

The Evolution of Personalized Video in the Energy Industry



Lauren Irby



Cindy Smallwood



- ▶ G&T
- ▶ Headquartered in Glen Allen, VA
- ▶ 11 member distribution cooperatives
- ▶ 575,000 meters served
- ▶ Delaware, Maryland, Virginia



- ▶ Headquartered in Crewe, VA
- ▶ 55,000 meters
- ▶ Established in 1937



23
years in business

95%+
client retention rate

Serving **600+** utilities

*“Apogee’s Customer Engagement Platform is **the most comprehensive in the industry.**”*

*It reaches customers in so many ways by educating and providing **personalized and meaningful information....***

NAVIGANT[®]



The Case for Personalization





MEMBERSHIP REWARDS

HELLO, SUSAN
83220 points as of 09/28/14

Shopping and saving
come together.

Now through November 9, 2014,
save 10% on select gift cards.*

Shop Now

CHOOSE YOUR REWARDS / TRAVEL / SHOP / GIFT CARDS / MORE

Share a Coke with

Karen

POINTS FOR RIDES

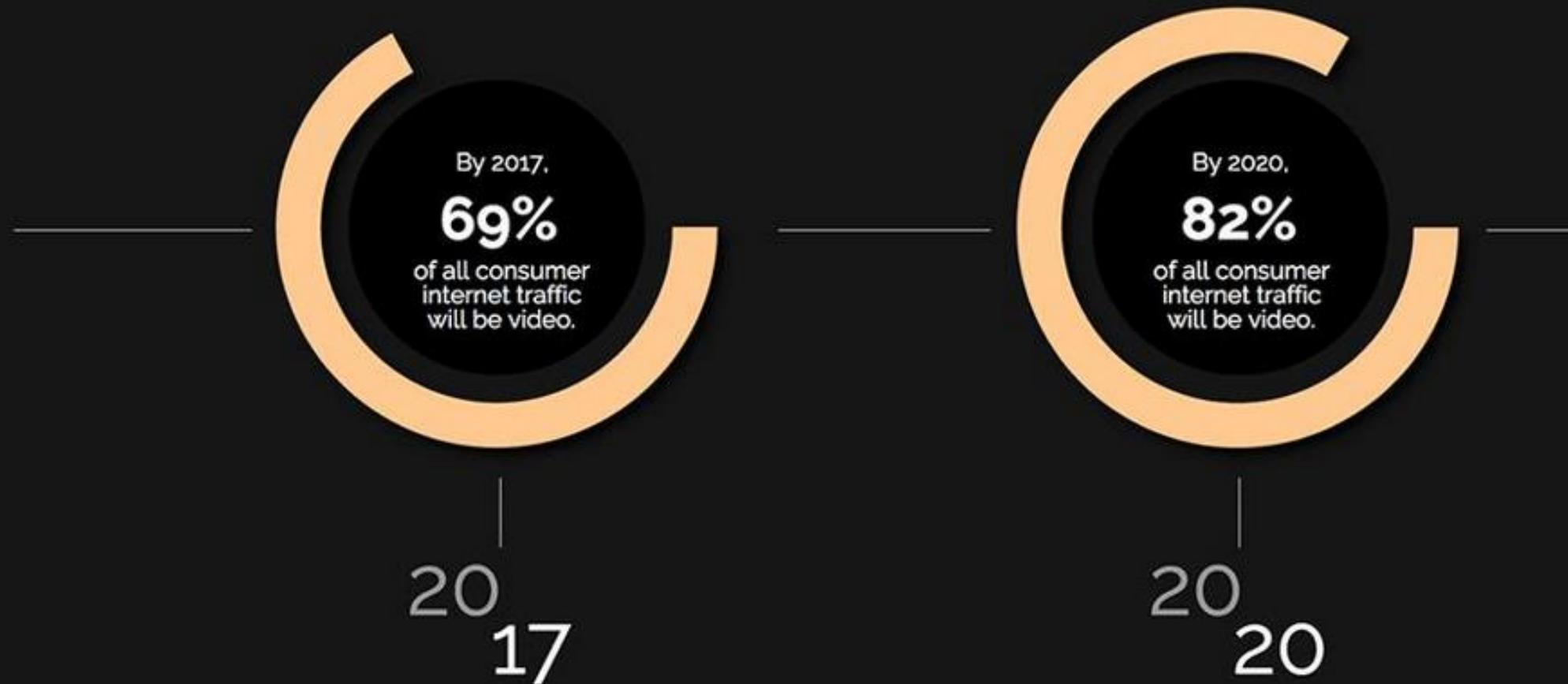
Get 2X points
for Uber rides

Uber is the app that makes getting
around town easy and convenient.
Now every time you use your enrolled
Card to ride with Uber, you can choose
to earn 2X Membership Rewards points
or use points for rides.

Personalization
makes a
difference

VIDEO TRAFFIC: 2017 VS. 2020

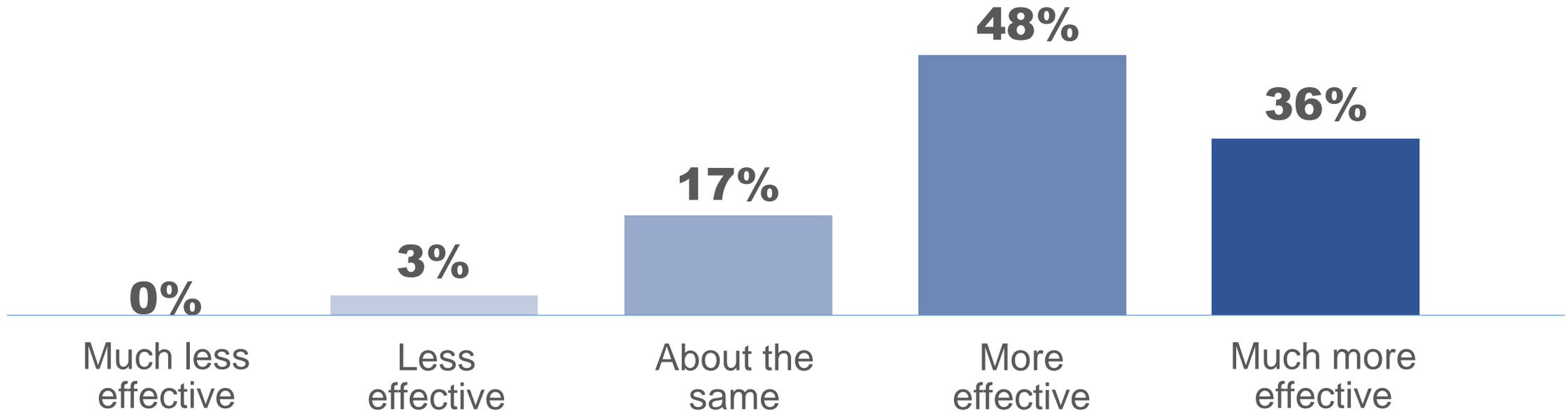
Hover over the graphs to explore.



Video is a megatrend, almost as big as mobile – **Mark Zuckerberg, Facebook**

Source: Forbes & Contently

Effectiveness of “Personalized” vs “Unpersonalized” Content



*This means way more first names here and there. I'm talking about personalized content recommendations. **Forbes Dec. 2016***

*"Inspire customers with emotionally engaging content: contextual relevance sparks an emotional connection" **Forrester, July 2016***

Outbound Proactive Personalize Communication

Awareness
Engagement
Action

Having trouble viewing this email?
[Click here](#) for online version.

Your 2015 Year-End Summary

Dear Bob Johnson,
Thank you for being our valued customer. For your convenience, we've prepared this year-end summary of your energy use along with top tips for saving energy in your home. We hope you'll find it helpful. Please feel free to call us at 800.123.4567 with any questions.

Here's where your energy dollars are going:

Your Annual Electric Cost

- Cooling: 27.0%
- Heating: 39.7%
- Water Heating: 14.4%
- Cooking: 4.2%
- Refrigeration: 6.5%
- Lighting: 4.8%
- Appliances: 3.4%

Your Monthly Electric Bills vs. Our Estimate by End-Use

Here are some easy tips and recommendations to lower your energy costs in your home:

- Set your thermostat at 78°F in the summer and 68°F in the winter and leave it alone. With each degree decrease on your thermostat in the winter and increase in the summer, you can immediately realize a 3 to 4 percent decrease in energy use.
- Install and preset an ENERGY STAR® programmable thermostat to automatically reduce energy usage when you are away or sleeping. Constantly changing the temperature causes your system to work harder.
- Turn down your water heater thermostat. A setting of 120°F is fine for most homes.
- Take quick showers instead of baths. This greatly reduces the amount of hot water used.
- Use ENERGY STAR® qualified compact fluorescent light bulbs (CFL) or LED light bulbs. They use three-quarters less electricity, generate 75 percent less heat and last up to 10 times longer than standard incandescent lighting.

My Account
Track your Daily usage and sign up for alerts when your daily or monthly usage hits certain levels.

LOGIN NOW

Self-Service Energy Survey
For a more precise and personalized energy report, log in and give us details about your household.

CONDUCT SURVEY

Dear Member,

October is National Co-op Month. Did you know that electric cooperatives own and operate more than 2.5 million miles of distribution lines – enough to circle the equator more than 100 times!

Union Power Cooperative
Energy Services Team

Your Personalized Report

This report will help you understand your energy use, how your neighbors compare, and help you find ways to save money. For a more accurate analysis, update your home profile.

My Profile

My Bill Comparison

Electric Difference from Last Month	Electric Difference from Last Year
<p>Usage Summary The Sep 16 2015 bill usage was about 1,362 kWh lower than the Aug 17 2015 bill period.</p> <p style="text-align: right; color: green;">↓ 1362 kWh</p>	<p>Usage Summary The Sep 16 2015 bill usage was about 107 kWh lower than the Sep 16 2014 bill period.</p> <p style="text-align: right; color: green;">↓ 107 kWh</p>

Amount Due By: _____

Amount Enclosed: _____

\$\$\$
\$37
lower

Your Analysis Summary

Weather Impact: \$-25
Bill Cycle (-1 Days): \$-1

Your Mid-Month Energy Use Report is ready...

Hi Jim,

During this time of year, many customers appreciate an update on their upcoming energy bills. You have used about \$67 worth of electricity in this billing cycle, and your estimated bill for the month is \$162.

ELECTRIC USAGE COST

\$0 █ \$67 (Cost so far) \$162 (Estimated End of Bill Cycle)

Dec 10 (Start of Bill Cycle) Jan 10

Energy Use

Most of the energy used in your home this month:

31%

for heating

Weather

This month's weather was:

15° cooler

than last month with an average temperature of 28 degrees.

Heating Days

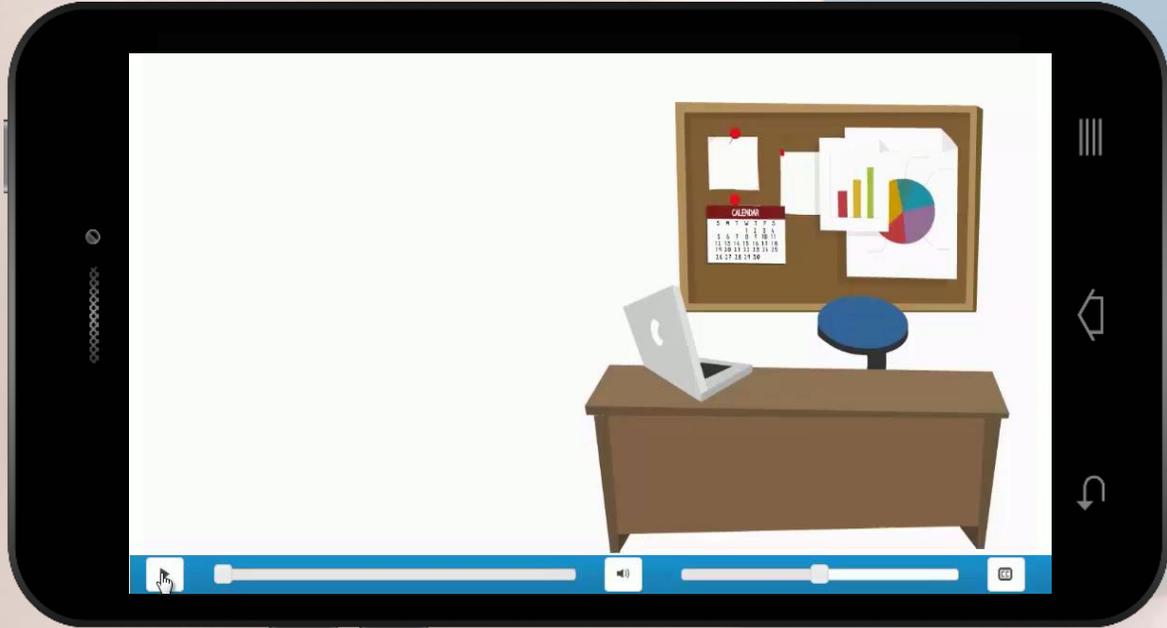
Your neighborhood had 19 heating days

68°



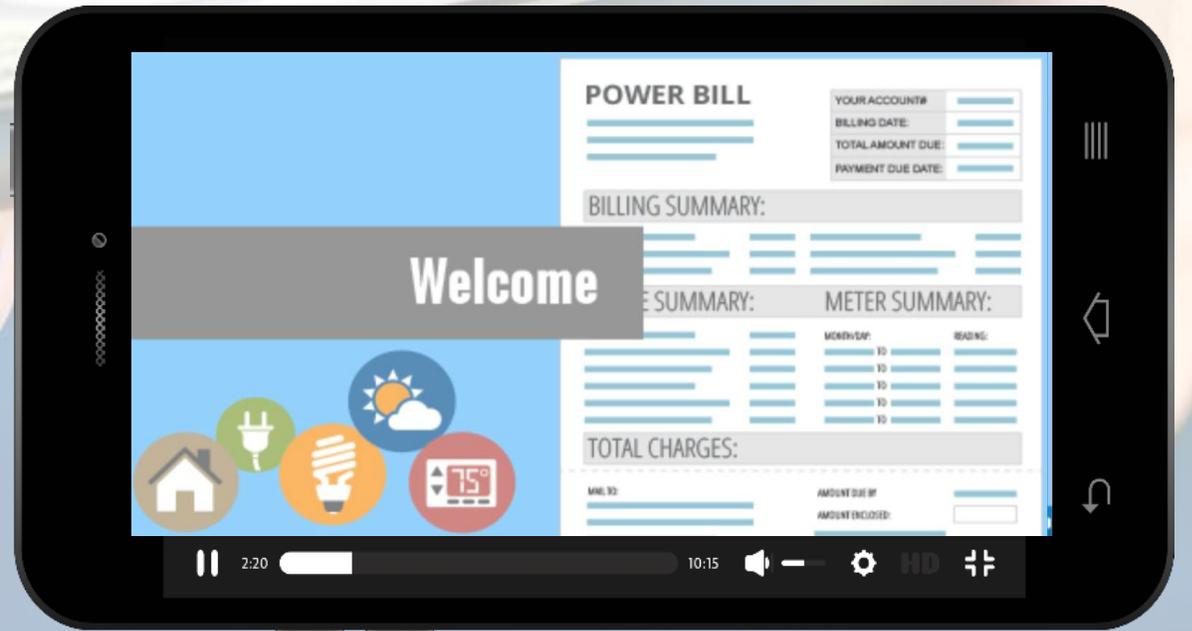
Billing Integrated Personal Video Messaging

- Late 2015, ODEC offered personal video messaging as a creative and innovative way for their Members Coops to interact with their Members.
- Rappahannock was the first to pilot the video messages
- Currently 5 of the 11 member cooperatives are sending these monthly messages
- Two others will begin in the next few months



Click Here to View Video

Click Here to View Video



2:20

10:15



HD





46%
open rate

~ **2x** Industry
Average 21%



30%
click rate

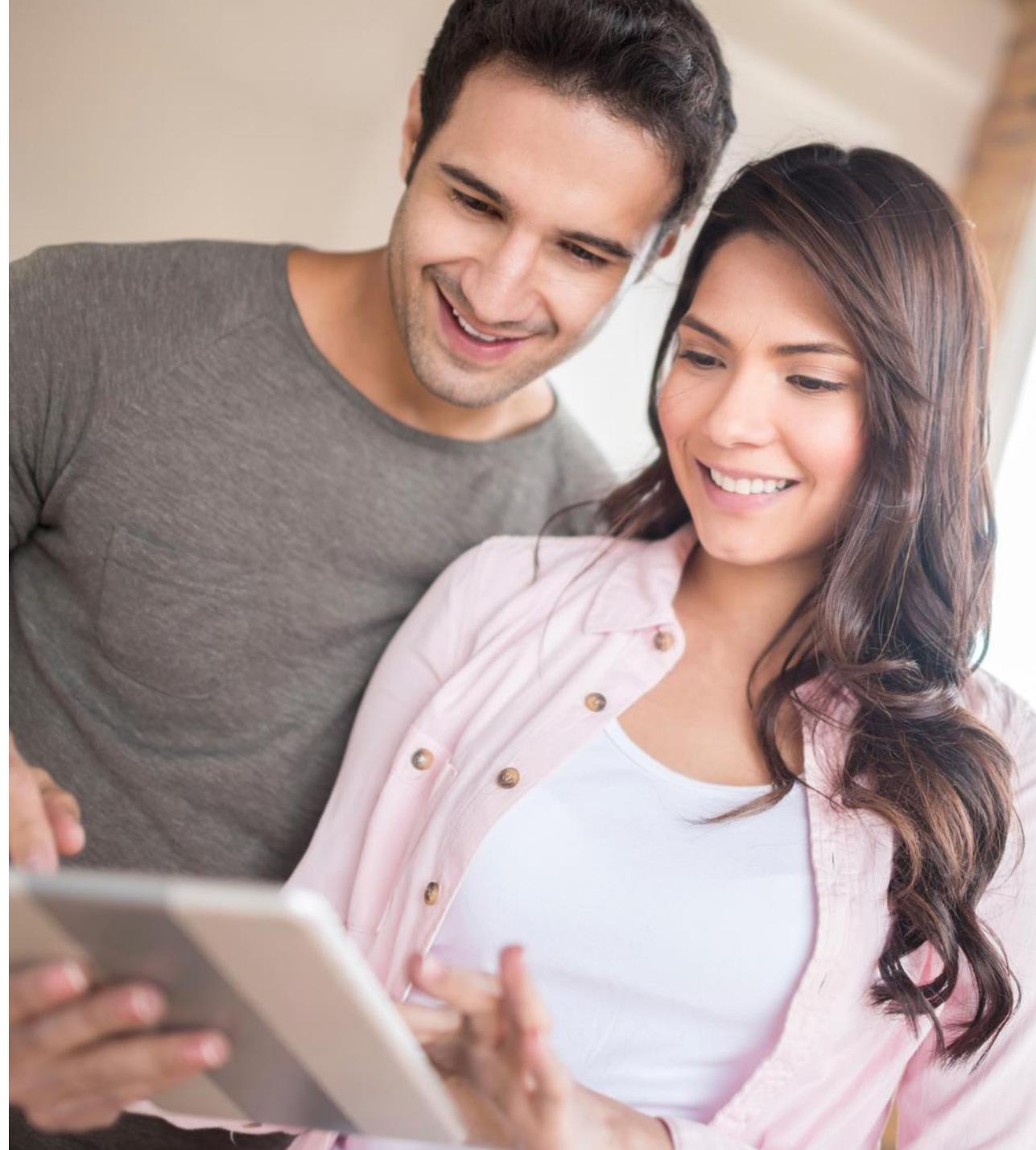
~ **14x** Industry
Average 2.14%



94%
of viewers
found videos
useful



found the
information
easy to understand



Member Feedback

The video is cute yet informative. I also feel it is a pleasant and new way to approach informing consumers about their utility bill and usage.

I love receiving this video every month because it explains any increase and lets me know what I can do to help decrease my bill and when there is a decrease lets me know what I'm doing right.

This is the best approach I have seen to explaining why costs vary. Keep up the good work.

This is terrific. The explanations are clear and to the point. Thank you for this service.

Great additional service feature - thanks

*I really enjoy getting this video. It is very helpful.
Thank you!*

I Love it. Thanks

Very well done without confusing the customer.

Great work!

I like the fact that you could click on it and receive the information. The simplicity made it easy to understand. I can see its benefits for all subscribers

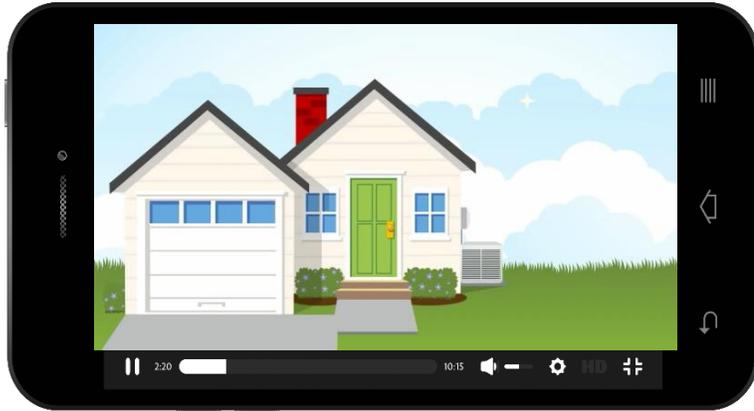
I think this format is informative and can't think of a way to improve it. I do want to compliment Rappahannock for their prompt and courteous service. Their response to outages on my road has always been quick and efficient, and I know we are grateful for that! You guys are the best!!! .

I am so impressed that you can break it down like this, so helpful !! I like knowing what is externally controlled and what we can control.

I love it and think it's a great feature. It makes me love my Co-op even more!

Public Service Announcement Videos

Beat the Peak



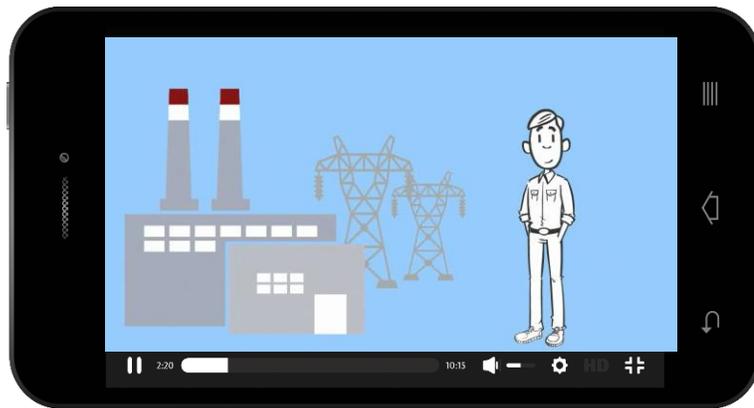
Hurricane Alert



Northern Neck Annual Meeting



Capital Credits General



Severe Storms

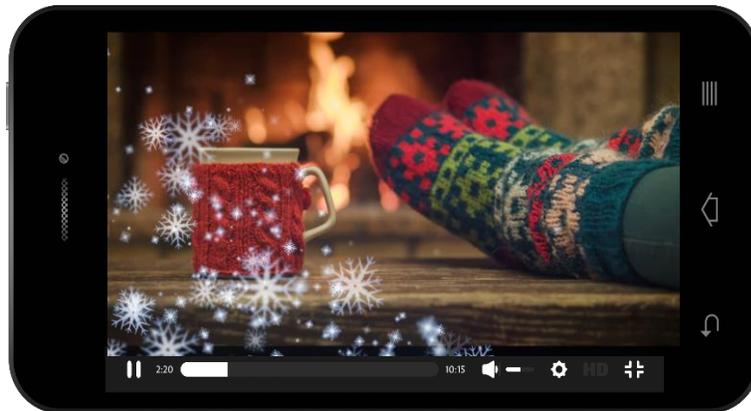


Winter Storms



Other Public Service Announcement Videos

Holiday Lights



AC Switch



Thermostat Program



CREE Light Bulbs Promotion



Annual Meeting

 **SOUTHSIDE
ELECTRIC
COOPERATIVE** **ANNUAL MEETING**
Your Touchstone Energy[®]
Cooperative 



APOGEE[®]

Old Dominion Electric Cooperative

ODECSM



ANEC

A&N ELECTRIC COOPERATIVE

A Touchstone Energy[®] Cooperative 



BARC Electric Cooperative



Choptank Electric Cooperative

A Touchstone Energy[®] Cooperative 



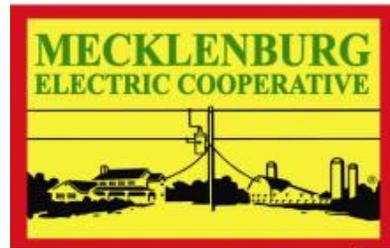
Community Electric Cooperative

A Touchstone Energy[®] Cooperative 

DEC

DELAWARE ELECTRIC CO-OP

"We Keep the Lights On"



Your Touchstone Energy[®] Partner 



Northern Neck Electric Cooperative

A Touchstone Energy[®] Cooperative 



Prince George Electric Cooperative

A Touchstone Energy[®] Cooperative 



Rappahannock Electric Cooperative

A Touchstone Energy[®] Cooperative 



Shenandoah Valley Electric Cooperative

A Touchstone Energy[®] Cooperative 



SOUTHSIDE ELECTRIC COOPERATIVE

Your Touchstone Energy[®] Cooperative 

Thank You!



Lauren Irby



Cindy Smallwood