Our Presenters

Brenda Guthrie, Account Manager, Apogee Interactive

As Account Manager here at Apogee, Brenda Guthrie partners with utilities and offers solutions that align with utility goals. She works with IOUs, munis, and co-ops, right now she is busy with rate transformation projects and customer engagement strategies for her clients. Brenda represents utilities in the Southeast and parts of the Midwest. Brenda is a true Midwesterner at heart, has been in Atlanta for 7 years and has a degree in International Business from the University of Dayton.

Karen Morris, Marketing Manager, Apogee Interactive

Karen manages Apogee’s marketing resources service as well as Apogee’s own corporate marketing efforts. For the past 20 years, she’s worked closely with 100s of utilities across the country to help them better market their programs, improve brand perception and develop digital strategies. She brings timely and informative webinars to energy professionals through Apogee Institute as well.
Our Agenda

• Emerging Trends in Technology
• Effective Communications Strategies
• Driving Program Success
The Age of the Customer

Technology and Personalization are Driving a More Customer Centric Strategy
Why is the customer relationship important to utilities?

- Reduce the costs to serve
- Increase revenue
- Secure the customer relationship from disrupters

Communicating...
- Behavioral Demand Response
- Privatization
- Rates
- Programs
Personalization

90% found personalization appealing

80% prefer businesses that used personalization

71% reported they were frustrated by an impersonal customer experience
Hyper-Personalization

*Goes beyond personalization...*

**Examples:**

- **Amazon** recommendations uses machine learning and artificial intelligence to recommend purchases.

- **Email platforms** that anticipate what time you are likely to open an email and includes custom content based on behavior.

- **Airbnb** knows your location, language and currency (after you agree to accept cookies) —They even offer hosts examples of experience worth offering or what’s not.
Personalized Video Content

• 41% of marketers say video has helped reduce calls

• 94% say video has increased understanding of products and services

• 68% prefer to learn about products and services by watching a short video

*Source 2019 Wyzowl video survey
Interactive Video Content

Includes:

- Video Hotspots
- Branches
- Surveys
- Polls
- Links to Calculators
- Links to Personal reports
- Maximize the use of data
- Personalize the customer experience
- Bring marketing efforts to scale
- Increase your reach
- Save time .... Set it and forget it!
Consider Multilingual Communications
How are you communicating?

Use a Multi-Channel Approach...

• Text
• Email
• Video
• Social Media
• Feedback
• Web
Digital Communications Strategies

- Know Your Audience
- Align Measurable Goals
- Analyze Results
- Use Automation to Extend your Reach
- Increase your Channels
- Keep Messages Relevant and Simple
Engagement in a Digital Communications World
What does the utility customer want?

- Choice
- Control
- Personalization
- Relevant and proactive
Personalized Marketing Campaign Support

1. **Communicating** with customers about what they care about - we do this through our video bill

2. Add in your *marketing initiatives* (EE, program, etc.) – through our Targeted Video Bill

3. Push to a **Call to Action** with scenario-based online applications – Rates Calculator, SPCs, Energy Advisor, Utility rates links, etc.

4. **Marketing Automation** for follow-up communications
Video Bill Explanation

Your bill amount has changed from last month.

Click Here to See Why
Not sure what video goes here. Says shortened video bill – but that one does not explain the rate option?
New Rate Comparison Calculator

• Provides an easy way to understand the rate impact based on energy use
• Allows customers to knowledgably select the rate plan they prefer
• Links the customer back to the program adoption page.
Hi John Smith,
Thank you for taking the time to try out our Rate Comparison Calculator! We offer several rate solutions to help fit different customer needs, and we hope this tool helped you understand some of your options.

If you would like to see all rate plans available to you, visit our website at www.utilityname.com/rates. You can also use the calculator at any time!

Our mailing address is:
123 Main Street, Atlanta, Georgia

Want to change how you receive these emails? You can update your preferences or unsubscribe from this list.
Hi John Smith,

Thank you for using our Energy Advisor! There were several programs suggested to help you save based on your personal home profile.

One of these is our EnergyWise Attic Insulation Program. You can receive up to $300 towards upgrading your attic insulation by participating in this program. Learn more...

You can update your profile at any time. Click here to make changes or see more personalized savings tips!

Our mailing address is:
123 Main Street, Atlanta, Georgia

Want to change how you recieve these emails? You can update your preferences or unsubscribe from this list.

Hi John Smith,

We noticed its been a while since you've updated your Home Energy Profile. This tool is easy to use and can help you find ways to save energy in your home.

Just visit our website at www.yourutility.com/energyadvisor, fill out your home profile, and you'll get a comprehensive report on your energy usage, energy-use comparisons, recommendations on how you can save, and more!
• Personalized video messaging
• Automated email and text messages
• Calls to action
Create a Strategy and Engage Throughout the Year:

- Rate Communication
- Appliances
- Spending Goal Alert/Bill Forecast
- Get Ready for Winter Video
- Appliance Program
- Annual Summary Video
- Lighting Program
- Customer Enrollment
- Electric Vehicle Program
- Carbon Footprint Awareness

Video Bill Explanation
• Value
• Relationships
• Utility Goals
Questions

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