



FLEXIBLE E-COMMERCE



Energizing Wisconsin: Focus on Energy's E-Commerce Triumphs and Evolution

Overview

FOCUS ON ENERGY® is Wisconsin's statewide program for energy efficiency and renewable energy, which helps eligible residents and businesses save energy and money while protecting the environment. They partner with 107 electric and natural gas utilities and cooperatives to provide resources, incentives, and rebates to benefit all Wisconsinites.

Opportunity

In 2017, Resource Innovations' E-Commerce practice (then known as TechniArt) began to support Focus on Energy's residential portfolio, piloting limited-time offer promotions and pop-up retail through businesses and venues throughout the state. These pilot efforts were successful, with pop-up retail turning into a dedicated program.

Solution

The digital engagement strategy for Focus on Energy comprises several key initiatives delivered by Resource Innovations through the direct-to-customer program.

Energy-Saving Packs: The ["Energy-Saving Packs" order site](#) was developed to streamline customer order collection and facilitate free packs distribution to Wisconsin residents. This comprehensive approach included site development, customer service, order processing, data management, fulfillment, and marketing. The order site has undergone continuous refinement over the past five years, adapting to pack updates and product changes. In 2023, a Spanish page was introduced to cater to Wisconsin's growing Hispanic customer base.

PROGRAM SNAPSHOT

Program offerings:

Digital engagement and e-commerce

Orders fulfilled:

~ 600,000

Customer Satisfaction rating:

9.3

Solution (Cont.)

Marketplace: Resource Innovations built a new marketplace for Focus on Energy in February 2020. The marketplace is a cost-effective platform, offering instant discounts on a range of energy-efficient products such as smart thermostats, air purifiers, water-saving devices, and weatherization items. Limited-time offers were integrated into the platform to increase efficient product adoption, resulting in thousands of efficient bundles sold within days.

Virtual Pop-Up Retail: Originally initiated as in-person events at businesses and gatherings throughout Wisconsin, the virtual pop-up retail approach was adopted when the COVID-19 pandemic struck. The team transitioned to virtual events, creating dedicated co-branded storefronts for partner businesses.

Sweepstakes and Contests: In 2021, Focus introduced sweepstakes and contests through the marketplace to expand its owned media reach. Customers opting to participate in these events also opted to receive promotional emails. These initiatives were strategically designed and administered to grow reach and engagement with targeted customer segments.

Targeted Engagement: The digital delivery approach included developing targeted sites and storefronts for specific customer segments. This involved creating a Food Banks order site for bulk LED orders where Food Banks could order pallets of two-pack LEDs to distribute to their members. Resource Innovations also launched a propane customer storefront to offer enhanced incentives on smart thermostats. Plans are underway to launch a multifamily storefront in 2024.

Results

Energy-Saving Packs: We have managed this program since the fall of 2019, successfully processing nearly 600,000 orders through an order site with a conversion rate of 44%. With an impressive 9.5 customer satisfaction rating, the Energy-Saving Packs program can serve as a gateway for customers to engage in other programs that Focus on Energy offers.

Marketplace: The online marketplace has achieved significant success, selling over 60,000 smart thermostats since 2020 and maintaining a solid conversion rate of 6%.

Virtual Pop-Up: We organized and executed over 130 events over two years, collaborating with almost 80 distinct businesses across Wisconsin in our virtual pop-up initiative.

Focus on Energy's evolving digital engagement and e-commerce strategy has significantly enhanced the program's reach and impact. Through personalized initiatives, virtual adaptations, and targeted engagements, they continue to empower Wisconsinites to embrace energy efficiency and contribute to a sustainable future.

ABOUT RESOURCE INNOVATIONS

Resource Innovations (RI) is an energy transformation firm. Women-led, purpose built, and focused on impact, we're constantly expanding our portfolio of solutions to guide utilities through increasingly complex, connected challenges. For communities across North America, we're leading the charge to power change.

Contact

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