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Presentation Title: Pilot to Portfolio: How Ecommerce Made Energy Efficiency Accessible To Michigan Business Owners

Abstract: The Consumers Energy Business Marketplace is a scalable, cost-effective online store that began as a Pilot program in 2017 with rebated self-install energy efficient products. Products are available for businesses that use up to 1,200,000 kWh and 15,000 MCF annually. The Business Marketplace was created to improve already high customer service, eliminate rebate application paperwork, reduce the time to receive rebates, and expand participation to businesses in remote areas. We were able to accomplish this with a customer-focused user experience, instant rebates and fast, free shipping. The digital program design of the marketplace provides a customer-first digital solution that is easily accessible to any business owner. In 2020, the store moved from a 2-year pilot to a permanent program offering under the Consumers Energy Business Energy Efficiency Program portfolio. The program design is complemented by a marketing strategy that leverages integrated campaigns, promotions and is informed by a custom propensity model which was developed for advanced market segmentation based on past participant data. With trackability built into every tactic, the team was able to analyze performance and adjust the strategy throughout individual monthly campaigns to optimize performance and budget, while informing program design enhancements. The program has achieved ambitious annual orders, kWh and MCF savings goals with over 4,800 orders, 8,700,000 kWh and 69,000 MCF savings to date. The ability of the Business Marketplace to overdrive savings and serve as a portfolio lever, while achieving excellent NPS scores has been an asset to shifting portfolio needs. Marketplace not only offers energy savings for small and medium sized businesses, but it also brings awareness to other energy efficiency programs offered by Consumers Energy. Cross-promotional campaigns with the Direct Install and Assessment programs as well as the Small Business Energy Portal have contributed to overall awareness of programs that help customers reduce energy usage and reduce business' impact on the environment, helping Consumers Energy move toward the goal of clean energy for Michigan!