

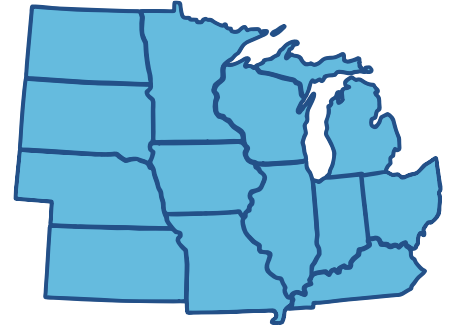
Powering Satisfaction: How Consumers Energy Transformed Incentives with Choice Digital



May 8, 2025

Who We Are

The Midwest Energy Efficiency Alliance (MEEA) is a collaborative network, promoting energy efficiency to optimize energy generation, reduce consumption, create jobs and decrease carbon emissions in all Midwest communities.



MEEA is a non-profit membership organization with 170+ members, including:



Energy Service
Companies &
Contractors



State & Local
Governments



Academic &
Research Institutions



Electric &
Gas Utilities



Community-based
Organizations

MEEA Membership

Join the MEEA Network

Member Benefits Include:

- Networking & Connections
- Member Discounts
- Committees & Working Groups
- Access to MEEA's Team of Experts
- Staying Up to Date on Industry News
- Increased Visibility for Your Organization

Request a
Membership Quote



Schedule a Call with
Membership Team



Powering Customer Satisfaction

How Consumers Energy modernized incentives with Choice Digital



May 8, 2025

Agenda

- 01 — Welcome & Introductions
- 02 — The Evolution of Utility
Payments
- 03 — Consumers Energy Case Study
- 04 — Customer Preferences Insights
- 05 — Q&A

Meet the Speakers



Brian Dunnigan

VP of Partnerships,
Choice Digital



Seth Epstein

Senior Product Manager,
Consumers Energy

The Evolution of Utility Payments

Transactional → *Trust-Based*

MORE



Customers now expect more than bill credits or checks.




Payments have become a core part of the customer experience.



Satisfaction and trust hinge on convenience, speed, and clarity.

Customer First Choice Experience




Count on Us

Choose your \$25 enrollment reward

Brian,

Thank you for joining the AC Peak Cycling Program. Now that you're all set up, you can pick the \$25 enrollment reward you like best from the options below.




Meijer® eGift Card

Perfect for any occasion.

- Instant access
- Spend in store or online at meijer.com
- Never expires

Select




Domino's® eGift Card

Nobody does it better than Domino's®

- Get it instantly
- Spend in store or order online at dominos.com
- Never expires

Select




Target® eGift Card

Expect more. Pay less.

- Shop thousands of items at 1,800 stores or online at target.com
- Instant access
- Never expires

Select



The Home Depot® Gift Card

How does get more done

- Shop at the world's largest home improvement retailer
- Spend online and in store
- Never expires

Select

Want more options?

[View full catalog.](#)

Don't have a preference? No problem. If you don't choose a reward option by May 15, we'll mail you a physical prepaid Mastercard.

84% of Customers Choose
One of the Featured Options

Customers preferred
Local Options to Nationwide Brands

Customer Support Ticket to
Disbursement Ratio < .05%

Consumers Gained Total Transparency
of the End to End Process

How Consumers Energy Unified & Elevated Payouts

The Challenge:

- Inconsistent customer experiences
- Manual processes for checks and credits
- High call volumes from confused customers
- Lack of real-time visibility into payments

The Solution:

- A fully branded reward experience
- Introduced speed, choice, and personalization
- Customers select payment method
- SurePay ensured delivery
- Michigan-based options available
- Unified across programs

The Results:

- 30-60 day delays eliminated
- Significant drop in payment-related customer calls
- Customers now receive payments faster—and know when they're coming
- Positive feedback from both customers and internal teams



State of Energy Payments Report Methodology



Survey conducted in Fall 2024



1,072 U.S. consumers surveyed



All respondents were household decision-makers



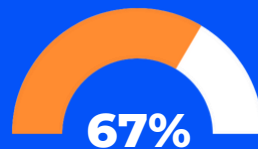
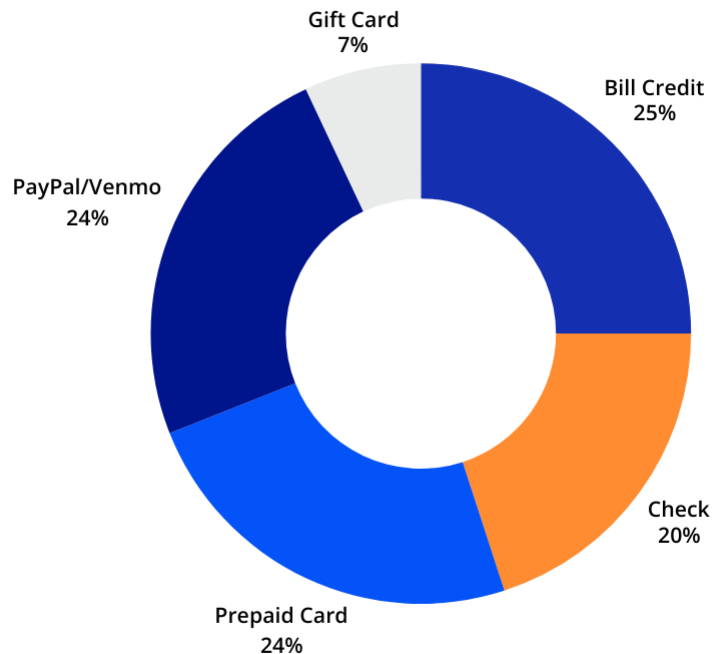
Sample designed to be nationally representative



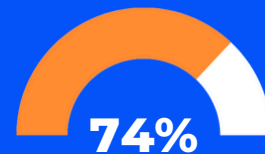
88%

**of consumers want
choice in how they
receive incentives**

Customer Preference Insights



want digital,
instant payouts (vs
physical, mailed
options)



are more likely to
participate in energy-
efficiency, demand
response, or other
energy related
programs if their
preferred payout
method is available.

What the Data Tells Us

Customers expect fast, flexible, and transparent payments—especially those living paycheck to paycheck. Offering choice, instant delivery, and clear communication drives satisfaction, trust, and program engagement.



70% of customers say instant payments increase engagement



66% households feel they live paycheck to paycheck



Got Questions? We've Got Answers.

Today's Speakers:

Brian Dunnigan

VP of Partnerships, Choice Digital

Seth Epstein

*Senior Product Manager, Consumers
Energy*

THANK YOU



www.choicedigital.com

Thank You for Joining Us!

Upcoming MEEA Webinars

Wednesday, May 21

Built to Bend, Not
Break: Versatility as
Your Superpower in
Uncertain Times

Tuesday, May 27

Contractor Summit
Toolkit: Hosting
Effective Summits to
Advance Heat
Pump Technology in
Local Markets

Thursday, June 5

State Appliance
Standards: The Best
Energy Saving
Policy You've Never
Heard Of

Register at mwalliance.org/events