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**Apogee’s Customer Engagement Solutions Now on a Single Platform***New Empower Platform Enables Coordinated, Cost-Effective Digital Engagement*

**For Immediate Release:**

**ATLANTA, February 7, 2017** – The recent launch of Apogee Interactive’s **Empower** Platform marks an important new milestone in the company’s decades-long history of partnering with utilities to advance customer engagement. Consolidating Apogee’s customer-focused energy education software offerings into an integrated set of solutions, the Empower Platform enables utilities to better connect with their residential and small business customers.

#### At the foundation of the platform is Apogee’s **Energy Advisor** home energy analysis application; a mobile-optimized tool leveraged by hundreds of utilities across North America to promote awareness and engagement. Customers get started with Energy Advisor by profiling their homes and habits in an interactive, game-like survey that requires less than a minute to complete. A highly accurate report on their household energy consumption is then generated instantly, with personalized efficiency tips matched with relevant rebates and program offers for reducing usage and costs. To learn more, customers can interact with graphical breakdowns of their monthly and annual use and even explore a forecast of their projected energy bills. In addition to increasing energy efficiency between 2% to 4%, Energy Advisor software has proven to produce a 16% increase in customer satisfaction.

The Empower Platform is offered in the form of three tiered packages that make cost-effective digital engagement possible at the right level for every utility. The **Energy Advisor** and **Energy Advisor Enterprise** packages can either be integrated with customer billing for maximum precision or use energy consumption estimates informed by local rates, weather and typical home profiles. The **Energy Envoy** outbound-engagementpackage, which requires Energy Advisor Enterprise with billing integration, provides further opportunity for customizable customer outreach. Personalized video messaging, mid-cycle bill alerts, and energy summary reports, are all designed with a focus on measurably impacting customer satisfaction, program promotion, and engagement. Finally, to suit utilities pursuing an incremental approach to customer engagement, Apogee offers a selection of proactive communication tools as standalone products, including summary reports, customized energy calculators and videos.

“With Apogee’s extensive suite of offerings consolidated into a single, streamlined platform, it is now easier than ever for utilities to expand their digital engagement initiatives efficiently and cost-effectively,” says Susan Gilbert, Apogee president and CEO. “Our diverse utility clients using Empower Platform packages and standalone offerings enjoy greater program participation, significant lifts in customer satisfaction, and lowered costs from fewer field energy audits, meter rereads and bill inquiries—as well as loyalty-licensing that assures the price they pay never changes even as the applications’ capabilities continually expand.”

The newly released **Empower** Platform is being formally introduced at the [AESP National Conference Feb. 13th through 16th in Orlando](http://www.aesp.org/events/EventDetails.aspx?id=666430&group=) where hundreds of energy professionals gather to share the latest thinking and technologies with their peers. To learn more about the Empower Platform and to find the right package for your utility, visit [www.apogee.net](http://www.apogee.net/).

**About Apogee Interactive**

Apogee Interactive is one of the nation’s leading providers of customer engagement software services for US energy utilities. Partnering with utilities since 1993, Apogee’s digital engagement platform delivers proactive, personalized communication to residential and commercial customers nationwide. Apogee’s proven SaaS platform enables more meaningful customer engagement, proven sustainable energy results, reduced operating costs, and improved program performance for utilities. For more information, please visit [www.apogee.net](http://www.apogee.net/). Follow us on Twitter at @apoweb and on Linkedin.

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