Apogee Is...

- Software as a Service (SaaS)
- Focused on:
  - Best-in-Class Data Analytics
  - Known for Innovation

Entering our 25th Year

Serving Hundreds of Utilities

Achieving Extraordinary Client Retention
E Source is the only research firm focusing on how consumers use energy and how utilities can best serve them.

**Our Mission**

To advance the efficient use of energy

**Established in Boulder, Colorado**

**Our clients include utilities and solution providers from across the US and Canada**

**Our utility members deliver 2/3 of all the electricity sold in the US**
EsourcE upcoming study:
https://www.esource.com/market-research?popup=marketing-survey

EsourcE link to all our market research: https://www.esource.com/market-research
Jackson EMC

- Fastest growing areas
- Megacorridor
- Dynamic growth center
- 225,000 meters
- 417 employees

10 counties from metro Atlanta, north to Gainesville and east to Athens
Bill Explanation Videos

Energy Summary Reports

- Open rate: Jan 66%, Feb 60%, Mar 57%
- Click rate: Jan 34%, Feb 35%, Mar 29%
- Rates are surprisingly sticky, remain very good at the end of the pilot.

- 39.2% open rate
- Primary goal of opens achieved
- Call to action secondary hence low click-through
Satisfaction Survey

94% Very easy to understand
70% Very useful information
68% Requested to receive it monthly
93% Effective channel to receive communication on factors causing bill to change

“I like this video feature. I like that it shows the external weather factors.”

“I love it!! Cool way to communicate to customers”
Dear Jackson EMC Member,

To provide you with personalized service, we will begin emailing you information designed to save you money and help you learn more about how you use energy.

An annual energy analysis, video bill messages and special rebates are among the messages members like you will receive from Jackson EMC or our strategic partners.

If you prefer not to receive this member benefit, you may opt-out now or at any time.

Jackson EMC values your privacy and your email address will only be used for Jackson EMC-approved programs.

Sincerely,

Amy Bryan, Jackson EMC
Director of Residential Marketing
## Results

<table>
<thead>
<tr>
<th>Month</th>
<th>Sends</th>
<th>Opens</th>
<th>Clicks</th>
<th>Open Rate</th>
<th>Clickthrough Rate</th>
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<td>315</td>
<td>208</td>
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<td>TOTAL/AVG</td>
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<td>55780</td>
<td>24394</td>
<td>53.4%</td>
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</table>
“Energy efficient living is about doing more while consuming less.”

– Ty Pennington

“TY TALKS”

Energy efficiency ideas

Join TV host and home expert, Ty Pennington, as he talks about energy efficiency.

Water Heaters

Home expert Ty Pennington gives a “Ty Talk” about your water heater, and how you can use technology to cut down on your energy costs.

Smart Thermostats

Home expert Ty Pennington gives a “Ty Talk” about your home thermostat, and how it’s getting smarter.

Lighting

Home expert Ty Pennington shares his take on lighting, including information on LEDs – and how much money they could save you.

Efficiency Resources

You’ve seen the videos, now put these ideas to use. You’ll be surprised how much you can save.

Rebates

Home Energy Monitor

Energy Guides

Saving Tips
About PPL Electric Utilities

- 1.4 million residential and business customers in 29 Pennsylvania counties
- 50,000 miles of power lines
- 10,000-square-mile service territory

Frequently honored for customer service and satisfaction

Subsidiary of PPL Corporation of Allentown, Pa., which operates award-winning utility companies in Kentucky, Pennsylvania and the U.K.
PPL Customer Consents

Mobile Phone Consents
30% of Customer Base

Website:
83% Success Rate

Associates:
86% Success Rate

IVR:
56% Success Rate

Keys to Success

Call Center buy-in
Customer-friendly language
Consent in every channel
Keep records
Use service to verify numbers

Total Emails Delivered
45% of Customer Base

Total Customers on E-bill
23% of Customer Base Enrolled in Paperless
Digital Customer Engagement
LCEC
LCEC Service Territory

- Collier
- Hendry
- Lee
- Glades
- Charlotte
- Broward
- Monroe
- Miami-Dade
- Palm Beach
- Lee
- State Highway 74
- State Highway 29
- I-75
- United States Highway 27
- Veteran's Ortiz
- State Highway 80
- I-75
- Daniels
- Bailey
- State Highway 82
- Fort Denaud
- Burnt Store River
- Estero
- Bayshore
- Pine Island
- McGregor
- Immokalee
- Veteran's}

Location:
- LCEC Service Territory
- Collier
- Hendry
- Lee
- Glades
- Charlotte
- Broward
- Monroe
- Miami-Dade
TRACKING HURRICANE IRMA

~400 MILES

~400 MILES
LCEC Electronic Customer Engagement Strategy
Customer Touch Points

- WEB / Self Service
- Payment Options
- Customer Care Center
- IVR / Self-Service
- Equity
- Media / Social Media
- Communications (Proactive & Informative)
- Reliability / Outages
- Solutions / Services
- Field Staff
- Employees & Friends
- Community Involvement
The new customer journey

1. Meet Dave
   He is a typical consumer.

2. Start with an Internet search
   When he has a problem or question regarding a product or service, his first stop is the Internet - often accessed via his mobile phone. He'll simply type his question into the search bar, and be directed to the best possible answer.

3. Visit company website
   If he can't find the answer he seeks, that's when he'll head to the company website in search of additional information.

4. Call the company
   If he can't find answers on the website, only then will he pick up the phone to call the company.

5. Utilize self-service
   Once on the phone, it's often an effortless self-service experience he'll seek. In fact, 67% of consumers would prefer self-service as opposed to speaking with a representative.²

6. Speak to a representative
   It is only if Dave feels he can't quickly get his problem solved that he'll "zero out" to an agent. In fact, one study found that 57% of inbound customer service calls came from customers who went to the website first.³

Where an agent used to be the first point of contact, today it's often a last resort.

¹ Waterfield Research, 2014 – Consumer Preferences Survey
Customer Engagement Strategy

Step 1. Get “good" email addresses

- Verify email addresses on every contact
- Reps are scored on their quality monitoring Monthly performance reviews (MPR’s)
Step 1. Get “good" email addresses

• Utilize past due payment notifications and/or high meter read notifications via email

• Set up an email contact customer care box
Step 1. Get “good" email addresses

• Put in a process to allow customers to update their email addresses on the web
Customer Engagement Strategy

Step 2. Keep “good” addresses

• Put in a process to delete bad email addresses
Step 3. CCC

- Communicate, communicate, communicate
Duke Residential Email Strategy

Duke Energy residential email list growth strategies and tactics for 2017:

• Call center representatives collecting email on inbound calls.
• Call center reps and landing page collecting email addresses at start service.
• Sign up for email prominently placed on public web.
• Sign up for email on Facebook home page as well as campaigns.
• Secondary email addresses in database added to the email program along with primary.
• Inactive account email addresses matched to active accounts with email address append.
• List purchase to match existing email address in digital leaning Axiom segments.
Increasing Customer Engagement
What we do:

Engaged Customers… a Valuable Asset

25% INCREASE in customer satisfaction

More than 3 TIMES AS LIKELY to recommend their provider

37% INCREASE in signups for energy products and programs

UNLOCKING THE VALUE OF CUSTOMER ENGAGEMENT
Upcoming Webinar

Feb. 8th 2:00 PM Eastern
Top 10 Customer Engagement Tools for Utilities
Thank you!