Contractor Badge Ranking System

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Consumers Energy / ICF

MEEA

Conference

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- 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

INSULATION AND WINDOWS CONTRACTOR PARTICIPATION REPORT						Consumers Energy Count on US®	
Prepared for:			LAST	13 MONTHS SUMMARY		(6/1/2015 - 6/30/2016)	
Dana Insulation			Applications Receive	əd: 34	Incentives Paid to Cu	stomers: \$12.475	
44848 Heydenreich Rd Clinton Township, 48038 Ml				5.88%			
Email: danainsulation@yahoo.com			Average Flaw Rate:				
and an an and an an and an and an and an			Total kWh Savings:	0.00	Program Benchmark	: 8.6	
Account Manager: D	Account Manager: David Anderson			0.00			
Phone: 734-892-9129							
Email: David.Anderson@icfi.com Report generated on: 7/1/2016			Here syour monthly Scorecard We value your participation, and as such we are providing insight into your program performance. We encourage you to work with your Account Manager for ways to increase success in the program, such as how to decrease your Flaw Rate. Think you for participating.				
APPLICATIONS	RECEIVED			APPLICATION FL	AW RATE		
3.			Below Benchmark				
				90%			
8				90%			
7				80%			
6				70%			
				60%			
5				50%			
4				40%			
3							
				30%			
2				20%			
1				10%			
				0%			
Jun Jul A 2015 2015 20	wg Sep Oct N 015 2015 2015 20	Nov Dec Jam Re 015 2015 2016 20	b Mar Apr May Jun 16 2016 2016 2016 2016	Jun Jul Au 2015 2015 201	g Bep Oct Nov Dec Jan 5 2015 2015 2015 2015 2016	Feb Mar Apr May Jun 2016 2016 2016 2016 2016	
Date		Applications R	leceived	Date	Flaw Rate %	Benchmark %	
Jun 2015 Jul 2015		0		Jun 2015 Jul 2015	0.00	36.00 36.00	
Aug 2015	Aug 2015 1				0.00	36.00	
Sep 2015 Oct 2015	9			Sep 2015 Oct 2015	11.11	35.00	
Oct 2015 Nov 2015	4			Oct 2015 Nov 2015	0.00	35.00	
Dec 2015	2			Dec 2015	0.00	35.00	
Jan 2016 Esb 2016		4		Jan 2016	25.00	25.00	
		0		Feb 2016	00.0	25.00	
Mar 2010		4		Mar 2016 Apr 2016	0.00	25.00	
		4 3 2		Mar 2016 Apr 2016 May 2016 Jun 2016	0.00	20.00	



CONTRACTOR BADGE RANKING SYSTEM Program Overview

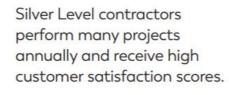
Badge Ranking Criteria

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



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







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 energyefficient improvements but do not typically install equipment.



- 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



CONTRACTOR BADGE RANKING SYSTEM 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 75 mi 🔻 Lansing, MI, USA Comprehensive Home Assessments OR × Contractor Name SEARCH FOR CONTRACTORS 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



CONTRACTOR BADGE RANKING SYSTEM 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

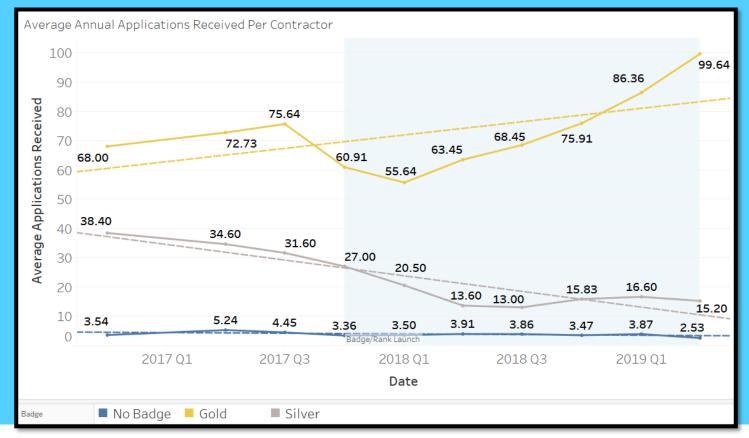
Field Team

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



CONTRACTOR BADGE RANKING SYSTEM 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

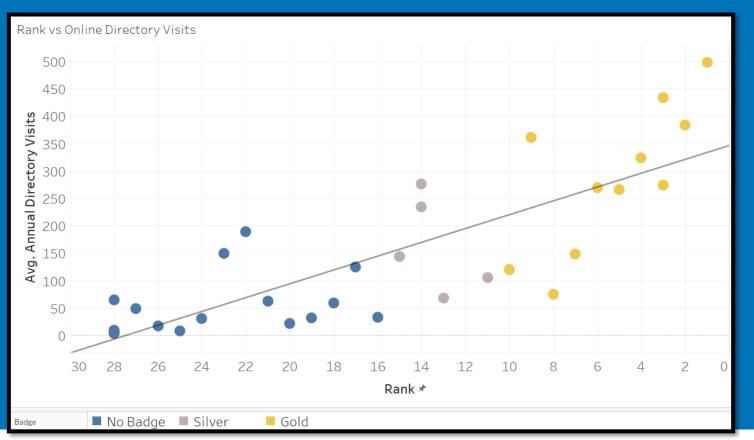
- Customer Satisfaction trending upward for both Gold and Silver contractors
- Average customer satisfaction scores increased from 8.6 to 9.0 since launch





Program Results: Reward Top Contractors

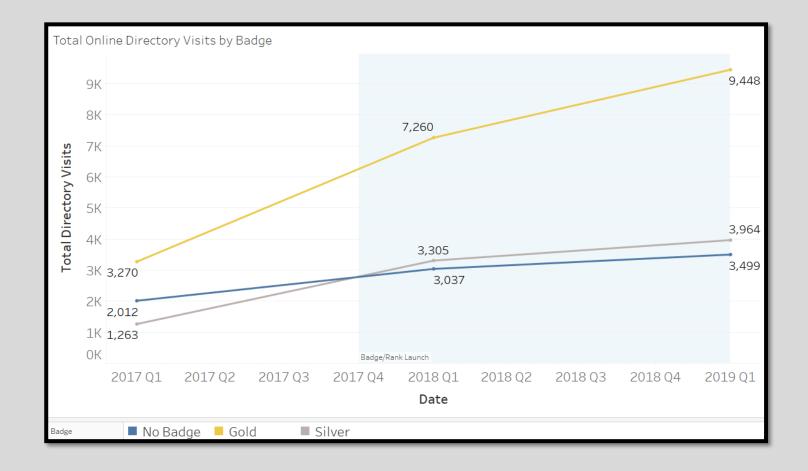
- Positive correlation between ranking and average directory visits for top performing contractors
- Top contractors appear at the top of Find a Provider search results receive the most site visits from customers





Program Results: Reward Top Contractors

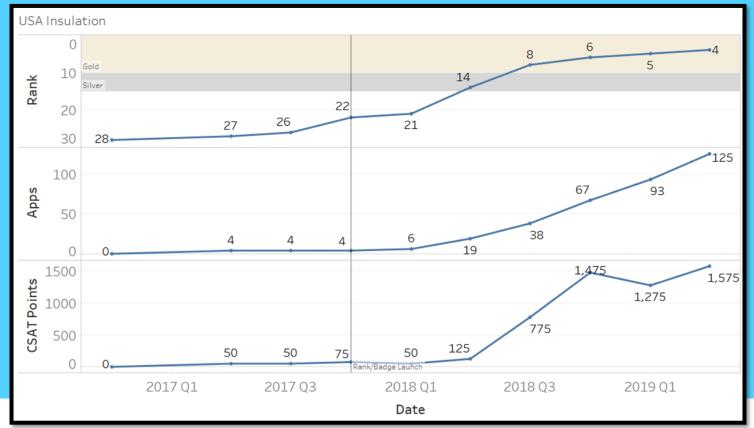
Total directory visits increasing dramatically for top contractors since 2017





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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