

ALLOW US TO REINTRODUCE OURSELVES

Engaging Customers To Leverage Smart Meter Data Analytics and Energy Efficiency

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A New Look at Championing Energy Efficiency

SUPPORT LOCAL ORGANIZATIONS.
JOIN THE SMART ENERGY CHALLENGE TODAY.

Consumers Energy
Count on Us

CONSUMERS ENERGY
SMART ENERGY CHALLENGE
Grand Rapids

Program Goals

**Increase
J.D. Power
rating**

**Expand
community
involvement**

**Save
energy**

**Boost
visits to the
Smart Energy
Portal**

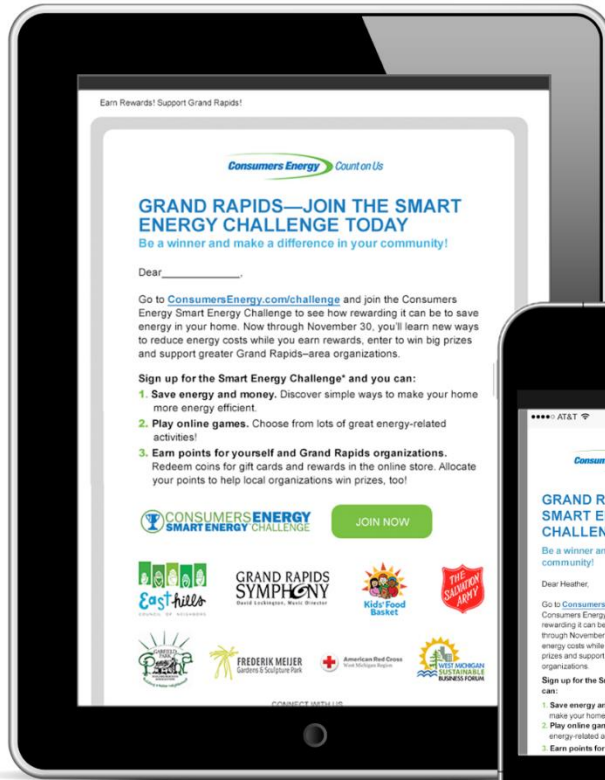
Smart Energy Challenge—Grand Rapids

The image shows a screenshot of a web browser displaying the Consumers Energy Smart Energy Challenge website for Grand Rapids. The browser's address bar shows the URL consumersenergy.promo.eprize.com/sec14/. The website features the Consumers Energy logo with the tagline "Count on Us" and the event title "CONSUMERS ENERGY SMART ENERGY CHALLENGE". The main headline reads "GRAND RAPIDS, JOIN THE SMART ENERGY CHALLENGE" and includes the text "Earn rewards, win prizes and help local organizations ... while you save energy and money!". A call to action says "Sign up for the Smart Energy Challenge today. Enter now!" with an "ENTER NOW >" button. Below this, a section titled "The Power Is In Your Hands" states: "Over the next 15 weeks, we'll be offering up resourceful ideas to help make your home as energy efficient as possible." Four icons represent activities: "Do a Smart Home Analysis", "Play Fun Trivia", "Complete Energy Efficient Missions", and "Brighten your Home with Smart Tips". The footer contains links for "Program", "Privacy Policy", "FAQ", "Michigan Contest Official Rules (Requires PDF reader. Need one?)", "Grand Rapids Catalog Terms and Sweepstakes Rules", and a "Like" button. A smartphone on the right displays the mobile version of the website with the same headline and "ENTER NOW >" button.

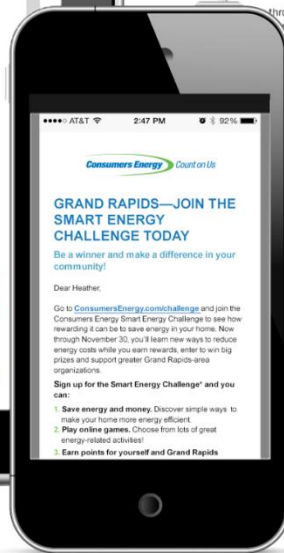
Nonprofit Organization Challenge



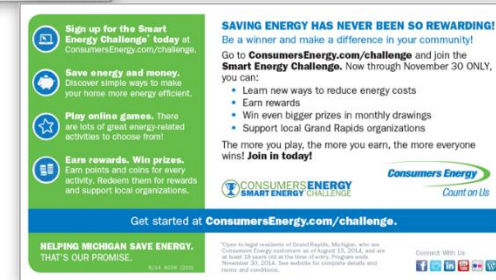
Marketing Materials



eBlast



Organization Flyer



Bill Insert

Website Analytics



10 min **18** sec

Average time
spent per login



6.56

Logins per
registrant



32.5%

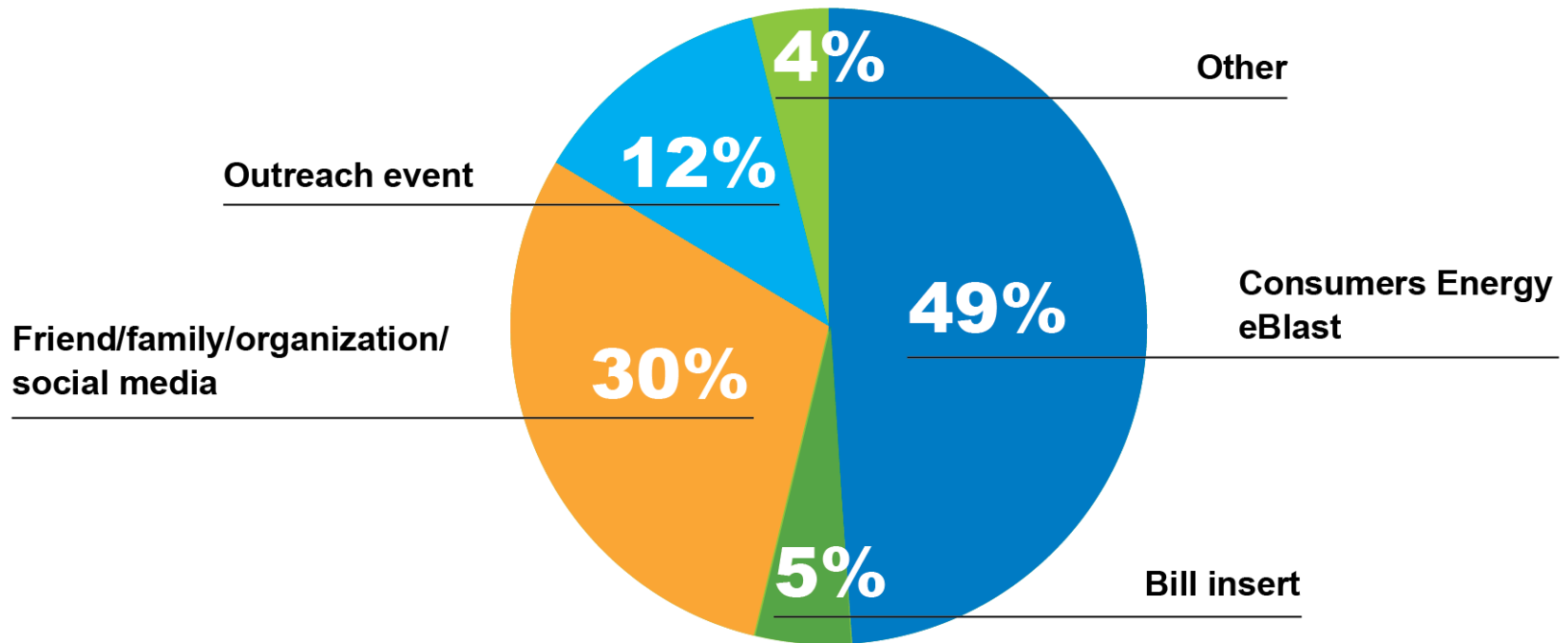
Email opt-in
rate



7,929

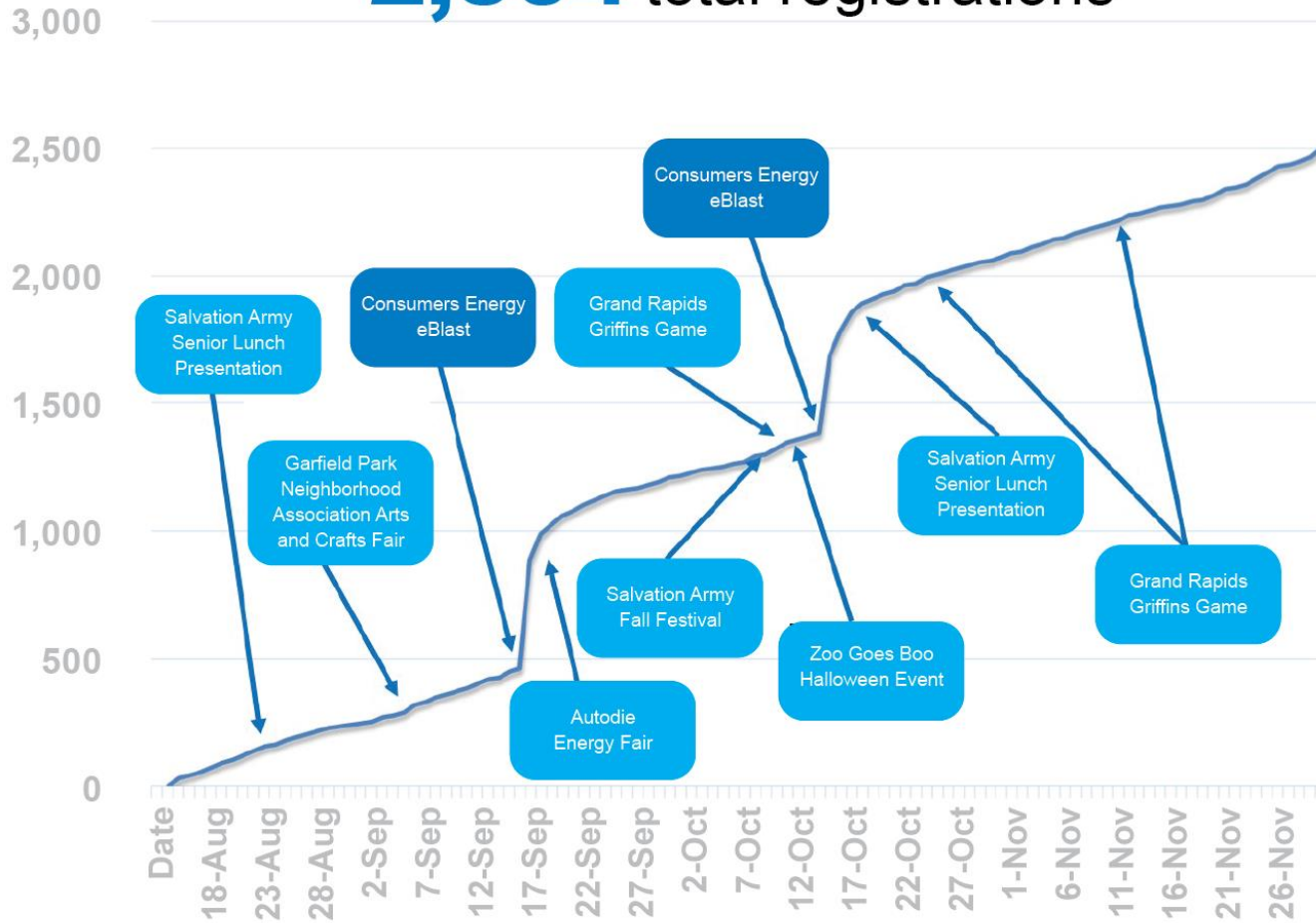
Refer-a-friend
emails

How did participants find out?



Cumulative Registrations

2,504 total registrations



Website Activities and Rewards

The screenshot displays the Consumers Energy Smart Energy Challenge website. At the top, the logo for the challenge is prominent, along with the Consumers Energy 'Count on Us' logo. The page is divided into several sections:

- WELCOME!**: A sidebar on the left with a '2 WEEKS REMAINING' timer and a 'WELCOME!' message.
- SUPPORT LOCAL ORGANIZATIONS**: A green box showing '190 ENERGY POINTS TO BE DONATED' and a list of 'ORGANIZATIONS'.
- EARN REWARDS AND PRIZES**: A blue box showing '90 CATALOG COINS TO BE REDEEMED'.
- MAKE A DIFFERENCE IN YOUR COMMUNITY!**: A central section with a 'Featured Activity: Visit Your Smart Energy Portal' and a 'GO >' button.
- CONNECT WITH CONSUMERS ENERGY:** Social media icons for Facebook, Twitter, LinkedIn, RSS, YouTube, and a Blog link.
- LET THE EXPERTS HELP!**: A section with two options: 'LIGHTING KIT >' (300 points) and 'LET THE EXPERTS HELP!' (500 points).
- CLICK LEARN & ACT FOR ADDITIONAL ACTIVITIES**: A section with 'Learn' and 'Act' tabs.

The website uses a green and blue color scheme, with icons representing energy points, catalog coins, and community support. The layout is clean and organized, with clear calls to action and progress indicators.

Impacts: First-Time Smart Energy Portal Visits

83% of participants
logged on to the portal
for the **first time.**



Grand Rapids

Impacts: Return Visits to Smart Energy Portal

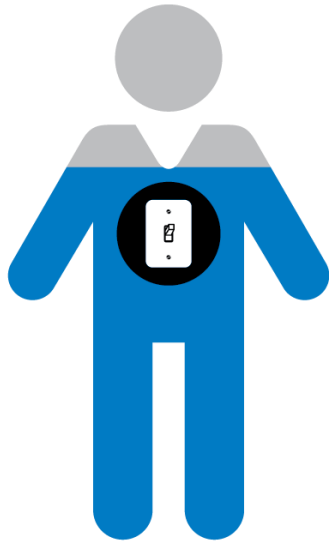


85% logged on
more than once.



Grand Rapids

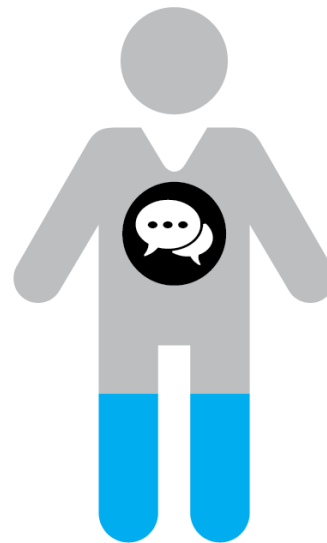
Impacts: Behavior Change



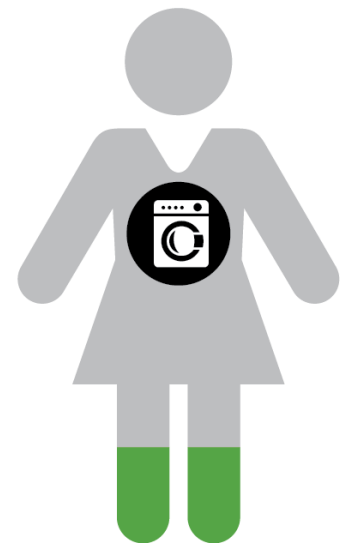
70%
turned off lights
and appliances
when not in use.



52%
purchased
energy efficient
lighting.



28%
talked about
energy efficiency
with others.



18%
purchased
energy efficient
appliances.

Impacts: Energy Efficiency Program Participation



Impacts: Customer Satisfaction



Consumers Energy satisfaction

scores are rising—

and they're even higher among participants.

People Are Saying

I learned many different ways to improve my home's efficiency.

Connection of the competition to support of local charities worked really well.

Knowledgeable.
Enthusiastic.
A great face for
Consumers Energy.

Everyone Can Play



Win, Win, Win!



Win, Win, Win!

