



Making Magic

The Art of Being Unreasonable

Tuesday, March 25th





What if we made them feel

special?



Is that unreasonable?

**Any former servers
in the crowd?**



Three Unreasonable Things

01. THE BIG IDEA

02. CUSTOMER ENGAGEMENT

03. TALENT ACQUISITION & RETENTION



01.

Unreasonable

The Big Idea

THE BIG IDEA

Clean energy.
Relationships. Energy
efficiency. Connection.
Sustainability. Customer
care. Utility programs.
Engagement. Demand side
management. Trust.
Electrification. Attention.
Load management. **We're
in the hospitality business.**



THE BIG IDEA

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management. Trust.
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Load management. **We're
in the hospitality business.**



The background is a solid orange color. On the left side, there are several concentric, semi-circular arcs of varying thicknesses, all in a lighter shade of orange. Scattered across the background are several small, light-orange, pill-shaped dots.

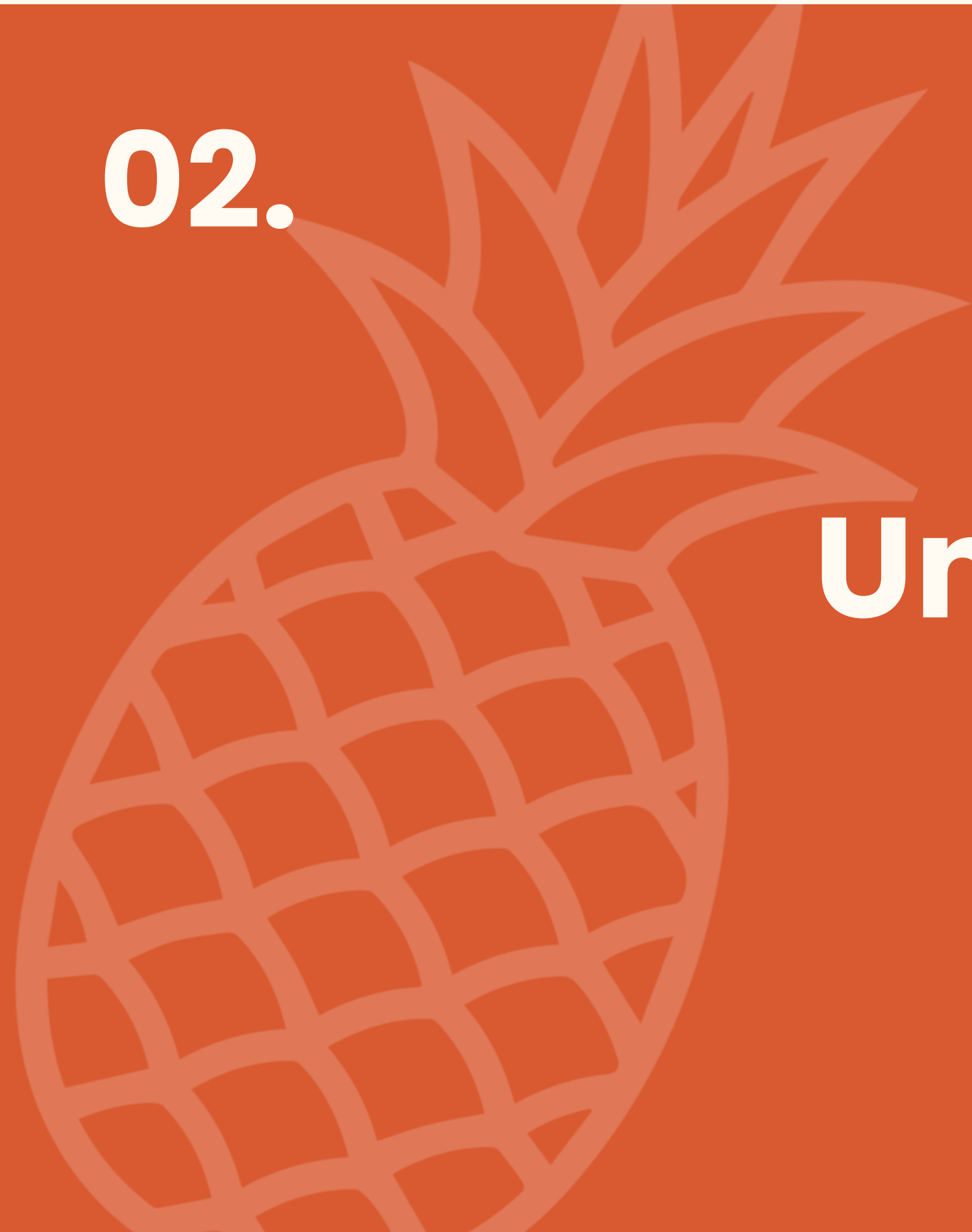
Service is black and white.

Hospitality is color.

02.

Unreasonable

Customer Engagement



My Mom

Retired widow. Low-income resident of disadvantaged community. Heats home primarily with wood. Backup electric resistance heating. Constantly clogged dryer venting in basement. **We're in the government program business.**

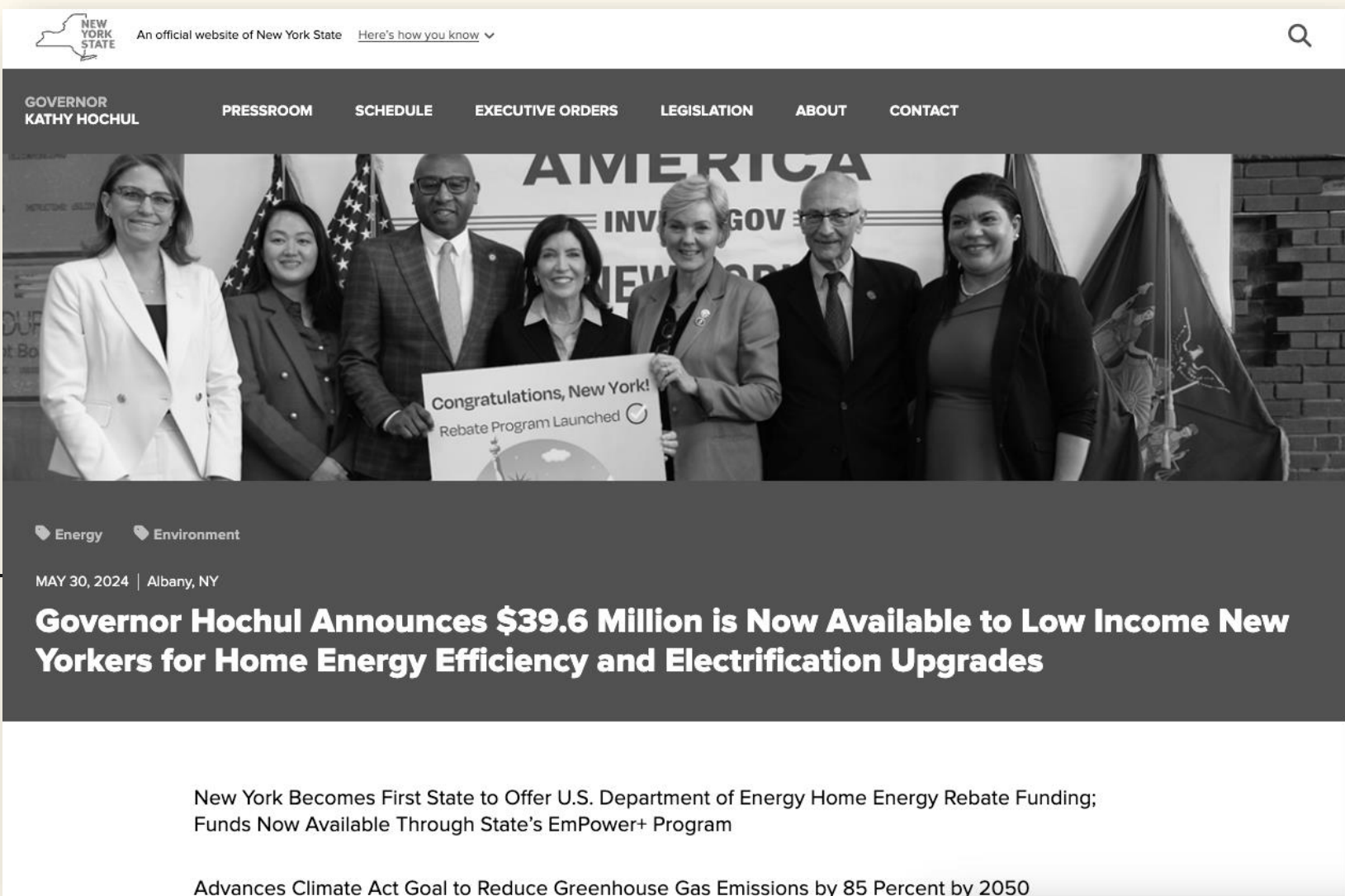


CUSTOMER ENGAGEMENT

A Standard Program Journey

Step
1

Awareness

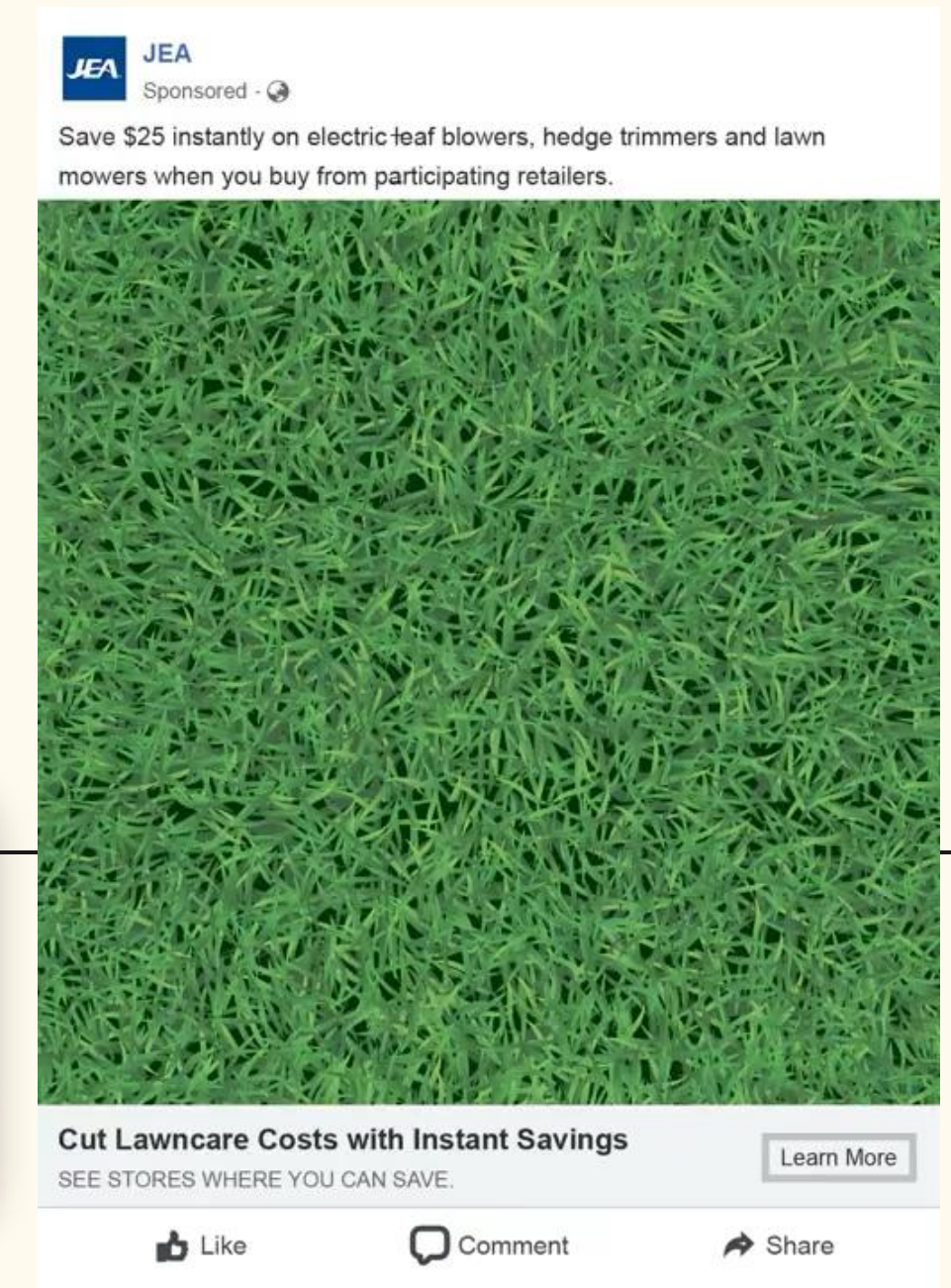


CUSTOMER ENGAGEMENT

A *Hospitable* Program Journey

Step
1

Awareness




Keep it, lose the jargon. **Think local.**
Add bill insert, email & social ads.

CUSTOMER ENGAGEMENT




A Standard Program Journey


Step
2

Consideration

 SUBSCRIBE
Pick a topic, get updates!

[Find a Program](#) [Find A Contractor](#) [About](#)

  English 




[← BACK TO FIND A PROGRAM](#)

Appliance Upgrade Program

Save Money on Efficient Heat Pump Clothes Dryers and Electrical Upgrades

The Appliance Upgrade Program helps New Yorkers save money on the purchase of an ENERGY STAR® certified heat pump clothes dryers from participating retailers. [Heat pump dryers](#) offer superior efficiency in a self-contained system that doesn't require ventilation – allowing them to be installed in various locations of a home or apartment.

Eligible residents may also access rebates to complete any necessary electrical upgrades, including wiring and panel upgrades, to install an ENERGY STAR certified heat pump clothes dryer in their home. These electrical upgrades must be performed by a participating contractor to receive rebates. However, residents replacing an electric-resistance dryer with a heat pump clothes dryer will likely be able to install it themselves. Typically, replacements of gas dryers will need to be done by a participating contractor.



How It Works

The maximum rebates a resident may qualify for depends on their income, the cost of the heat pump clothes dryer, and any necessary electrical upgrades.

Select your county and the number of people that live in your home below to see the maximum rebate you may qualify for based on household income.

Choose Your County

Franklin

▼

of Household Members

1

▼

[View Results Table](#)

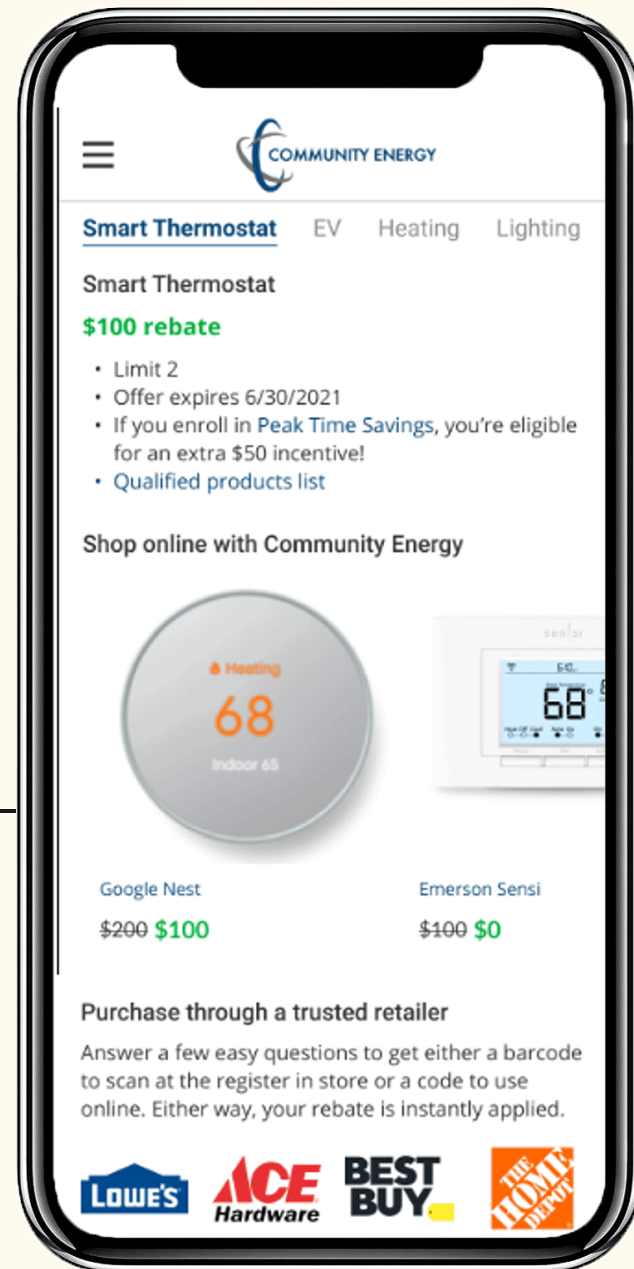
Result:

For a household of 1 in the county of Franklin:

	0-80% AMI	80-150% AMI
Income Limits	Household income is \$46,800 or less.	Household Income is greater than \$46,800, but less than \$97,800
Heat Pump Clothes Dryer Rebate	100% of the qualified project cost, up to \$840	50% of the qualified project cost, up to \$840
Electrical Panel Upgrade Rebate	100% of the qualified project cost, up to \$4,000	50% of the qualified project cost, up to \$4,000
Electrical Wiring Upgrade Rebate	100% of the qualified project cost, up to \$2,500	50% of the qualified project cost, up to \$2,500

CUSTOMER ENGAGEMENT

A *Hospitable* Program Journey



Step
2

Consideration

A form for the FirstEnergy Residential Products Rebate Program. It features the FirstEnergy logo and 'Met-Ed • Penelec • Penn Power • West Penn Power' at the top. The title is 'Residential Products Rebate Program Amazon Gift Card Entry'. Below the title is a form with four input fields: 'Name:', 'Email Address:', 'Phone Number:', and 'Store/Event:'. Each field has a corresponding label to its left.

Set up community information & sign-up events for landlords and residents.

Make the forms more intuitive.
Mobile-first design. AI support.

CUSTOMER ENGAGEMENT


A Standard Program Journey



Step
3





Enrollment



**Welcome to
MyEnergy!**

Find your Username in the
welcome email or through the link
below.

 Username

 Password

Log in

[Forgot your password?](#) [Need to Register?](#)

[Forgot your username?](#)

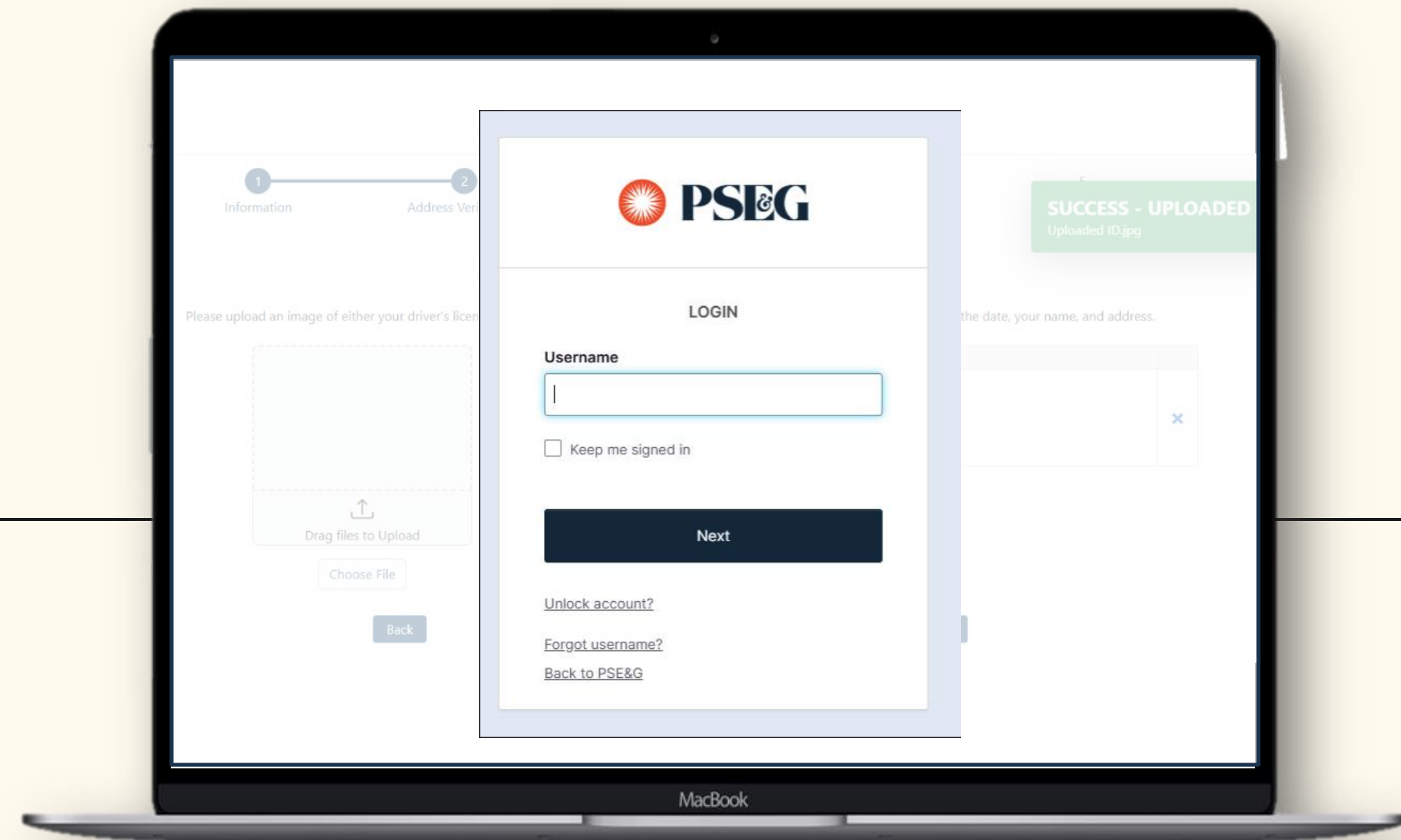


CUSTOMER ENGAGEMENT

A *Hospitable* Program Journey

Step
3

Enrollment



Offer document (e.g., license, savings card) upload for identity and eligibility verification.


CUSTOMER ENGAGEMENT

A Standard Program Journey

Attachment B


Participating Retailers


Appliance Upgrade Program




NYSERDA
New York State Energy Research
and Development Authority

NYSERDA's participating retailers are listed below. Some retailers have
retailers also provide online shopping for your convenience. Please contact


 In-store purchase

 Online purchase



ONE LOCATION

AC & Appliances Co.
131-31 Fowler Ave.
Ph: 718-886-4980
<https://www.nyaccenter.com/>




MULTIPLE LOCATIONS

Budget Appliances
New York City and Long Island
347-957-8866 / 516- 673-8335
<https://www.budgetappliances.com/>



ONLINE ONLY

Appliance Choice
Downstate and Long Island
Ph: 718-640-1703 / 845-402-1703
<http://appliancechoice.ny.com>



ONE LOCATION

Buy and Save Appliances
525 Park Ave.
Brooklyn, NY 11205
Ph: 718-855-8100
<https://www.buysaveappliances.com>




ONLINE ONLY

Connect Distributors
Ph: 888-212-7199
<https://cdapplianceprogram.com>



ONE LOCATION

Charlotte Appliance Inc.
3200 Lake Avenue
Rochester, NY 14612
Ph: 585-663-5050
<https://www.charlotteappliance.com>




ONE LOCATION

Dynamic Mini Split
69-01 Myrtle Avenue Rear
Flushing, NY 11385
Ph: 347-819-1097
<https://dmsappliance.com>




MULTIPLE LOCATIONS

Earl B. Feiden Appl
Latham, Clifton Park, and Kings
Ph: 518-785-8555 / 518-383-22
<https://www.earlfeiden.com>



ONE LOCATION

Happy Electronics
41-35 Kissena Boulevard
Flushing, NY 11355
Ph: 718-762-3979
<https://www.happyflushing.com>



MULTIPLE LOCATIONS

Keith's Appliances
Norwich and Mystic Connecti
Ph: 860-889-2093
<https://www.keithsappliances.com>

Participating Contractors

Appliance Upgrade Program



NYSERDA's participating contractors are listed below. Please contact a specific contractor for locations and service questions.

ADH Group
Service Area: NYC
Email: info@adhny.com
Phone: 800-844-2361
Website: www.adhny.com

Albany Solar Solutions LLC
Service Area: Capital Region
Email: tw@albanyolarsolutions.com
Phone: 518-720-7779
Website: www.AlbanySolarSolutions.com

Arch Electric Inc.
Service Area: Hudson Valley
Email: anthony@archelectricinc.com
Phone: 718-529-9100
Website: <https://www.archelectricsservices.com>

B&S Enterprise USA Inc
Service Area: Western NY (Buffalo and Rochester)
Email: sales@buysaveappliances.com
Phone: 718-855-8100

Babinov Electric LLC
Service Area: Capital District and North County
Email: babinovelectric@gmail.com
Phone: 845-706-8183

Blackstone & Associates
Service Area: NYC
Email: blksstonecontractors@gmail.com
Phone: 917-294-1392

Brower Power LLC
Service Area: Hudson Valley
Email: browerpowerelectric@gmail.com
Phone: 845-706-8183

Buffalo Energy, Inc.
Service Area: Western NY
Email: info@buffalo-energy.com
Phone: 716-677-4899
Website: www.buffalo-energy.com

Burke Electrical Contractors
Service Area: Hudson Valley
Email: info@burkeny.com
Phone: 845-265-5033
Website: <https://www.burkeny.com>

Centsible House, Inc
Service Area: NYC
West Chester, and Hudson Valley
Email: carta@centsiblehouse.com
Phone: 929-675-0025
Website: www.cartaelectric.com

Charlotte Appliance Inc
Service Area: Finger Lakes and Monroe County
Email: abushnell@charlotteappliance.com
Phone: 585-663-5050
Website: <https://www.charlotteappliance.com>

Connect Distributors
Service Area: New York City
Phone: 888-212-7199
Website: cdapplianceprogram.com

County Wide Electric
Service Area: Orange County and Hudson Valley
Email: sean.countywideelectric@gmail.com
Phone: 845-294-7255
Website: countywideelectricinc.com

DelCore Electric & HVAC Inc.
Service Area: Area- Long Island
Email: sales@delcoreelectric.com
Phone: 631-835-7272
Website: delcoreelectric.com

Dynamic Mini Split Corp
Service Area: New York City and Long Island
Email: dynamicminisplitcorp@gmail.com
Phone: 516-912-9473 / 347-335-0247
Website: dmsappliance.com



NYSERDA
New York State Energy Research
and Development Authority

Finder

Step
4

Confusion

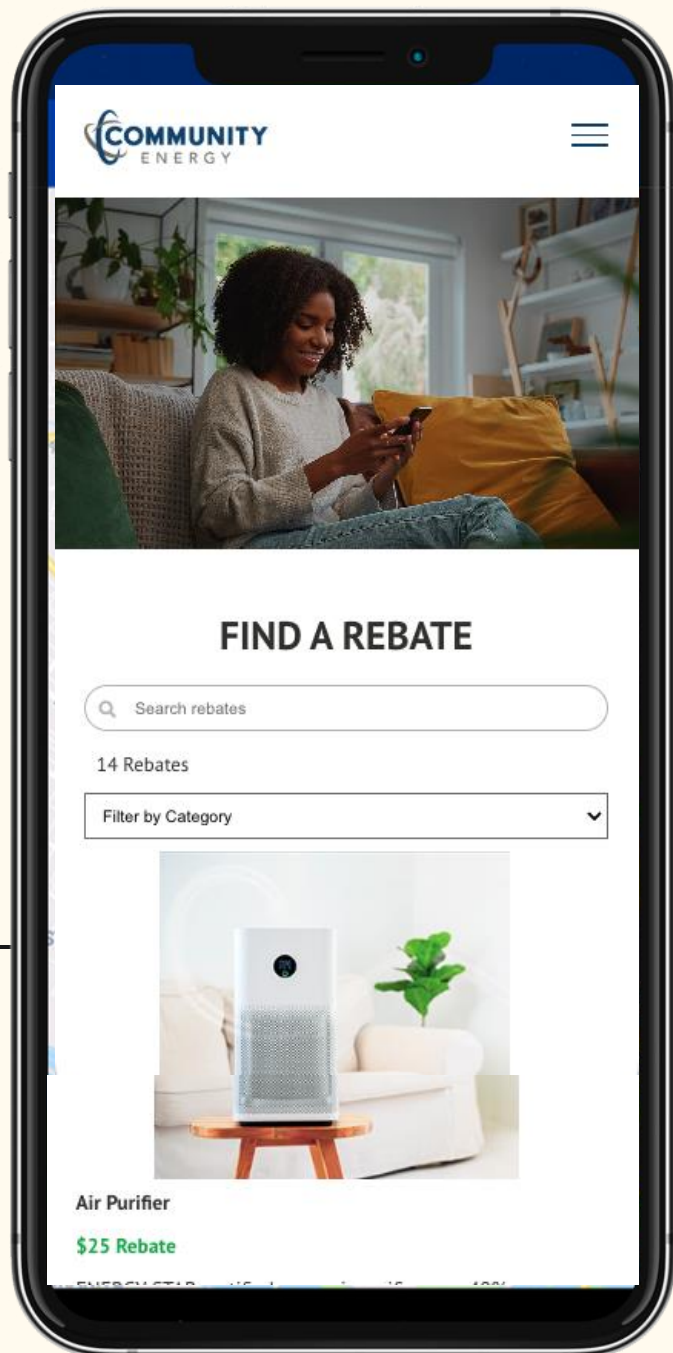
APPLIANCE UPGRADE PROGRAM														NYSERDA New York State Energy Research and Development Authority		
Qualified Project List																
Effective: December 3, 2024																
ENERGY STAR Unique ID	Brand Name	Model Number	Heat Pump Technology	Voltage (V)	Drum Capacity (cu-ft)	Height (Inches)	Width (Inches)	Depth (Inches)	Estimated Annual Energy Use (kWh/yr)	Estimated Energy Test Cycle Time (min)	Additional Dryer Features			Ventless or Ventless	Connected	
2266021	Whirlpool	WED7990FW*	Hybrid Heat Pump		7.4	38	27	31	531	75	Drum light,Supplementary Drying System,Time remaining display,Wrinkle prevention option,Filter cleaning indicator,Sanitization cycle,Speed Cycle, Balance Cycle, Eco Cycle, Dump Dry signal, Control Lock			Ventless	No	
2266022	Whirlpool	WED9290FC*	Hybrid Heat Pump		7.4	38	27	31	531	75	Drum light,Supplementary Drying System,Time remaining display,Wrinkle prevention option,Filter cleaning indicator,Sanitization cycle,Speed Cycle, Balance Cycle, Eco Cycle, Dump Dry signal, Control Lock			Ventless	No	
2266023	Whirlpool	WED9290FW*	Hybrid Heat Pump		7.4	38	27	31	531	75	Drum light,Supplementary Drying System,Time remaining display,Wrinkle prevention option,Filter cleaning indicator,Sanitization cycle,Speed Cycle, Balance Cycle, Eco Cycle, Dump Dry signal, Control Lock			Ventless	No	
2331310	Whirlpool	WHD560CH**	Hybrid Heat Pump		7.4	38	27	31	460	70	Time remaining display,Drum light,Wrinkle prevention option,Steam cycle,Sanitization cycle			Ventless	No	
2331311	Whirlpool	WHD862CH**	Hybrid Heat Pump		7.4	38	27	31	460	70	Drum light,Time remaining display,Wrinkle prevention option,Steam cycle,Sanitization cycle			Ventless	No	
2399999	Samsung	DV93B8B900HDA3	Hybrid Heat Pump		7.8	38.7	27	34.3	281	69	Sanitization cycle			Ventless	No	
2301400	Asko	T208H-W.U	Heat Pump	240	3.9	33.46	23.43	25.75	283	73	Filter cleaning indicator,Drum light,Wrinkle prevention option,Time remaining display			Ventless	No	
2308246	Miele	TWF160 WP	Heat Pump	120	4.1	33.46	23.46	25.31	133	35	Drum light,Time remaining display,Wrinkle prevention option,Filter cleaning indicator,Perfect dry sensor, Gentle option			Ventless	No	
2308247	Miele	TW180 WP	Heat Pump	120	4.1	33.46	23.46	25.31	133	35	Drum light,Time remaining display,Wrinkle prevention option,Steam cycle,Filter cleaning indicator,Perfect dry sensor, Gentle option, Steam Finish			Ventless	No	
2278396	Whirlpool	WHD5090G**	Heat Pump	240	4.3	34	24	25	229	64	Time remaining display,Steam cycle,Signal, Cycle Signal, Control Lock, Delay Start, Timed Dry, Dryness Level option, Options			Ventless	No	
2278428	Whirlpool	WHD3090G**	Heat Pump	240	4.3	34	24	25	229	66	Dryness Level option, Options			Ventless	No	
2289054	Blomberg	DHP2440W	Heat Pump	240	4.1	34	23.5	27	149	46	Filter cleaning indicator,Drum light,Time remaining display			Ventless	No	
2289055	Blomberg	DHP24412W	Heat Pump	240	4.1	34	23.5	27	149	46	Filter cleaning indicator,Drum light,Time remaining display			Ventless	No	
2289057	Beko	HPD24412W	Heat Pump	240	4.1	34	23.5	27	149	46	Filter cleaning indicator,Drum light,Wrinkle prevention option,Time remaining display,Perfect dry sensor,Gentle option			Ventless	No	
2325401	Miele	TWB120 WP	Heat Pump	120	4.1	33.46	23.46	25.31	133	34	Drum light,Wrinkle prevention option			Ventless	No	
2325454	Samsung	DV22N685**H*	Heat Pump	240	4	33.5	23.6	25.6	145	60	Drum light,Wrinkle prevention option			Ventless	No	
2325657	Samsung	DV22N680**H*	Heat Pump	240	4	33.5	23.6	25.6	145	60	Drum light,Wrinkle prevention option			Ventless	No	

CUSTOMER ENGAGEMENT

A *Hospitable* Program Journey

Step
4

Purchase



Replace PDF with Find a Contractor & Store tool. Recruit contractors in DACs, including remediation companies.

Add images and plain language to QPL. AI & chat.

CUSTOMER ENGAGEMENT

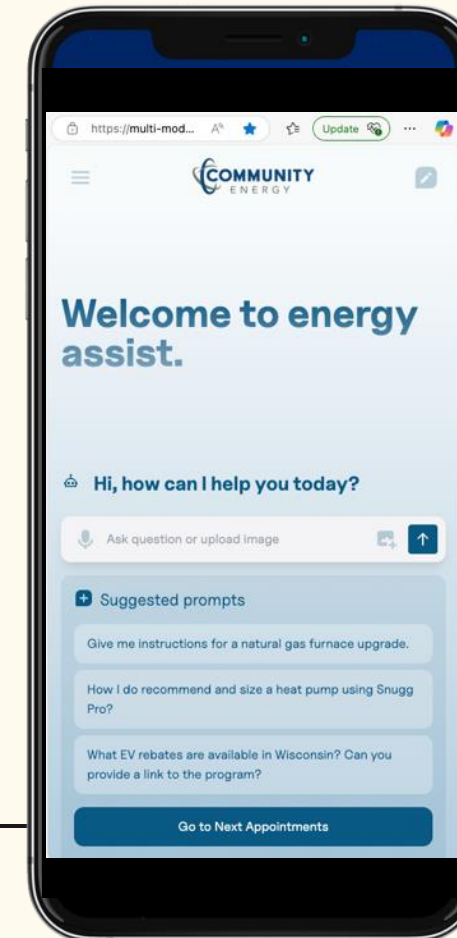
A Standard Program Journey



Waiting

CUSTOMER ENGAGEMENT

A *Hospitable* Program Journey



Installation

Develop turnkey travel install team for DACs + extended hours (nights/weekends).
Add training for local contractors.

AI field tools to reduce time to proficiency, speed data entry, and reduce on-site visit time.

CUSTOMER ENGAGEMENT

A Standard Program Journey

Step
6

Moving On

CUSTOMER ENGAGEMENT

A *Hospitable* Program Journey



comEd[™] | Energy Efficiency | PEOPLES GAS[®] ENERGY EFFICIENCY PROGRAM

Join your neighbors in saving energy and money.
Schedule your FREE Home Energy Assessment with the Home Energy Savings program from ComEd and Peoples Gas today.

It's so simple to save energy and money. I brag to all my neighbors about it!
— Mary Jones, Waukegan

It all starts with a FREE virtual or in-home assessment!
At your scheduled time, an energy advisor will:

- Visually assess your home (virtually or in-person) to show you ways you can save energy.
- Provide you with FREE energy-saving products, which have helped customers save an average of \$170 on their energy bills last year.
- Give you a FREE report which includes additional ways you can save at home.
- Install a FREE programmable or smart thermostat if your existing thermostat needs to be upgraded.*



Savings are just a click or call away. Schedule today!
ComEd.com/Assessment | PeoplesGasDelivery.com/Savings | 855-433-2700



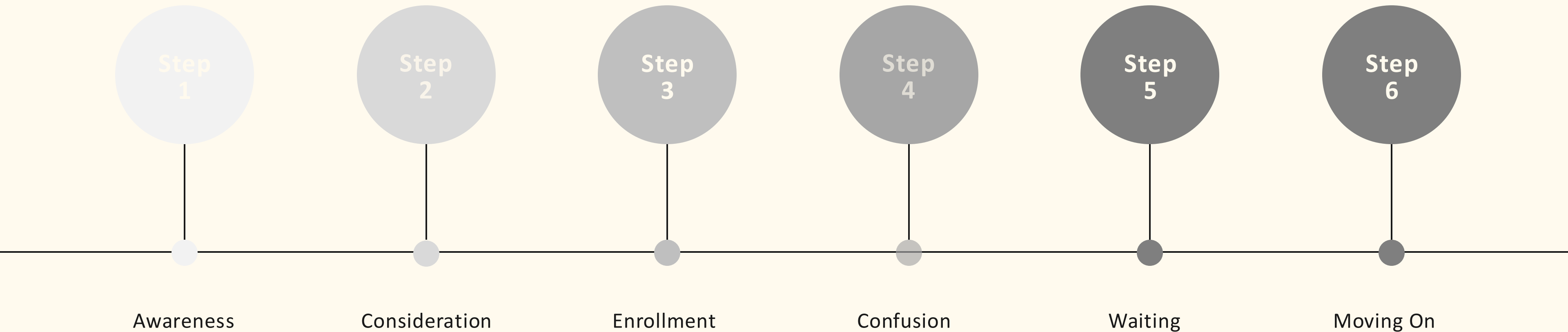
Step
6

Referral

Local profiles & testimonials – resident & landlord personas. Referral bonuses.

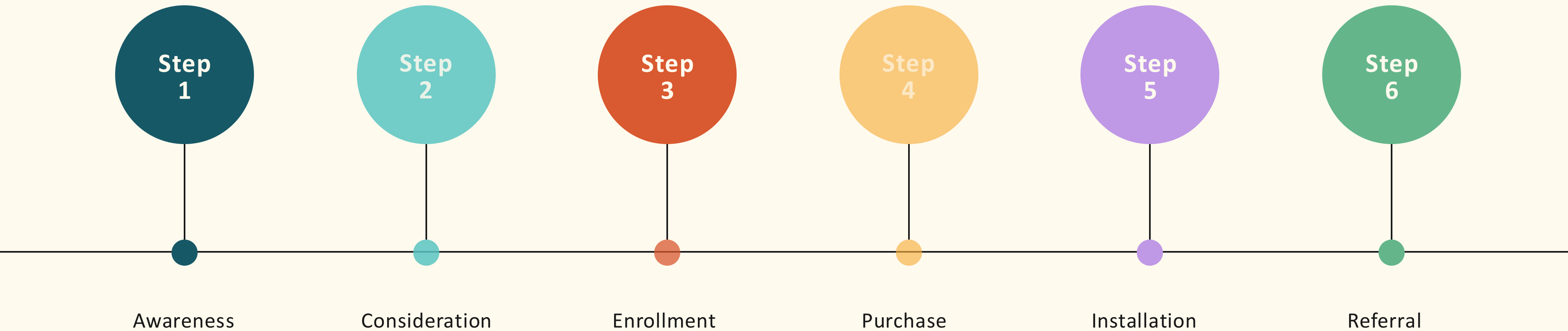
CUSTOMER ENGAGEMENT

A Standard Program Journey



CUSTOMER ENGAGEMENT

A *Hospitable* Program Journey



My Mom

A program she gets. Heats home primarily with electric heat pump. Local handholding. Heat pump dryer on main living level. Trusted local contractor. Properly weatherized home. Happy customer.
We're in the hospitality business.





**You need to be
unreasonable to see a world
that doesn't yet exist.**

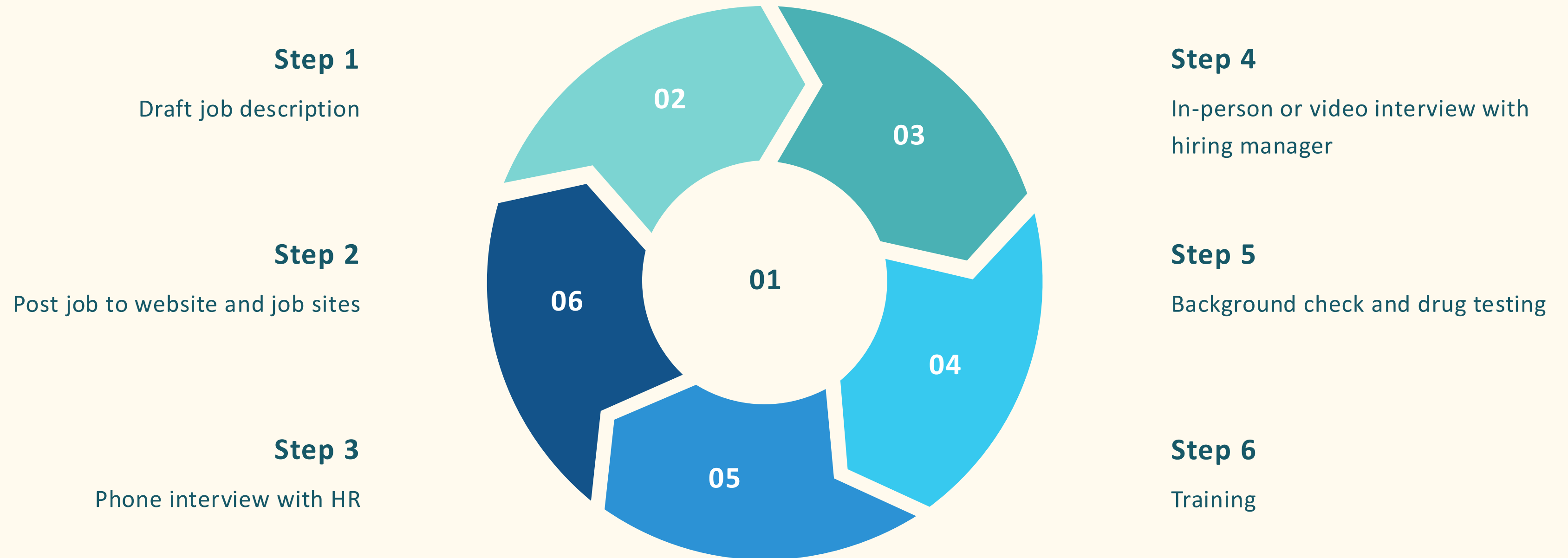
03.

Unreasonable

Talent Acquisition & Retention

HIRING PROCESS

Field Positions



PROBLEM 1

Hard to find qualified candidates.

Standard recruiting.

SOLUTION 1

Local recruiters. Jargon-free JDs that convey culture. Highlight entry level positions, paid training + certifications, & hourly rate. Community colleges & GED programs. Indeed & Handshake, not Zip Recruiter. TikTok, Instagram, and Facebook, not LinkedIn. Referral bonuses.

Hospitable recruiting.

PROBLEM 2

Lost candidates in hiring process.

Standard recruiting.

SOLUTION 2

Night & weekend interviews. 3 interviews max & offer video. Text message reminders. Proactively share drug test & background check dealbreakers in JD or first interview. Divert to other roles if not a fit. Speedy process. Manage expectations.

Hospitable recruiting.

PROBLEM 3

Lost candidates in training process or first 90 days.

Standard recruiting.

SOLUTION 3

Peer-led training. 6 months in exchange for paid training. Day 1 insurance and PTO. Weekly paychecks. Bonus upon completion. Free public transportation and uniforms. Company vehicles and installed at home EVSE. Flex shifts & structure. Cross-training. Clearly outline next steps in career and help pursue.
Hospitable recruiting.

INTERVIEW

Customer-centric screening questions. Focused on Handshake, Indeed & community colleges. Surge bonuses for referrals.

OFFER

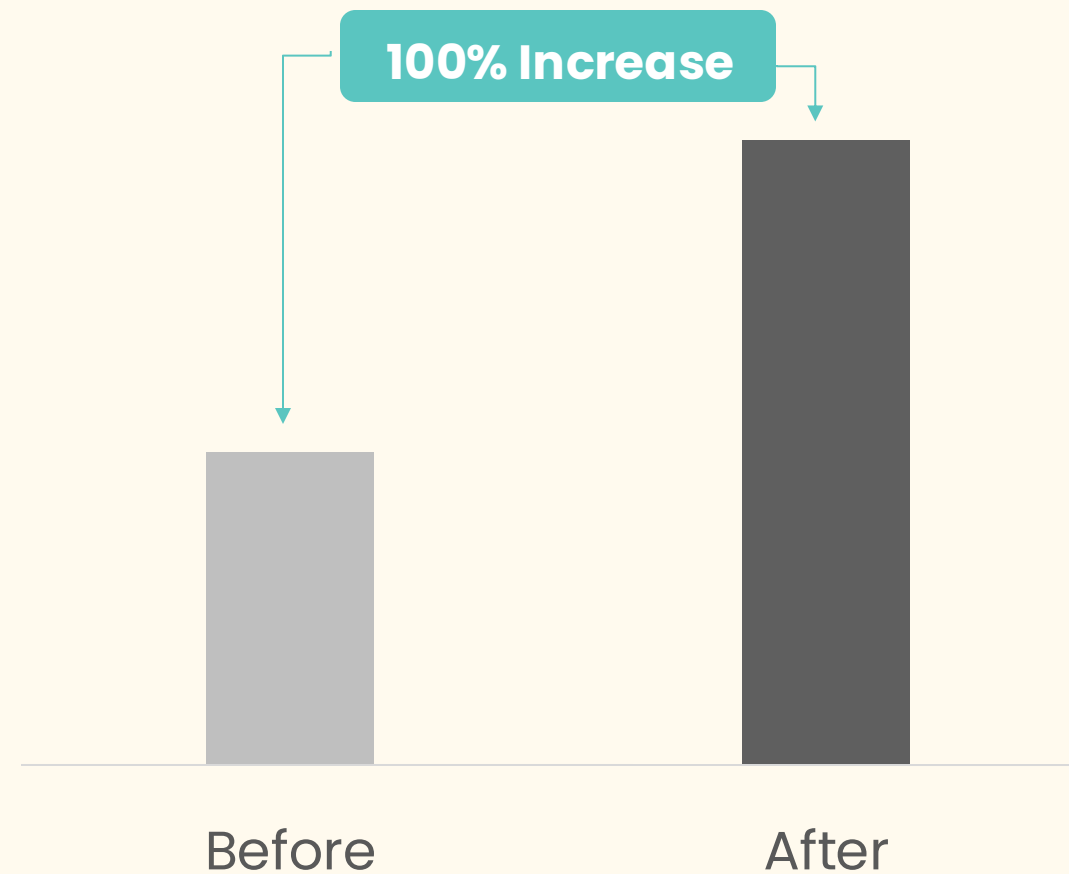
Increased hourly base pay. Sped up entire process, with emphasis on drug screen and background checks.

TRAINING

Streamlined onboarding. More robust training (including for managers leading new hires). Paid BPI certification.

FIELD STAFF EXAMPLE

of Hires/Month



28%
Increase in
Applicants

150%
Increase in
Referrals

36%
Reduction in
Applicants/Hire



**The way you do one thing is
the way you do everything.**



An Unreasonably Enjoyable Conference

Need something? Just text. And there's free copies of Unreasonable Hospitality in the back.

THANK YOU

