WELCOME
Customers can't pay

Higher summer bills coming

Higher bills from being home
Facing the Perfect Storm

A presentation of Apogee Institute
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DIGITAL TRANSFORMATION IS YEARS AWAY. I DON’T SEE OUR COMPANY HAVING TO CHANGE ANY TIME SOON.
5 Point Agenda

1. Some creative methods of showing customers you care.
2. Innovative ways of communicating payment options.
3. Pre-emptive techniques that reduce high bill calls.
4. Helping customers help themselves.
5. How to help CSRs assist customers.
1 Showing Customers You Care

Explain why the bill changed since last month. Analyze and Monetize:

- Weather,
- Days-of-service,
- Rate change,
- Behavior in the home
- Then give relevant tips

Extraordinary Engagement!
Use that to drive programs relevant to that customers:

- EV rate,
- Show utility’s concern for customers.
- Notice bill explanation is condensed so we can add other information.
- Targeted Video Bill COVID-19 Tips

Response Has Been Hard to Believe!
Personalized Video Messages Proven Results:

- **99%** Recipients request *more* videos
- **97%** Rate videos very or somewhat *USEFUL*
- **37%** Click-thru rates …18 *times* Industry Standard
- **24 to 100** Point increases in JD Power scores
- **15%** Reduction in high bill calls
From Personalized Video Bill Explanation with Covid-19 Message

Q1 How easy was the video to understand?

- Very Easy: ~90%
- Somewhat easy: 0%
- Not very easy: 0%
- Not at all easy: 0%

Q2 How useful was the information presented?

- Very Easy: ~95%
- Somewhat easy: 0%
- Not very easy: 0%
- Not at all easy: 0%
Boost to Net Promotor Score

Utilities Run -5 to +30
Average 12

This survey shows a NPS = 35!

Increase over general video bill of 23%
Special Concern for Hardest Hit: Low Income

• Share tips they *can* do…
  …Not what they *can’t* change

• Share dollar value of single degree
Remarkable Engagement from Text!

- 97% Gave positive feedback
- 95% Requested continue receiving messages
2 Communicating Payment Options

Make it Interesting and Easy
- Let customers help each other
- Click to reach payment options

AGAIN…*Response Has Been Hard to Believe!*
Verbatim Comments Say It All

- Easy to understand but never showed my total bill amount.
- But so what? You didn’t offer any discounts, any tips on reduction, so why did you send this except to say ‘hi’, talk to us if you need to? Maybe that was the point...
- Our ac is out and we didn’t do anything different so the increases make no sense. We r not using heater either.
- Quick & informative. showed where can we improve
- The breakdown of the bill was nice so we can see why it changed.
- Very clear.
- Hard to tell if this was generic info or more personalized.
- It was a very friendly use of IT and I didn’t have to put a code or password and it just up front as to how the bill was and it showed.
- I am being informed
- Explaining the factors that can affect my bill. 4/29/2020 11:01 AM
- How it explained the change in about due ways to decrease energy use include last bill amount. Liked that it was not overly long to watch.
- It was informative I just wish there was some credits applied do to the fact I’m unemployed because if Covid19
- It shows that you care to keep in touch with us and concerned about the times that we are in.
- I enjoyed understanding what can impact my bill, especially when it’s starting to lower!
- Personalized! Nice!
- I like knowing the factors that affect my bill.
- It was nice to know my bill is lower and what impacted it.
- How it showed my statistics in order to explain me
- Explained why my bill was lower.
- Short and sweet but informative
- Was informative thank you

- Good!
- What are other factors that change my bill?
- Numbers unique to me. I like it.
- Showing how changes and saving compared to time
- Short, useful information.
- I like your use of personalized video messaging!
- Glad to know my bill is low - there should be some available once I lost my job
- Easy to follow visuals.
- Liked being aware of the change plus the breakdown of savings.
- Reason for why the bill may be lower this month.
- Nice presentation. It useful information
- Nothing to say but thank you.
- Easy to understand and view.
- Very simple, easy to understand. Would be nice to see compared to last year at this time as well.
- I like that it showed why amount went up & if the amount
- Nice to see what we saved.
- I would like to see the full balance.
- The message was very clear.
- Good that you reached out.
- Seeing we have saved lots.
- Scary how much decreased without information explained.
- Nice information, very personalized.
- Brief, makes it longer.
- Nice having billing cycle days included in calculation.
- Gave an overview of our usage and why the different factors make a difference in billing.
- Lowering able to see the contributing factors and net difference.
- Was nice to have an individualized bill analysis.
- Amazing you could do that, the way you analyzed it is impressive.
• I liked the information given.
• Thank you for explaining the billing – very helpful!
• I appreciate the personalized information about my bill.
• Good to know you are looking at my billing the same way I do – but others might not.
• Excellent quick summary.
• Not sure why I needed to watch that video…
• Link to call number at the end of the video, so customers can click on it.
• Prefer this type of information in a written form instead of a video.
• Explain better how each of the three factors have an effect on your bill.
• The breakdown of energy saving.
• A little more information.
• More Data.
• I was unable to actually see what my bill is. So none of the explanation seems of interest.
• Identified factors like weather
• Dollar amount change
• I love that you guys are doing individualized videos - nice easy breakdown to follow!
• Not specific, presentation too fast
• Clear
• Easy to understand
• More info about other sources
• Can’t think of anything, this is very well done. Don’t know how you did it though, and still working on it.
• I liked that it told me I saved $15.
• I like it was my personal update and explanation
• Big improvement over the previous reports that compared our usage to neighbors. This is good because it is about our home. That’s what it’s about.
• It’s valuable and welcomened information why my is where it’s at an involved.
• The compensation factors for temperature and days in the billing perfect. Thanks!
• Helpful
• Liked the breakdown of the month to month bill changes
• Good to see how weather effected the bill and the difference amount.
• Pleasant surprise

• I liked that you clearly mention why the bill is different from the previous month.
• Shows transparency and instills confidence in me for the company. Thank you.
• I like this information
• It kept cutting in and out, I don’t think I got all the info. 4/29/2020 9:42 AM
• It was great
• Don’t change anything! Keep sending these!
• Showing how the new things
• The videos were nice and the information helpful
• I liked our specific energy breakdowns and factors
• How seeing the differences in each month
• Nothing more to note
• No change needed.
• Informative, Pleasant to watch.
• I like that it was my personal information and
• It was a helpful reminder of why our energy usage changes month to month.
• Helpful analysis
• Is this a general video or specific to our household?
• It was simple
• That was giving this information.
• I need the breakdown of where the cost savings where.
• Love that it was also personalized for us.
• Money I saved and why
• I would like an option to read about any changes. A video seems nice but does not think it would be personalized.
• Easy to read and understand
• Easy to understand
• Short clear
• Comparison between months
• Show us our bill, details for breaking down savings
• Streamlined your categories
Reduce High Bill Calls

Proven...Pre-emptive Techniques

• 15% Call Reduction
• 90% Containment

Expect High Bill Compliments

“Good morning Mr.xxx, this is one of your customers, Edwin and Diane xxx, calling. I was so impressed with the e-mail you sent about my light bill possibly being a little higher this month. I was so excited to get that e-mail but I knew it would be higher because we had cut the heat up a notch plus it was Christmas, but I was just so excited when I got that e-mail to know that you were looking at my electric bill and my usage. So, I just wanted to say THANK YOU so much and you keep up the good work. Have a blessed day.”
Reduce High Bill Calls

Informative proactive tips and rebates

Mid-month notification
Help Customers Help Themselves
**Recommendations**

- Speak Their Language
  - Dollars?
  - Carbon Impact?
- Dollarized Recommendations
- Offer Appealing Program Links

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### EnergyWise Attic Insulation Program

Recieve up to $300 towards upgrading your attic insulation by participating in this EnergyWise program.
Hi John Smith,

Thank you for using our EnergyAdvisor! 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!

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

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You can update your preferences or unsubscribe from this list.
Aid CSRs in Helping Customers
Instant Answers for CSRs

• Cuts call time
• Consistent answers
  – Website
  – From field audit
  – From CSR
• Builds trust
CSR

Bill Analysis

• Tools for CSRs
• First Call Resolution
• Reason to Provide
• Explain the bill, ask for an email address, then send the report.
Summary

1. Some creative methods of showing customers you care.
2. Innovative ways of communicating payment options.
3. Pre-emptive techniques that reduce high bill calls.
4. Helping customers help themselves.
5. How to help CSRs assist customers.
Upcoming Webinars 🗓️

Watch for these timely topics coming soon!

Summer Series - 2020 – 2:00PM EST

June “Bringing Value to Low-Income Customers.”
July “You’ve Sent Home Energy Reports – Now What?”
August “Helping Customers Understand Rate Options.”