Successful Digital Engagement Strategies

June 30, 2016
How do you engage your customers?

Our Presenters

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Marketing Manager

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CFO
The Business Case for Digital
Engagement: Digital Users vs. Non-Digital Users

- More satisfied with their energy provider: 69% (Digital users), 55% (Non-digital users)
- More likely to recommend their current energy provider: 42% (Digital users), 13% (Non-digital users)
- More trust in their energy provider: 31% (Digital users), 41% (Non-digital users)
- More likely to sign up for home energy generation products: 73% (Digital users), 53% (Non-digital users)
- More likely to share their personal information and energy usage information: 73% (Digital users), 51% (Non-digital users)
- More likely to sign up for automated home energy management devices or services: 70% (Digital users), 48% (Non-digital users)
- More likely to participate in an energy management program: 80% (Digital users), 59% (Non-digital users)

Base: All respondents.
Source: Accenture, New Energy Consumer research program, 2015 consumer survey.
Digitally engaged customers are significantly more likely to purchase or sign up for revenue generating products and services in the next 12 months.

Source: Accenture, New Energy Consumer research program, 2015 consumer survey
Key Demographics

- Inclined to take control of their energy use
- Much more likely to notice messaging received via digital channels.
- Will make up as much as 75% of the workforce by 2025
- Now at 75.4 million strong surpassing Baby Boomers

19 to 35 years of age in 2016
2015 Overall Customer Satisfaction Index

- Auto Insurance: 810
- Retail Banking: 785
- Credit Card: 778
- Telephone Service Provider: 719
- Airline: 712
- Television Service Provider: 711
- Internet Service Provider: 685
- Electric Utility: 647
- Gas Utility: 644

Benefits Beyond Customer Satisfaction

• The average cost of a live phone call is $2 to $5 – Chartwell 2014 Survey
• Cost to send auditor to the home…$100’s
• Renewable Energy Credits where applicable
• Regulatory Compliance where applicable
• Public Relations: positioning your brand as an expert
• Driving program participation
• Data Analytics – target & increase ROI
What does digital engagement look like?
Opportunities for Digital Engagement

• Responsive website with opportunities for online engagement

• And more… that’s just the basics
Opportunities for Digital Engagement

- Responsive website with opportunities for online engagement
- Email Correspondence

eMails + PLUS

- Traditional media advertising
- Digital advertising
- Post cards
- PSAs
- Bill stuffers
Opportunities for Digital Engagement

- **Bill Alerts** – high usage text or email
- **Personalized Energy Summary** and **Progress Reports**
- **Energy Calculators** – collect profile information for further targeting
- **Feedback Opportunities**
- **Energy Forecasting** with weather
- **Personalized Video Messaging** – Bill Analysis or Demand Response Events
- **Digital Newsletters**
- **Digital Advertising** – local media and digital radio – linking to programs and service
- **Social Media**
How Do We Engage Customers?
What do customers want?

More relevant information!

What one thing could utilities do to improve communication?

More relevant info | Stop sending info about products we already use | More concise info | Different Channels

Source: KSV Marketing
Apogee’s Comprehensive Digital Engagement Platform

DIgitAL ENGAGEMENT PLATFORM

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<thead>
<tr>
<th>UTILITY CUSTOMER</th>
<th>UTILITY DEPARTMENT</th>
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<td><strong>SELF SERVE</strong></td>
<td><strong>MARKETING</strong></td>
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<td>On-line</td>
<td>EE Target</td>
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<td>Video</td>
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<td>CSR</td>
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<td>IVR / Text</td>
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<td><strong>POWER DELIVERY</strong></td>
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<td>Surgical DR</td>
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<td>Volunteer Peak</td>
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<td>Load Reduction</td>
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<td><strong>COMMUNICATION</strong></td>
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<td>Customer Engagement</td>
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<td><strong>CUSTOMER SERVICE</strong></td>
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<td>High Bill Resolution</td>
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<td>Call Resolution</td>
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DIGITAL ENGAGEMENT PLATFORM
Program Targeting Improves Yield

- Using bills and weather
- Pin-point retrofit targets
- Locate behavior opportunities
We Enable POP!

Personalized Outbound Proactive
**Energy Advisor Online Check-up**

- ~ Minute completion
- Mobile friendly
- Weather and Alerts
- Saving recommendations
- Program Promotion
- Collect Profile Data
- Offers Feedback Opportunity

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### TELL US ABOUT YOUR HOME

1. **WHAT IS THE LOCATION OF YOUR HOME?**
   - Enter City or Zip:

2. **HOW BIG IS YOUR HOME?**
   - Advanced House Details
   - Small House (500-1000 Sqft.)
   - Medium House (1000-3500 Sqft.)
   - Large House (3500-8000 Sqft.)

3. **HOW MANY PEOPLE LIVE IN YOUR HOME?**
   - Total:
   - Occupation:

4. **HOW MUCH INSULATION DO YOU HAVE?**
   - Advanced Insulation Details
   - Duct Work
   - Thick Insulation
   - Some Insulation
   - No Insulation

5. **WHAT TYPE OF HEATING AND COOLING SYSTEM IS IN YOUR HOME?**
   - Advanced/HVAC Details
   - Nat Gas/Coal Heat
   - Heat Pump
   - Nat Gas/Electric Heat

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Empower Platform

- YOUR Home Ratings
- Weather Feature
- Energy Cost Forecast
- Easy to Understand
- Provides Progressive Engagement
Behavior Based Emails

50%
Steady open rates
2x
Industry Average
Case Studies and Proven Results
Welcome to AG&E Power’s online energy efficiency tool “My Energy Report.” You will now receive regular energy progress reports to your inbox. These reports will track your energy savings progress and show you recommended ways save.

Here’s how to get started:

You can revise or review your home profile at any time. This will help us provide an accurate analysis of your energy use.

We will email regular energy reports that will analyze your energy use. View your results online at anytime.

Create a savings plan. Review home upgrades, pledge the actions that are right for you, and instantly see your potential savings.

That’s just how easy it is. We hope you enjoy the “My Energy Report” service!

Energy Services Team

Digital Engagement Tool:

Energy Progress Reports

- 20,000 energy reports emailed each month
- Only 98 opt-outs since the program began in 2014
Personalized Energy Progress Reports

- Personalized content
- Timely - just prior to the bill
- Opportunity for positive change
- Program promotion
- Increased customer satisfaction
Other Digital Engagement Initiatives

This utility is adding other digital tools to their campaign – now in play…

• Personal Video Messaging
• Energy Forecaster
• Alerts
Results

✓ Online Energy Audit usage **jumped 300%**

✓ They achieved a **steady 50% email open rate** that is twice the general industry average of 26%

✓ Each member enrolled to receive the personalized energy reports, **counts for 345 kWh toward the required 10% goal by 2018** to fulfill Renewable Energy and Energy Efficiency credits
American Customer Satisfaction Index™

2015 Q3-Q4

**Our Utility**

<table>
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<th>Retention</th>
<th>Satisfaction</th>
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<td>Touchstone Energy</td>
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<td>Municipal Utilities</td>
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<tr>
<td>Energy Utilities</td>
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Personalized Video Bill Analysis – 90% Positive Response

Beat The Peak Video Campaign
Demand Response Alerts = ½ water heater on first round!

Other Videos Sent
*Storm Alerts, Capital Credit Explanation, AC Switch all well received.*
Personalized Video Messaging

94% Found useful

95% Found Easy

99% Want more videos
Survey Says..

Now Sending
40,000+ a month for 1+ year

46% Open Rate
97% Easy to Understand
90+% Useful
Case Study: Major IOU

Energy Summary Reports:

- Powerful
- Proactive
- Personal
- Mail or eMail
- Quarterly/Annually
- Bumped Satisfaction 16%

100 pts. JD Power
Small Business Energy Summary Reports

- Being received now
- Phone interviews
- Results will be shared
- Expect Similar Results

Major IOU

- Being received now
- Phone interviews
- Results will be shared
- Expect Similar Results
Case Study: Energy Forecaster

- We saw a four-fold increase in web traffic after bill stuffers announced the weather forecaster tool.
- A local media article garnered another 40% increase.
- As an added benefit the relevant and personalized information encouraged repeat traffic.
Questions

• Schedule now to provide summary reports for a January send.

• To discuss digital engagement strategies that are right for you.

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