Moving from Segmentation to Personalization

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Luke Gebhard  Senior Project Manager, Milepost Consulting
As a Senior Project Manager for Milepost Consulting, Luke Gebhard provides clients with servant leadership in project management, engagement strategy, and marketing and communications support. Prior to joining Milepost in 2015, Luke served as Senior Program Manager in the Tennessee Department of Environment and Conservation’s Office of Energy Programs and served as Energy Efficiency Program Director in Nashville Mayor Karl Dean’s Office of Environment and Sustainability. Luke holds a BA from the University of the South and a Master’s from Vanderbilt University.

Elizabeth Burroughs  Engagement Manager, Apogee Interactive Inc.
Elizabeth has graduated from Georgia State University in 2013 with a BBA in Marketing. Her professional background includes experience with strategic marketing campaigns. As Engagement Manager at Apogee Interactive, her role includes creating and executing outbound communication plans for Apogee’s Envoy customers. Elizabeth specializes in digital communications strategies for utilities and is currently working with more than 20 utilities nationwide. She continues to help energy professionals meet and exceed their customer engagement goals with relevant, personalized, and proactive messaging regarding topics such as rate transformation, high bills, or utility program initiatives. Her proven campaign tactics include sophisticated digital applications that incorporate the utility customer’s bill analysis with or without AMI data. Once the customer’s data is analyzed the information is then selectively distributed in the form of video, text, email, and where appropriate, utility social media.

Kate Panaousis  Marketing Analyst, Apogee Interactive Inc.
Kate’s responsibilities include coordinating with the Marketing Department in developing company’s marketing plan and positioning strategy, while she also provides market research and sales team support. Kate holds a Bachelor’s Degree in Economics from Aristotle University of Thessaloniki, Greece and a Master’s Degree in Applied Economics and Management from Panteion University of Athens, Greece. Kate loves geography, traveling and outdoor recreational activities.
Software as a Service (SaaS) provider focused on three major utility initiatives:

- Best in class Data Analytics
- Providing Consistency, Building Customer Trust

Who We Are
Leading the market in customer engagement

In our 27th year

Serving HUNDREDS of utilities, reaching MILLIONS of customers
Who We Are: Milepost

We provide strategic and engagement consulting services to help organizations adapt and thrive in a world challenged by environmental and social change.

three core strategies

STRAATEGIC SOLUTIONS TO BUSINESS CHALLENGES
ENGAGEMENT PLANS THAT EMPOWER
BEAUTIFUL, COMPPELLING VISUAL COMMUNICATIONS

our expertise

PROJECT MANAGEMENT
TEAM DEVELOPMENT
STRATEGIC PLANNING
ENGAGEMENT STRATEGY
STRATEGIC COMMUNICATIONS
**Segmentation:**
Discovering groups of individuals with a common, yet broad, set of characteristics. Customers can be segmented based on attributes like geography, demographic, culture, and behavior.

**Personalization:**
Tailoring relevant content at the most personal individual level. Real personalization enables marketers to focus on the things that matter most to their individual customers.
The Difference Visualized

Segmentation  vs.  Personalization

Source: Dynamic Yield
Utilities hold the most valuable commodity in the personalization game: customer data. Many utilities have already segmented their customers:

- Demographics (e.g. age, gender, race)
- Socio-Economic (e.g. income, household size)
- Use and demand
Opportunities: Delivery Channels

Technology is allowing utilities to leverage customer data to scale personalized communications across multiple delivery channels:

- Email
- SMS
- Digital
- Smart home integration
Opportunities: Customer Expectations

Customers expect to receive more than just a bill. They want **actionable information**:
- Energy use patterns and behaviors that impact billing
- Steps customers can take to save energy and money

Customers increasingly want **self service options**:
- Online
- Mobile
Personalization Case Study: Online Retail

**Amazon S3**
Store your inventory and user demographics data in Amazon S3

**Amazon Personalize API**
Stream use activity from your application using the Amazon Personalize API or JavaScript library

**Amazon Personalize**
Automatically process and examine the data, identify what is meaningful, select the right algorithms, and train and optimize a personalization model that is customized for your data

- Load data
- Inspect data
- Identify features
- Select algorithms
- Select hyper-parameters

- Train models
- Optimize models
- Build feature store
- Host models
- Create real-time caches

**Customized Personalization API**
Provides Amazon Personalize with an activity stream to generate real-time recommendations or request recommendations in bulk
Personalization Case Study: Grocery

Your Personalized Coupons Expire on 04/05/2020
Unsubscribe

Kroger Best Customer
To You

Kroger Best-Customer Bonus

Just a Reminder

We wouldn’t want you to miss out on any Best-Customer coupons you may not have had a chance to download or recreate yet. We hope this friendly reminder helps you bring home more of your favorite things for less — before your savings expire on 04/05/2020!
Personalization Case Study: Telecom
Personalized Messages

Video Bill Explanation

Mid-Cycle Alerts

Personalized Seasonal Messages

PRE-HEATING

PRE-COOLING

Smith House
Follow-up email

Did you know you may be eligible for a rebate when you purchase a smart thermostat through our Utility Marketplace? Visit our website at www.utility.com/marketplace and save up to 50% when you purchase a new thermostat.

Use our Programmable Thermostat Calculator to find the best thermostat settings to save energy and money!

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.

Did you know you may be eligible for a rebate when you purchase a smart thermostat through our Utility Marketplace? Visit our website at www.utility.com/marketplace and save up to 50% when you purchase a new thermostat.

Use our Programmable Thermostat Calculator to find the best thermostat settings to save energy and money!
Create a communication plan and engage throughout the year:

- Multi touchpoint campaign
- Tailored to utility’s needs and strategic goals
- Increased customer awareness on critical issues
- Increased program participation - communication based on customers’ preferences and needs
- Increased customer satisfaction and customer engagement
- Establishes loyalty and trust
“Thank you for being a value customer of “Energy Provider”. As your trusted energy advisor, we have prepared this year-end summary of your energy use in the 20XX…”

- Email was linked to Online Energy Audit Tool
- Online Energy Audits 4X higher this month than average number of past twelve months
Case Study #1: Liberty Utilities

Apogee’s flagship solution – Personalized Video Bill Explanation

- Avg unique click-through rate: **14X higher than industry standard**
- **87%** responded “very or somewhat useful information” – usefulness of billing information increases satisfaction *J.D. Power*
- **1 out of 2 respondents** reported “their perception of their energy provider improved, after watching the video bill explanation”
Case Study #2: Xcel Energy

Pilot – lasted a couple of months

- AESP Award for outstanding achievement in customer engagement
- 89.3% found the videos very or somewhat useful
- 1 out of 2 reported an improved perception of Xcel Energy
- Impact on high bill calls: 15% reduction

On-scale program – nearly two years now

- 89.5% found the videos very or somewhat useful
- 1 out of 2 reported an improved perception of Xcel Energy
- NPS up to 35 VS Utility Sector – Avg NPS = 27 (*Delighted, 2020)
- Hundreds of thousands of responses collected

Sustainable results – campaign performance and customer satisfaction
Create a communication plan and engage throughout the year:

Personalized and timely messaging:

- Nurturing the customer relationship – Customers are experiencing your brand many times and in a positive way!
- Establishing engagement and loyalty – Engaged customers are ready for the next step!
- Achieving your strategic goals while maintaining a high level of customer satisfaction and keeping costs low!
- Need for an established communications platform in good times and in times of crisis!
Any Questions
Contact Us

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April 16th, 2020

“Field audits are just not popular”

by:

Joel Gilbert, President and Chief Software Architect
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April 28th, 2020

“Realistic and Cost Effective Artificial Intelligence”

by:

Sydney Roberts, PhD
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Thank You!