



BEYOND JUST COMMODITY

Today, change is the new narrative in the marketplace – energy and otherwise. That change is largely driven by how technology and automation can empower every part of our lives. But the human touch will always be an essential cog in the wheel, especially when it comes to helping customers find the best solution for their energy procurement.

Embracing that outlook while prioritizing for energy customers is part of the reason why Constellation, an Exelon company, earned TEPA's 2018-19 Supplier of the Year award.



Craig Wilson, Vice President of Sales at Constellation

“By inviting trust and transparency into the RFP conversation, we avoid the cliff of becoming a market that is heavily commoditized and largely marginalized,” said Craig Wilson, Vice President of Sales at Constellation. “But I’m confident that the energy market is headed in the right direction. We’re doing a lot of good things. The TEPA Supplier of the Year award amplifies the fact that the conversation with our channel partners is customer-driven. We’re breathing a little more humanity into the energy procurement process. I believe we’re making it a positive experience.”

Energy professionals like Craig Wilson have worked tirelessly over the years (he’s closing in on 20 years in energy) to be more than just a fixed price, contract negotiation point. “It’s about two-way communication,” he noted. “We’re in this together with the channel partners. When they call us, we want to engage in meaningful conversation; understand what their challenges are and what their customers need. Is it sustainability? Is it volume? Is it generation? When we can deep dive into that realm, we become markedly more effective as a channel partner.”

In 2018, Constellation’s power and gas business served 211 terawatt-hours of electric load and 1,634 billion cubic feet of gas to approximately 2 million retail customers.

“While those numbers are impressive, they’re not everything,” Wilson said. “One of the biggest values is how we can engage beyond commodity and seamlessly integrate into our customers’ and channel partners’ business goals.”

A prime example of that approach is Constellation’s Efficiency Made Easy®

(EME) offering, which gives customers the ability to fund energy conservation measures in support of their respective sustainability goals – without any upfront capital. The costs for retrofitted improvements such as LED lighting or automated building controls are then paid for over time through the customer’s power or gas contract.

Last year alone, EME projects implemented by Constellation saved customers more than 80,000 MWh of electricity and prevented more than 36,000 metric tons of carbon dioxide emissions.

The company’s venture capital arm, Constellation Technology Ventures (CTV), is another vehicle for forward-thinking solutions that meet the needs of customers and channel partners. CTV invests in venture stage energy technology companies that have the potential to develop new solutions for Exelon and its customers. The big picture? To engage with innovative startups that have the potential to unlock commercial growth opportunities that accelerate the transition to a clean-energy future.

“We’re not comfortable with coloring inside the lines when it comes to offering new, sustainable products,” added Wilson. “We understand that our customers and channel partners want options. That means we have to stay on the outside edge of technology and offer solutions they won’t find somewhere else.”

Through its CTV business, Constellation is providing solutions that are accessible to, and sought after by, customers. ChargePoint, one of the largest networks of charging stations for electric vehicle (EV) owners, is



Above: Constellation employees help clear out moldy insulation during the company’s relief and restoration efforts in Houston following Hurricane Harvey.

Below: A Constellation volunteer teaches a Chicago elementary school student about energy conservation by playing “Green Bingo”. The activity stemmed from Constellation’s partnership with the United Center – the home venue for Chicago’s Bulls and Blackhawks. Constellation has served as the arena’s official energy provider since 2011.



one of CTV’s portfolio companies. The company currently has over 50,000 stations across the nation and already serves 70 percent of all new electric vehicle drivers. “This program is disruptive in every sense. It’s the future of energy,” added Wilson.

ChargePoint is just one example of the grand migration of change that Constellation is investing in. But it’s also one filled with astounding opportunities for companies (of all sizes and offerings) to attract new and repeat customers, as well as help them achieve their sustainability goals.

While investing in upending the energy market with innovation and new business solutions, Constellation is also focused on embracing and supporting the communities where its employees work and live. In a world where tech, algorithms and data reign, it’s also nice to look beyond an account and see the community around it.

You see, the company’s figured out that when its dedicated team of energy professionals disconnect from the proverbial work grid, fostering relationships with channel partners, customers and communities becomes more impactful.

Last year alone, Constellation employees logged over 40,000 hours of volunteer service; service hours which were both inspiring and immersive. From sending “care-kits” to active military through Operation Gratitude to mentoring students with Big Brothers Big Sisters, more than 76 percent of Constellation’s workforce gave back, in some way, to their community. Back in Fall 2017, when Hurricane Harvey submerged Houston in a crippling deluge of wind and rain, Constellation responded almost immediately, sending more than 200 volunteers – including nearly all of its leadership team – to help with relief and restoration efforts.

Community has become an engrained and welcomed element of Constellation’s culture.

“We figured that if we could unplug and disconnect our team for even a few hours and encourage them to channel some of their time towards volunteering in their local communities, the effect would be far-reaching,” said Wilson. “As TEPA’s Supplier of Year, we want our channel partners and customers to know that our impact in the market goes beyond just commodity.”

