



QUESTLINE

We Make Energy Engaging



Enhancing Residential Customer Experience

MODERATED BY: ALICE SMITH, QUESTLINE

Our panel:



Dan Gretzner
Consumers
Energy



Ryan Fantino
CLEAResult

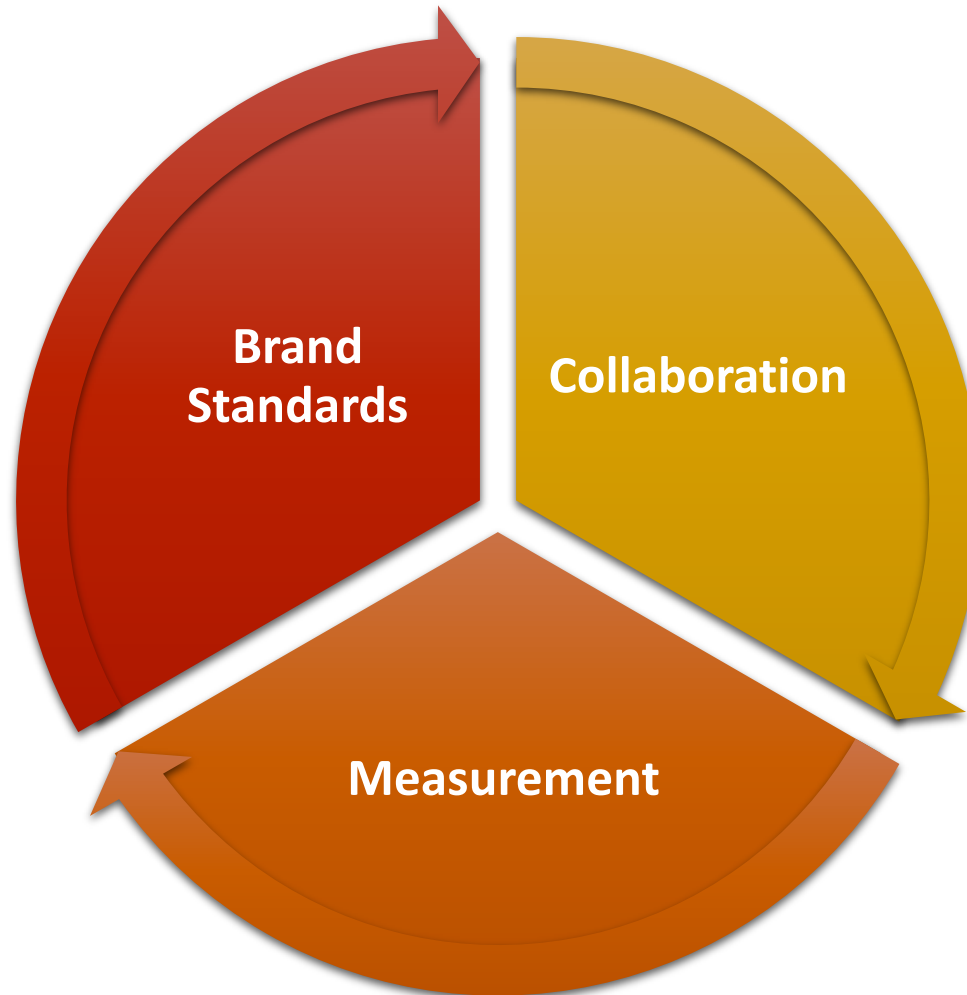


Joy McNay
ICF



Leigh Silva
Questline

An unmatched approach



Brand standards

Brand
Standards



- Comprehensive brand standards guide
- Provided to all internal and external contributors

ConsumersEnergy.com/brand

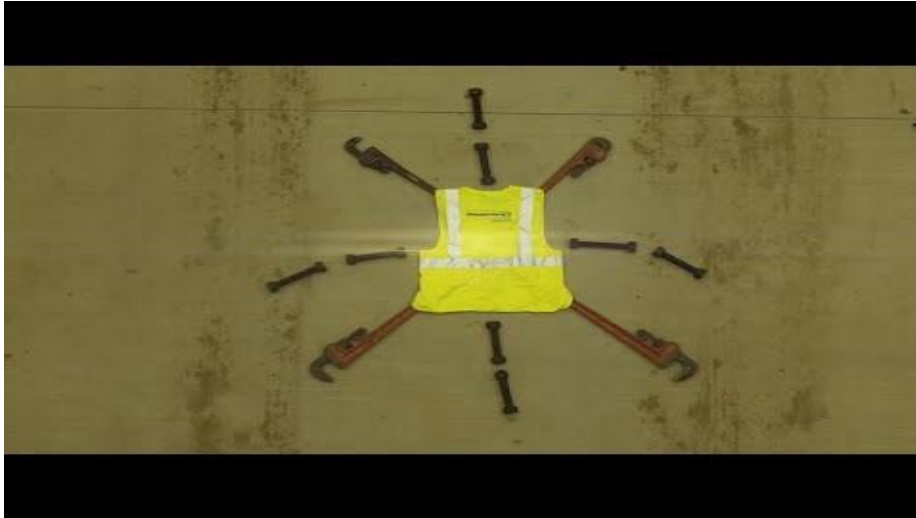
Why standards matter

Brand
Standards



The brand in action

Brand
Standards



Play

**STAY 25 FEET AWAY
FROM DOWNED WIRES.**




Consumers Energy
Count on Us

For free.


**SIGN UP
& SAVE**

Consumers Energy
Count on Us

**HELPING MICHIGAN
SAVE ENERGY.**
THAT'S OUR PROMISE.



Consumers Energy
Count on Us



Experience smart possibilities.


Get a **Home Energy Analysis.**

**SCHEDULE
& SAVE**

Consumers Energy
Count on Us

Email brand standards

Brand Standards



Count on Us®



ENERGY SOLUTIONS

Powering the Moments that Matter Most


April 2016



Dig Safely - Contact MISS DIG 811

Follow these 4 tips to dig safely, and always contact 811 before you dig to mark underground utility lines.

[READ MORE](#)




SAFETY TIPS: NATURAL GAS

Learn more about natural gas safety tips.



MOVE IN, MOVE OUT... MOVE ON.


Learn more about moving services.



Coal Plants Shutting Down

This month we're retiring seven generating units and reducing our carbon footprint.

[LEARN MORE](#)



3 Ways to Fight Allergies and Save Energy

Are you suffering from seasonal allergies and looking to save energy? Get relief with these simple solutions.

[LEARN MORE](#)




INFOGRAPHIC: Landscaping for Energy Efficiency

Find out how planting trees and shrubs outside your home can keep your indoors more comfortable and efficient.

[TAKE A LOOK](#)


RESOURCES FOR YOU



Money-Saving Tips



Energy Efficiency




Safety

eLibrary | Easy-to-Use Calculators | Money-Saving Tips | Energy Efficiency Resources | Billing/Payment | Safety | FAQs


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One Energy Plaza Dr., Jackson, MI 49201

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Count on Us®

Spring for energy savings.

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Hundreds of Michigan residents have completed a free Home Energy Analysis and are saving up to \$150 a year on energy costs. Team up with us and see more green this spring.

Spring for a free Home Energy Analysis and save up to \$150 a year.

Savings are in bloom. For a limited time, we're waiving the \$25 assessment fee when you schedule your appointment using offer code SPRING16.

SAVE UP TO \$150 ANNUALLY

An easy efficiency upgrade

We'll send a trained analyst to your home to provide an initial walkthrough that takes about 90 minutes. Your analyst also shares a customized energy efficiency report that provides more ways you can save energy and money. Additionally, some upgrades are made on the spot for no cost.

Upgrades are worth up to \$50 and may include:


- CFL and LED bulbs (Other, non-halogen incandescent Consumer Energy)
- Kitchen and bathroom faucet aerators (20+ per)
- High-efficiency showerheads (20+ per)
- Water heater pipe wrap (12' max)
- LED nightlights (20+ per)
- Programmable thermostat (One new program is required for the program. Other programs are available for purchase. See our website for more details.)

IT'S SAVING TIME, MICHIGAN!


We're waiving the \$25 assessment fee for a limited time, so it's the perfect opportunity to spring into savings. Call 888-315-8014 or visit us online today to schedule your appointment using offer code SPRING16 and we'll waive the fee before May 15, 2016.

SAVE UP TO \$150 ANNUALLY


WE'RE HERE FOR YOU!
CHOOSE THE MOST CONVENIENT METHOD TO CONTACT US.



Online




Email




888-315-8014

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Count on Us®

Get Ready for Warmer Weather. Get Up to \$400 Back!

[View an Web Page](#)



LEARN MORE

The more you know about insulation and windows, the better for you and your family.

Upgrade your insulation and windows to increase your home's comfort and reduce your energy costs.


- Keeping cold air out and warm air in is key to making sure your home is comfortable. And that all starts with high-efficiency insulation and windows, which can help save you as much as 10 percent* on your annual energy costs.
- Whether you hire a contractor or make the upgrades yourself, you can save hundreds of dollars more with rebates through the [Consumers Energy Insulation and Windows Rebate Program](#).** See our [rebate chart](#) for a complete list of rebates available.
- With energy-saving insulation and windows, you'll enjoy fewer drafts and more comfortable, consistent room temperatures. Plus, see lower energy bills, especially during the warm summer months ahead.

SHOW ME NEARBY CONTRACTORS

*Source: energysavings.gov


**This program covers projects completed and installed on or after January 1, 2016. Details of this program, including incentive levels, are subject to change or cancellation without prior notice. Funds for rebates are limited and available on a first-come, first-served basis.

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Count on Us®

Join the Smart Energy Challenge Today!

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JOIN NOW!

Kalamazoo - Join the Smart Energy Challenge Today.





Be a winner and make a difference in your community!





Go to [ConsumersEnergy.com/challenge](#) and join the Consumers Energy Smart Energy® Challenge to see how rewarding it can be to save energy in your home. Now through March 25, 2016, you'll learn new ways to reduce energy costs while you earn rewards, enter to win big prizes and support greater Kalamazoo-area organizations.





Sign up for the Smart Energy Challenge.* It's free and you can:

- Save energy and money. Discover simple ways to make your home more energy efficient.
- Play online games. Choose from lots of great energy-related activities!
- Earn points for yourself and Kalamazoo organizations. Redeem points for gift cards and rewards in the online store. Choose an organization to support, and they'll earn points toward prizes, too!


JOIN NOW








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Brand standards checklist

- ☐ **Build:** Create brand standards guide
- ☐ **Publish:** Share and explain it internally and externally
- ☐ **Enforce:** Ensure ALL stakeholders embrace and follow the guide
- ☐ **Grow:** As guidelines are developed for new channels and new assets are created, ensure everyone is aware of, and has access to, new content

Collaboration

Collaboration



Collaboration

Collaboration

Weekly email call with all stakeholders

- Timing
- Content
- Audience

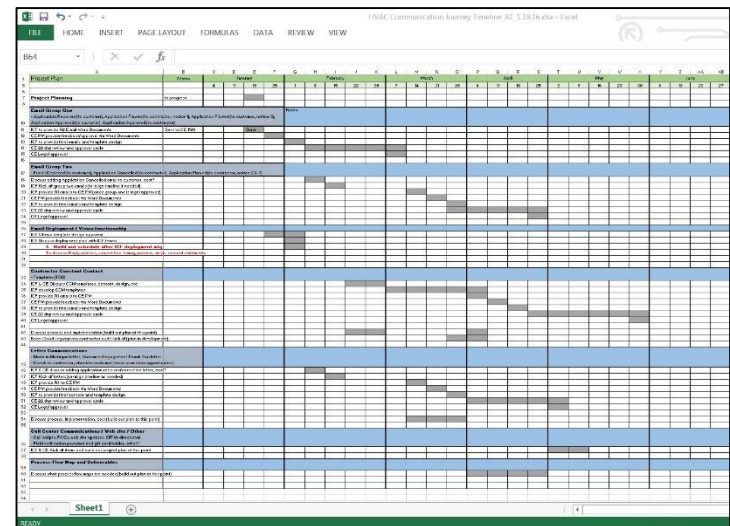


Communicate and adjust

Managing approvals

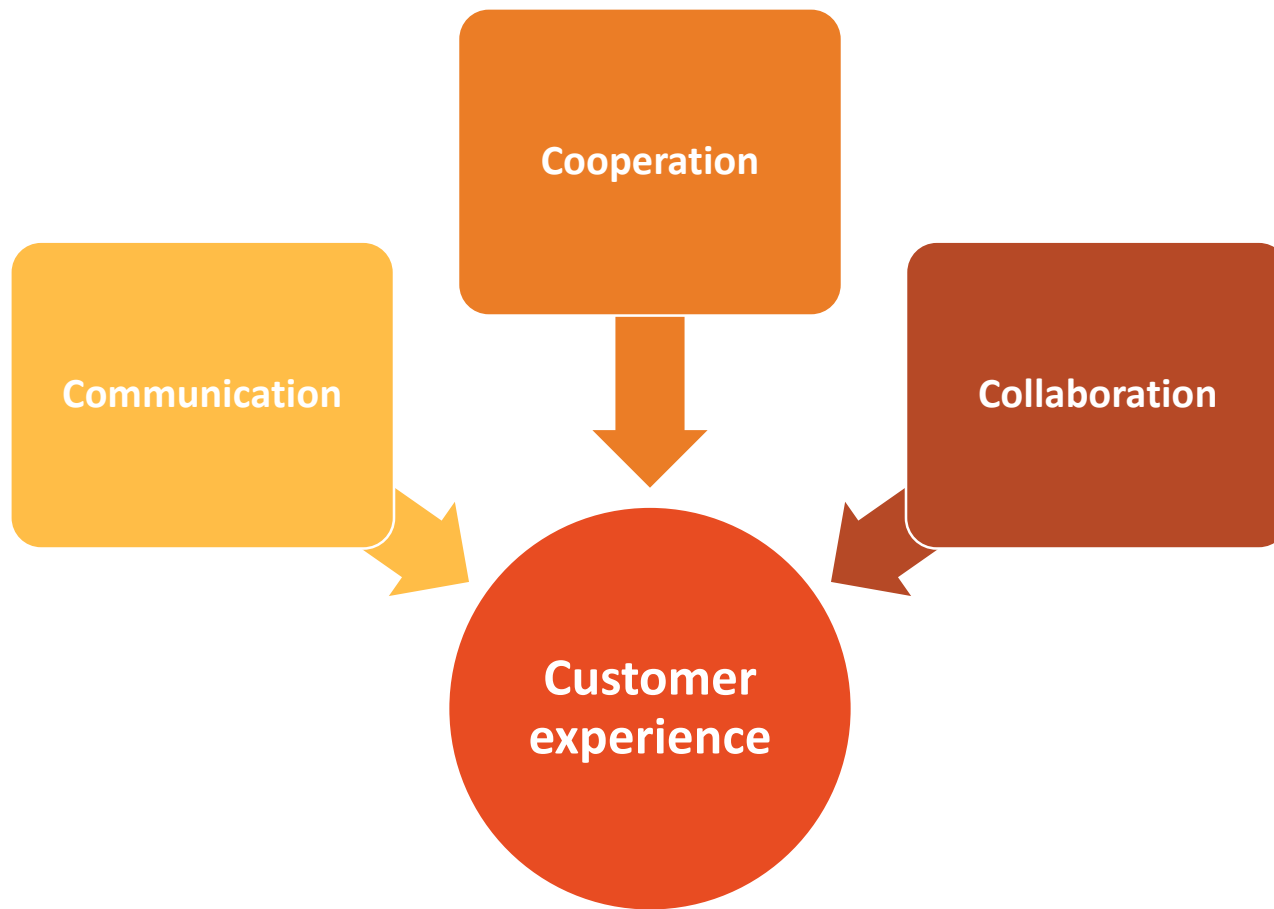
Collaboration

- Project and time management
- Creative briefs
- Weekly status meetings
- Effective internal and external communications
- Have a tool and process to initiate, develop, and manage every communication



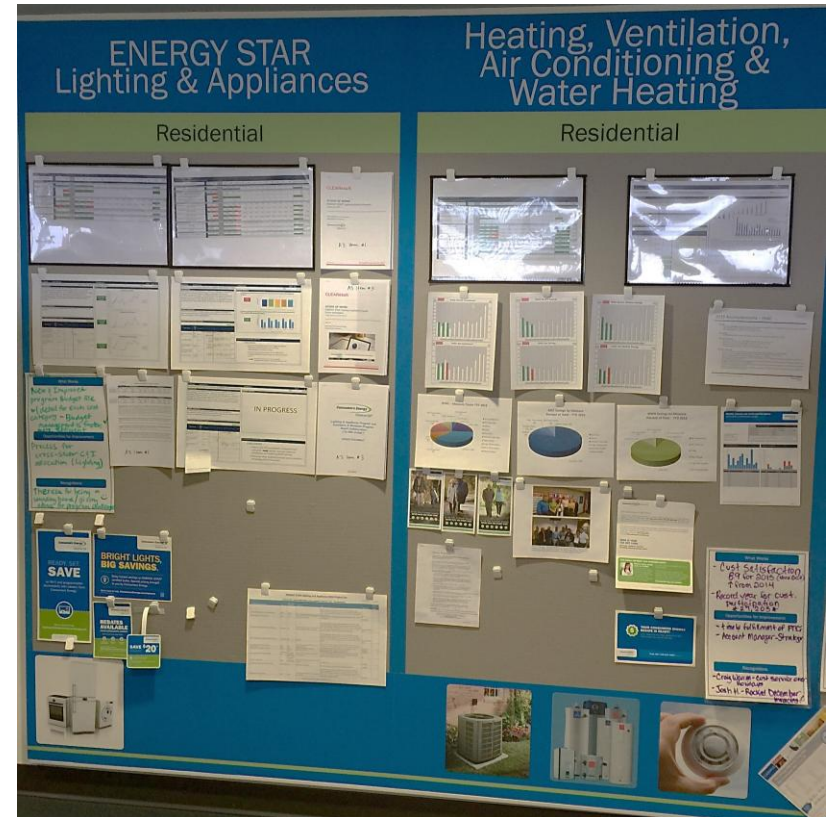
3 Cs of customer experience

Collaboration



Measurement

Measurement



Transparency

An orange fan-shaped graphic pointing to the right, containing the word "Measurement".

Measurement

Shared openly across internal and external stakeholders:

- National customer satisfaction surveys
- Proprietary customer research
- Engagement rates
- Web metrics
- Root cause analysis
- Video views
- ...and more!

Turning knowledge into action

Measurement



1. Acquire



2. Analyze

3. Target



4. Evolve



- Collect and organize relevant data
- Identify individuals with a high likelihood of program participation
- Determine appropriate tactics and messaging for target population
- Process of continuous improvement

Results

- **Best-in-class engagement metrics**
- **Increased impact and cost-effectiveness**
- **Improved customer satisfaction**

Questions





QUESTLINE

We Make Energy Engaging



Thank you

ENHANCING RESIDENTIAL CUSTOMER EXPERIENCE