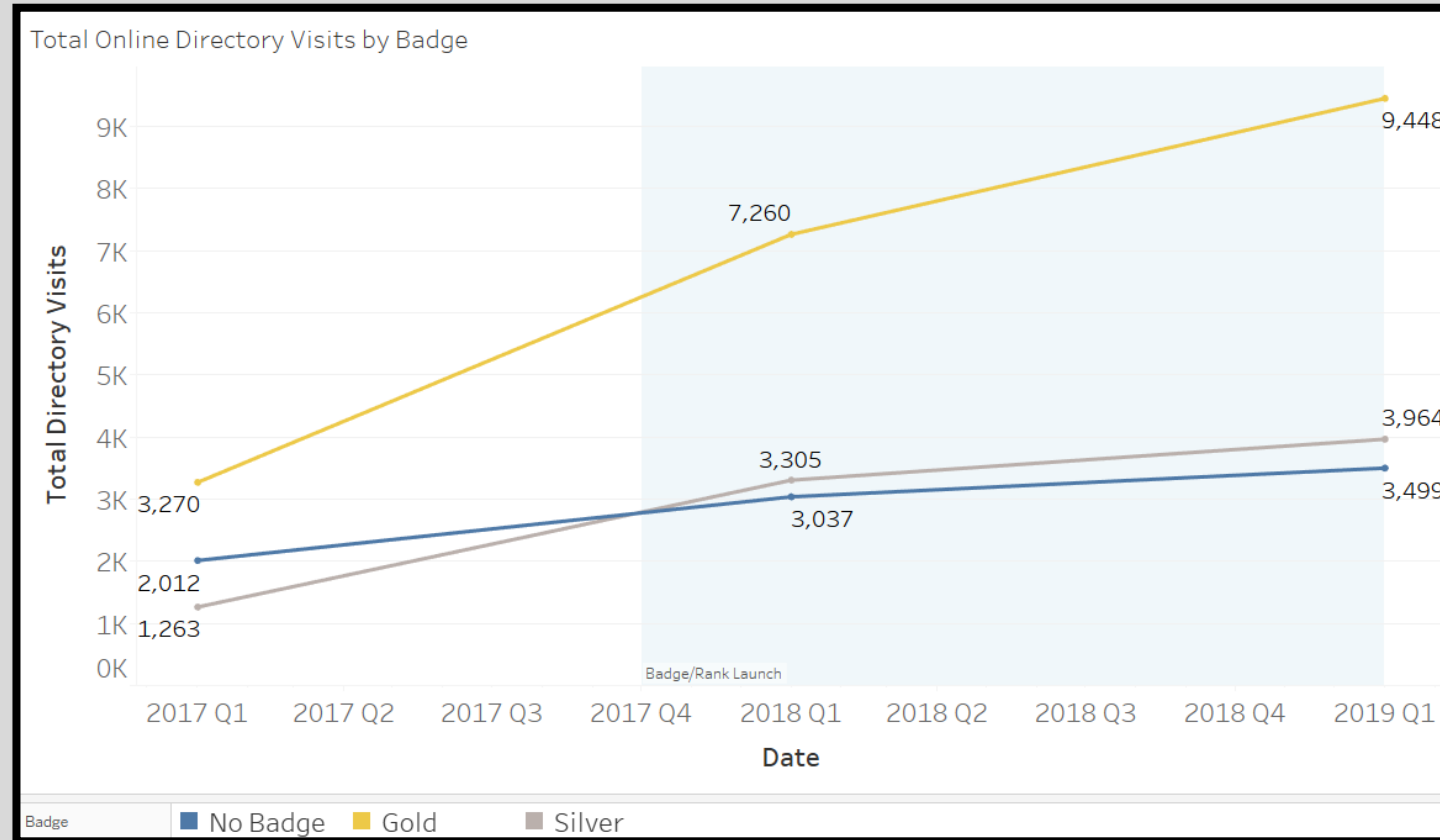
Program Results: Reward Top Contractors

- 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



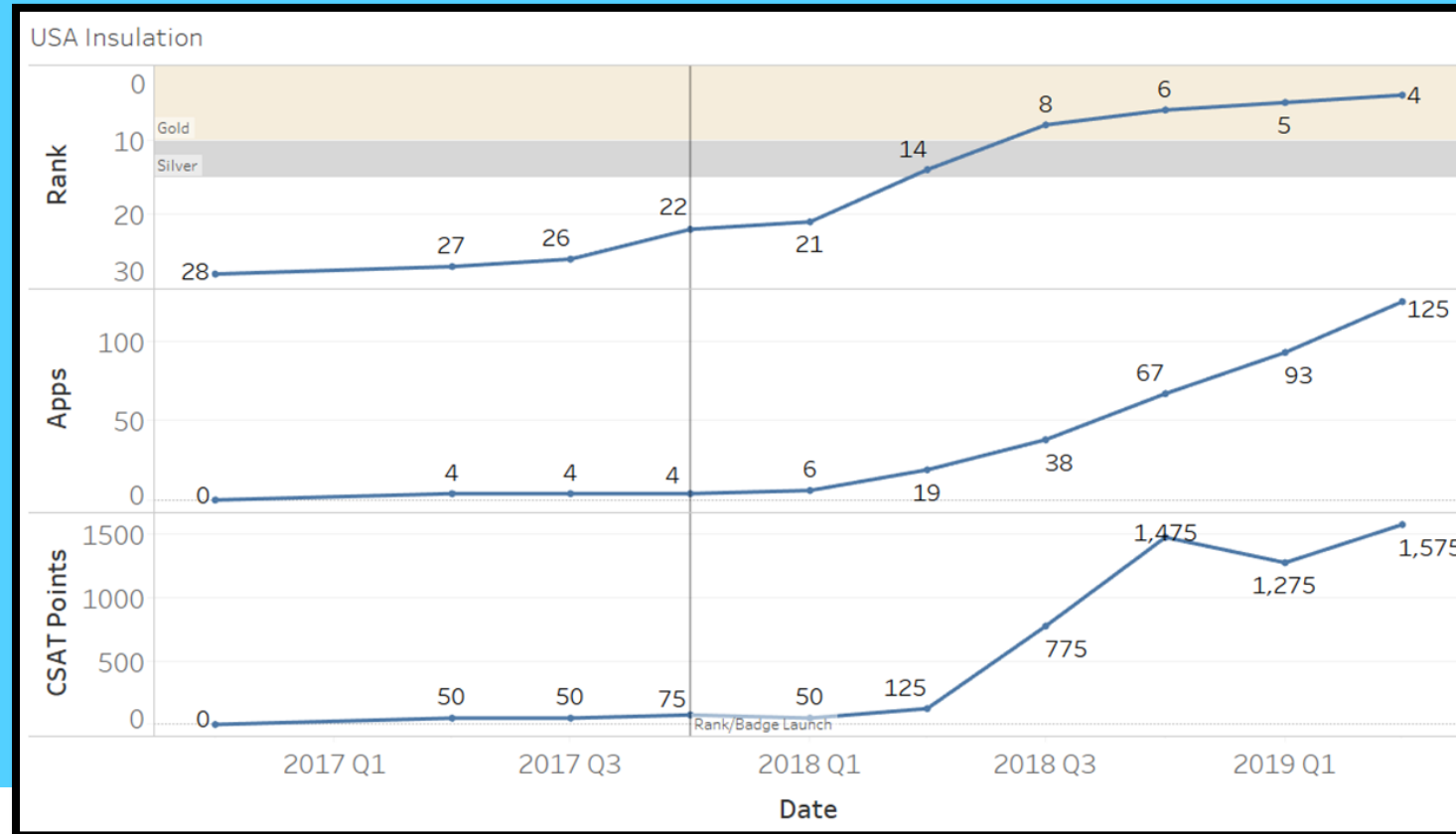
Program Results: Reward Top Contractors

- 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

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