

Consumers Energy Business Instant Discount Program

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Program History

Midstream program began in April 2017

- Lighting, HVAC and misc. measures
- Commercial food service began in January 2018
 - Close alignment and design with DTE Energy (for supplier ease of participation)

2018 Food Service Program Metrics

Electric

- 789,241 net kWh claimed
- \$130,665 in incentives and bonuses

Sales Data

- 604 individual units sold
- 221 transactions
- 155 unique business owners

Natural Gas

- 7,677 net Mcf claimed
- \$115,098 in incentives and bonuses

Business Owner Data

- Average rebate per unit: \$643
- Full-service restaurants is the most common business

Engaging Dealers/Distributors

- Historical participation
- Manufacturer representatives
- Business owner outreach

- Challenges
 - Nationwide companies
 - Online-only companies



Relationships

- Dealer/distributor model
- Understanding role
- Understanding industry challenges
- Competitive online marketplace





Manufacturers

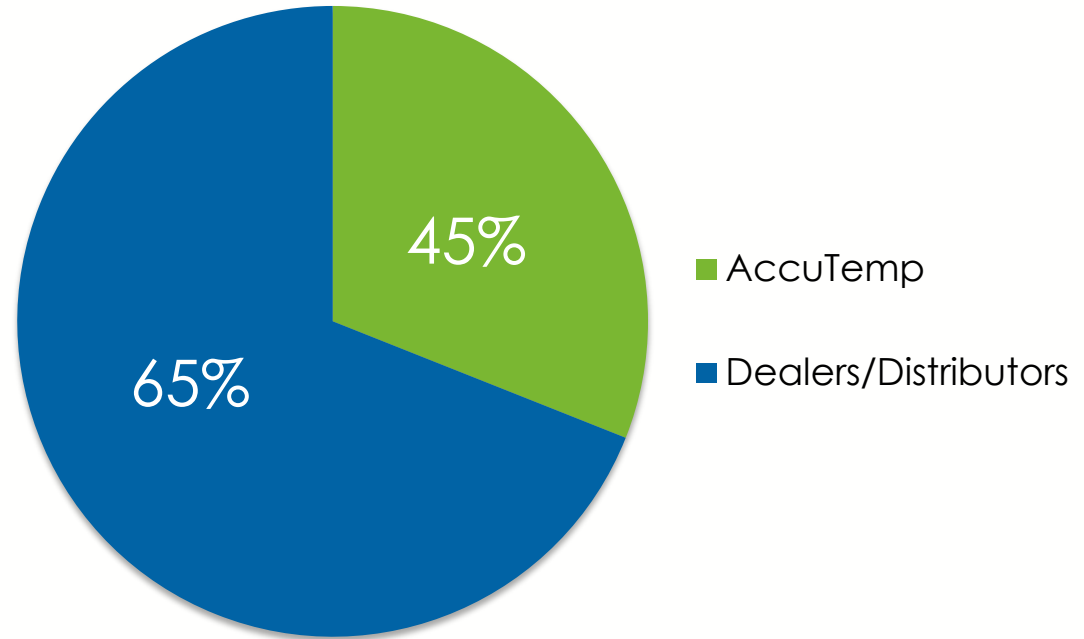
- Understanding the role
- Program changes
- Establishing structure
- Missed opportunities

2018 Data

AccuTemp

- 35 units sold
- \$59,200 in electric incentives
- \$18,160 in natural gas incentives

Electric Savings



Implementation

- Ease of use
- Spiffs/bonuses
- Collateral
- Communication

The screenshot displays the user interface for the Consumers Energy Business Instant Discount Program Tool. At the top, a blue header contains the Consumers Energy logo with the tagline "Count on Us®" on the left, and the text "Consumers Energy Business Instant Discount Program Tool" and a "Log off" link on the right. Below the header is a navigation bar with the following items: "Home", "Start New" (with a dropdown arrow), "Track" (with a dropdown arrow), "Verify Eligibility" (with a dropdown arrow), and "Support".

The main content area is titled "Home" and features four large, light-colored rectangular panels arranged in a row:

- Start a New Transaction Report:** Contains two options: "File Import" (with a file icon) and "Manual Entry" (with a computer monitor icon).
- Track:** Contains two options: "Reports" (with a folder icon) and "All Transactions" (with a folder icon).
- Verify Eligibility:** Contains two options: "Customer" (with a person icon) and "Product" (with a cube icon).
- Support:** Contains one option: "Resources" (with a book icon).

Questions?

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