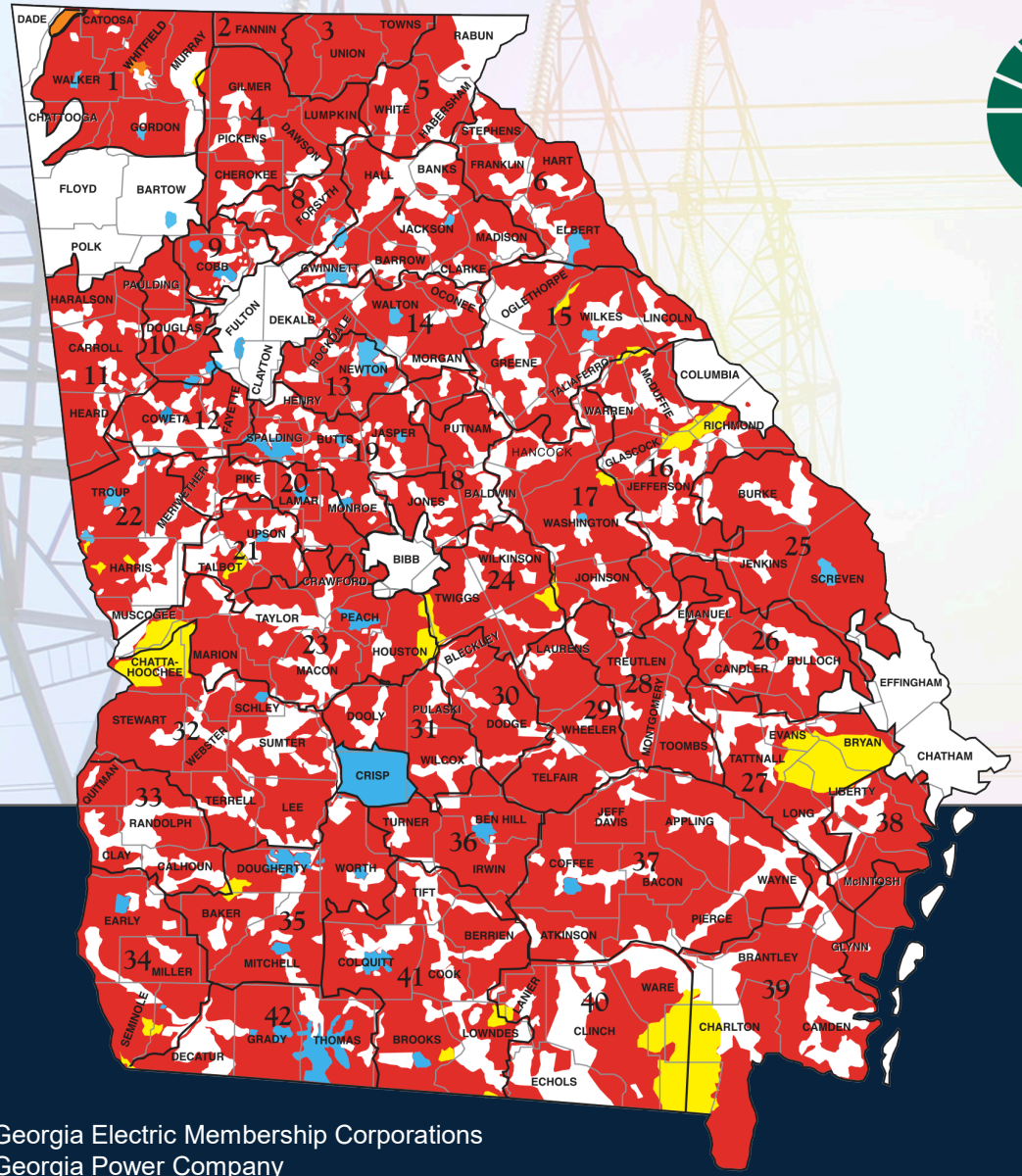


- Georgia Electric Membership Corporations
- Georgia Power Company
- Municipal Electric Authority of Georgia
- Unassigned
- Electric Power Board of Chattanooga and City of Dalton

NGS

GEORGIA EMC SERVICE AREAS

OglethorpePower

APOGEE®

Empowering Utilities for the Future

and Georgia's Electric Cooperatives

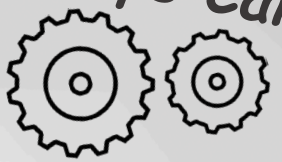
1. North Georgia
2. Tri-State
3. Blue Ridge Mtn
4. Amicalola
5. Habersham
6. Hart
7. Jackson
8. Sawnee
9. Cobb
10. GreyStone
11. Carroll
12. Coweta-Fayette
13. Snapping Shoals
14. Walton
15. Rayle
16. Jefferson
17. Washington
18. Tri-County
19. Central Georgia
20. Southern Rivers
21. Upson
22. Diverse Power
23. Fling
24. Oconee
25. Planters
26. Excelsior
27. Canoochee
28. Altamaha
29. Little Ocmulgee
30. Ocmulgee
31. Middle Georgia
32. Sumter
33. Pataula
34. Three Notch
35. Mitchell
36. Irwin
37. Satilla
38. Coastal
39. Okefenoke
40. Slash Pine
41. Colquitt
42. Grady

Agenda

1. Introductions

2. The Changing World and New Frontier for Utilities

3. New Apogee Features & What GA Co-Ops Can Do



4. Current Solutions

5. Q&A

Current State of Affairs:
Brands are Walking a Tightrope

Brands Missing the Mark...

- **Sandal's:** *"Hello Paradise"* offering deep discounts and encouraging travel at the peak of the pandemic.
- **Corona Beer:** Launched new product featuring beach going spring breakers during quarantine.

Winning Brands...

Offer Compassion and Solutions

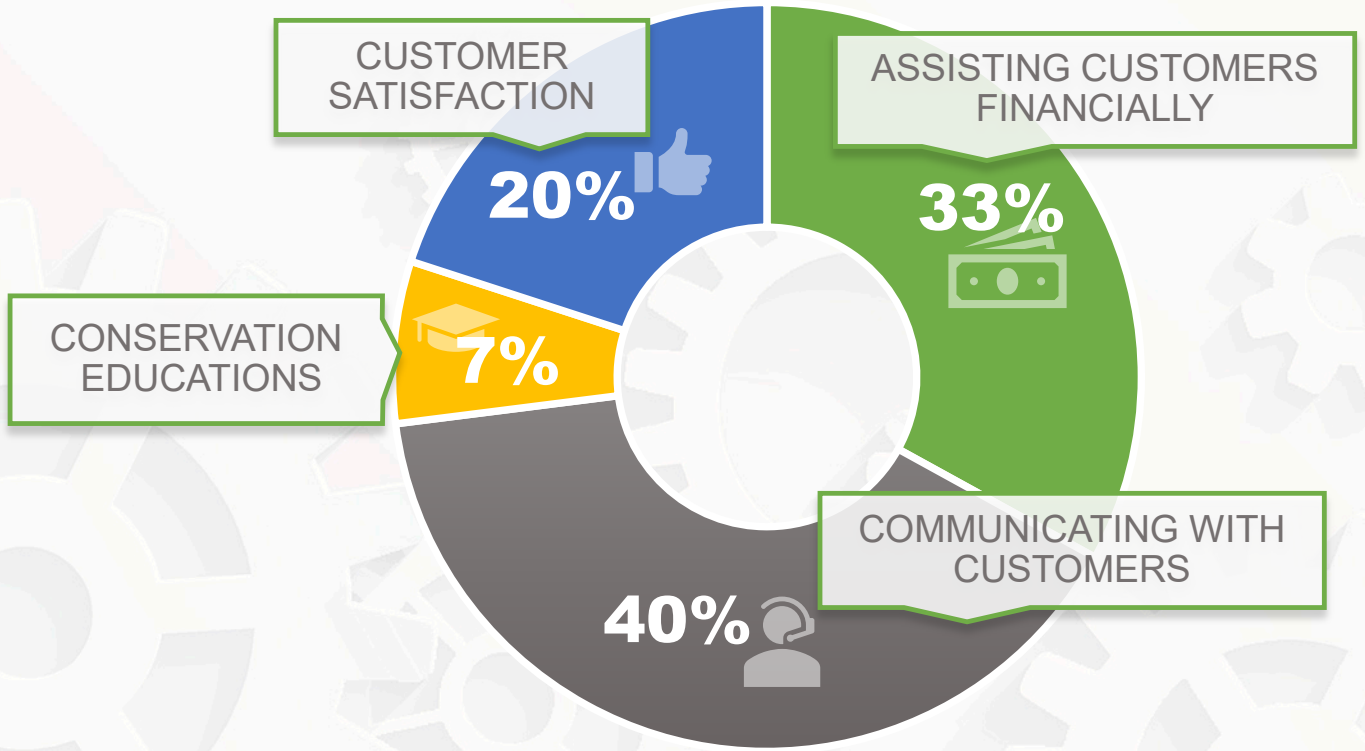
- **Little Caesars**: Offer 1 million pizzas to health care workers
- **Spectrum:** Free internet for families with children K–12
- **Ford Motor Co:** Producing medical equipment and car payment relief

Current State of Affairs:
The Utility Advantage

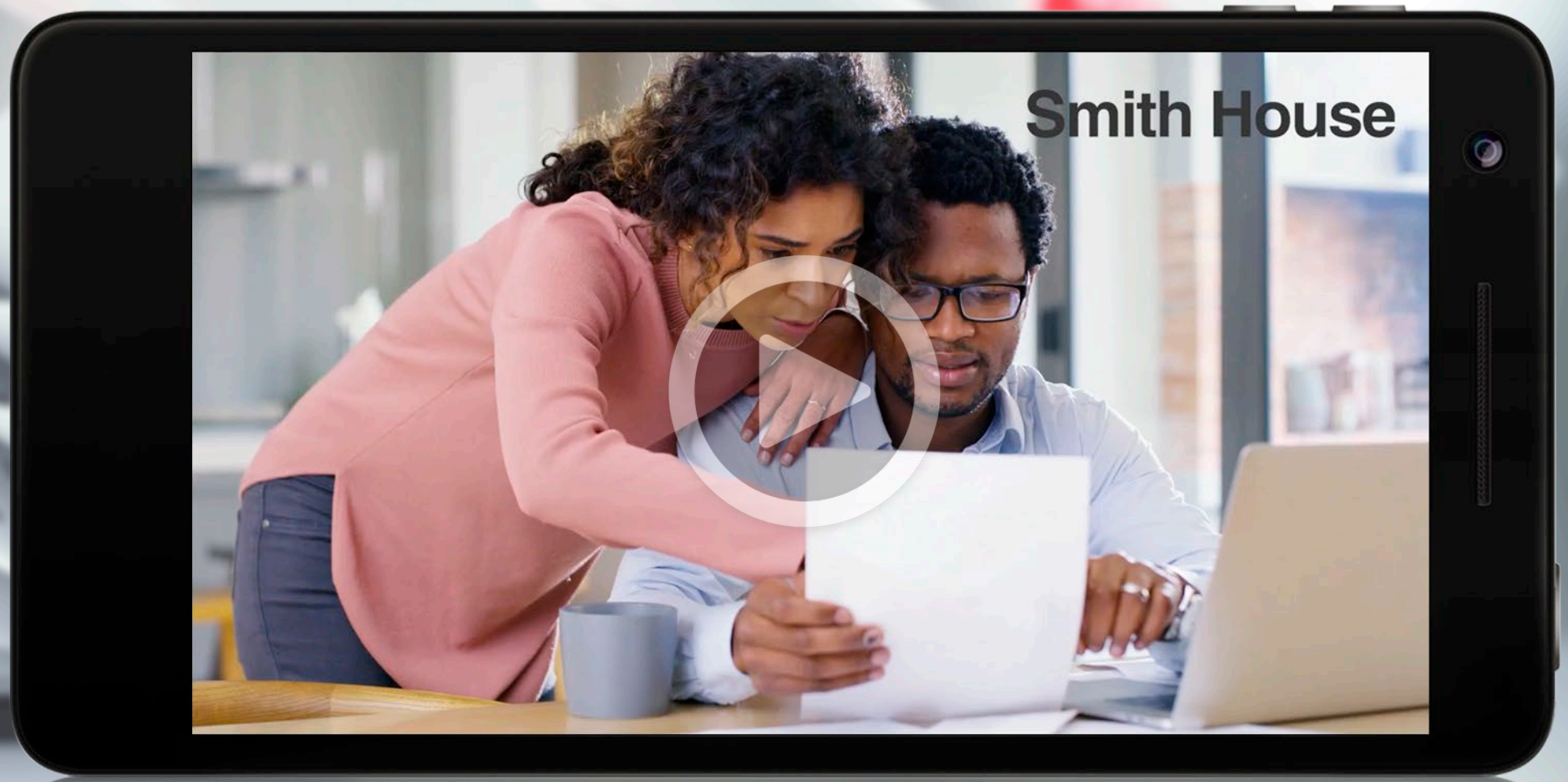
Utilities have **Solutions**

- ✓ Payment Options
- ✓ Rate Options
- ✓ Payment Assistance
- ✓ Low Income Programs
- ✓ Delayed Disconnect

…and a few **Challenges**

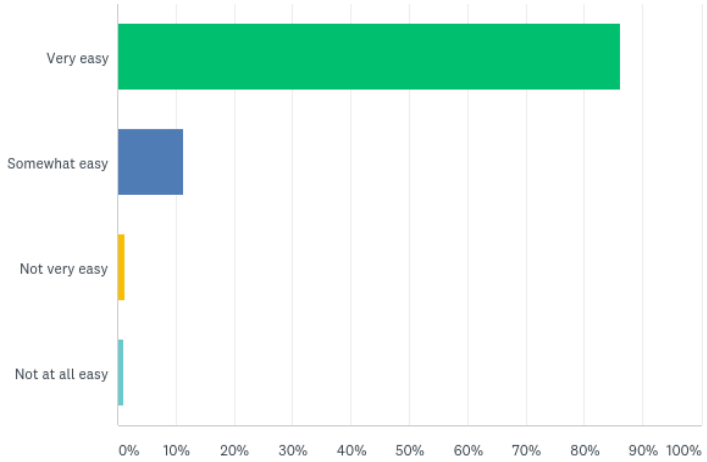


Messaging at **Appropriate Times**

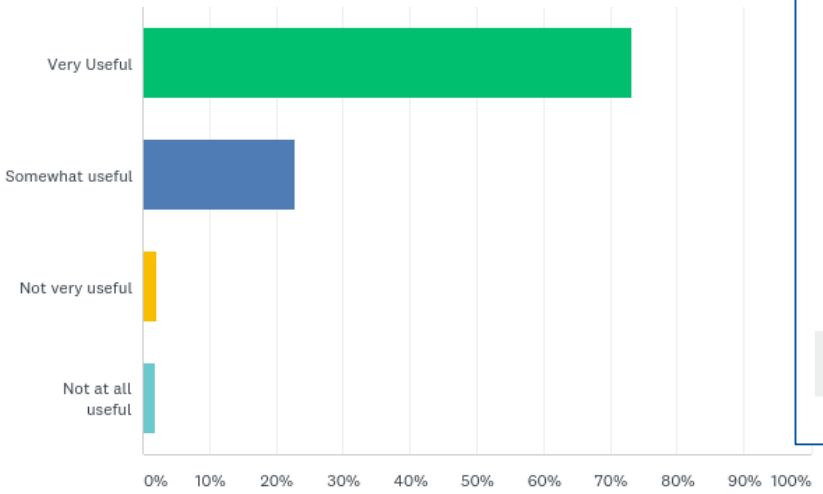


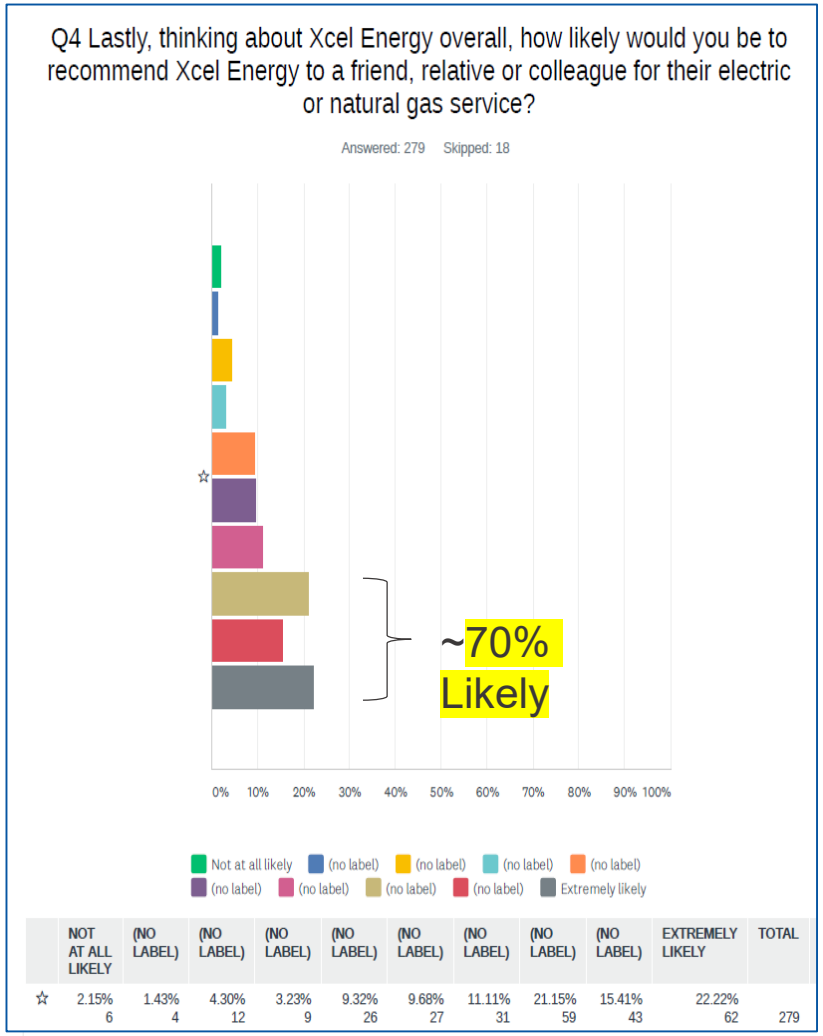
Measuring Satisfaction

97% said it was somewhat or very easy



95% said it was useful or very useful





	NOT AT ALL LIKELY	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	EXTREMELY LIKELY	TOTAL
☆	2.15% 6	1.43% 4	4.30% 12	3.23% 9	9.32% 26	9.68% 27	11.11% 31	21.15% 59	15.41% 43	22.22% 62	279

Sample Feedback (of 2,490 responses)

- Great info. I'd like more stats.
- The breakdown
- Suggestions based on usage.
- Good production value. Not too much. Concise.
- Ask what appliances use this type of energy so you can break it up amongst those items. This is for our residential shop, which only uses Natural gas for the heating. It has its own meter.
- I would like the end report to include the total cost, not just the breakdown.
- You could provide an actual tip instead of "change your light bulbs". It's 2020, most people
- I liked the break down.
- It was very basic and helpful.
- Nice, short breakdown of energy usage.
- Saving Money
- Total cost and cost breakdown
- More helpful tips
- Amazing!

Complete Survey in Appendix

Marketing **Automation**

In the retail sector marketing automation can:

- Boost Conversions or Sales as much as 14.5%
- Reduce marketing overhead by as much as 12.2%

Automation provides a personalized customer experience.

Marketing **Automation**

Forbes Report

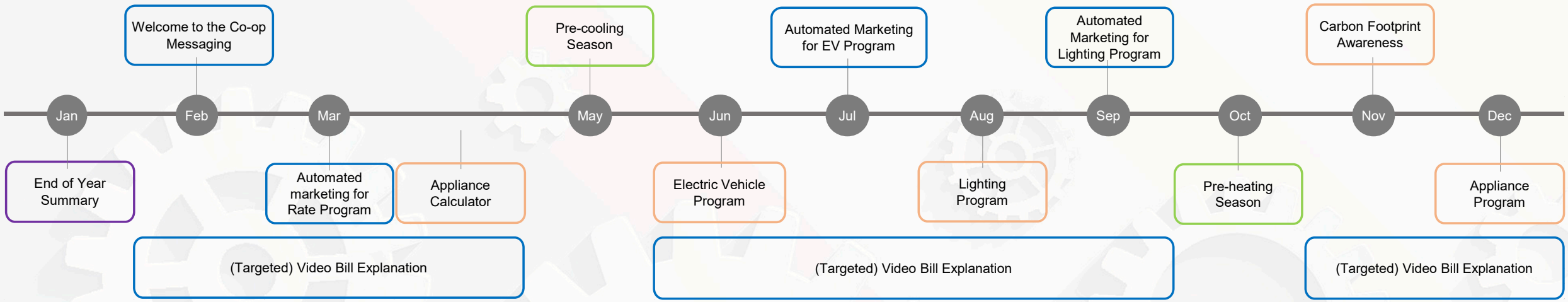
- **90%** found personalization **appealing**
- **80%** **prefer** businesses that used personalization

*SOURCE:
emarsys, B2C marketing automation
Forbes Top Marketing Trends for 2020

- ✓ **Maximizes**
  the use of data
- ✓ **Personalizes**
  the member experience
- ✓ **Brings**
  marketing efforts to scale
- ✓ **Increases**
  your reach
- ✓ **Save time**
  …. Set it and forget it!

Automated Marketing **for Utilities**

Annual Marketing Campaign Sample Timeline



- Drive TARGETED program participation
- Can include monthly initiatives, including a Welcome Series
- Increase visibility through planned, ongoing member engagement
- Establishes loyalty, trust, builds member satisfaction

What's Next for your Digital Communications?

1. **Communicating with members** 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

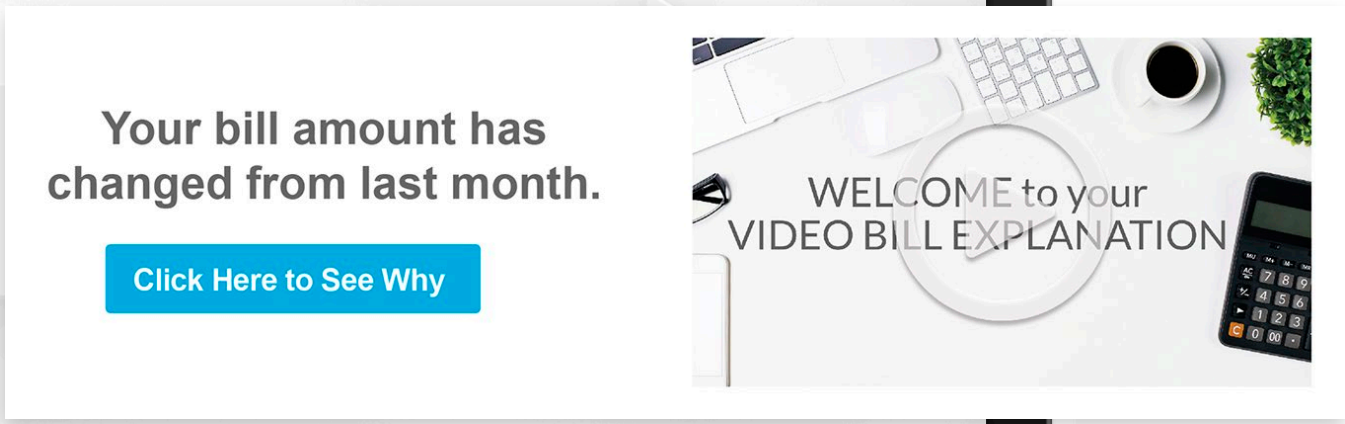
What Marketing Automation can look like for Utilities

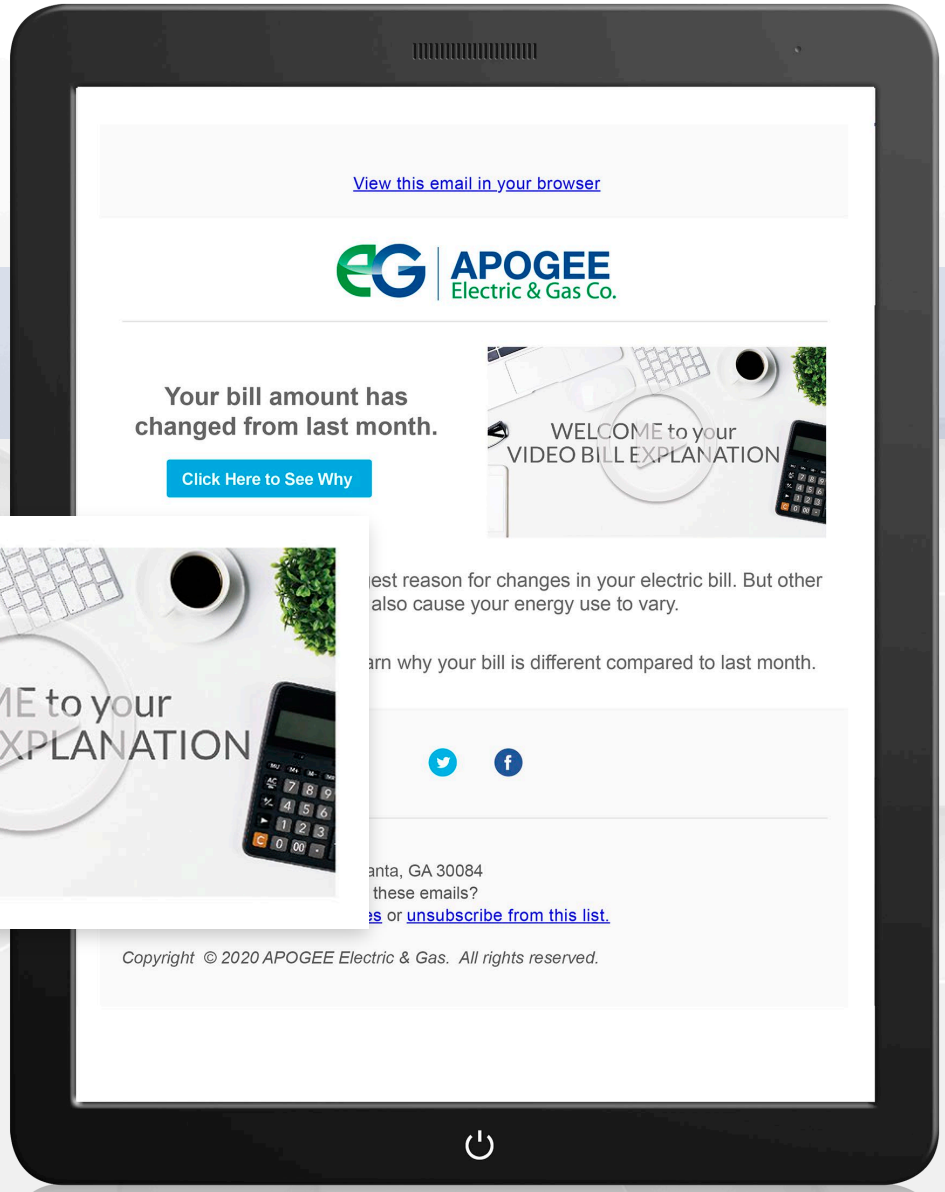
Step 1 **Video Bill Explanation**

2

3

4





What Marketing Automation can look like for Utilities

1

Step 2 **Targeted Video Bill**

3

4

What Marketing Automation can look like for Utilities

1

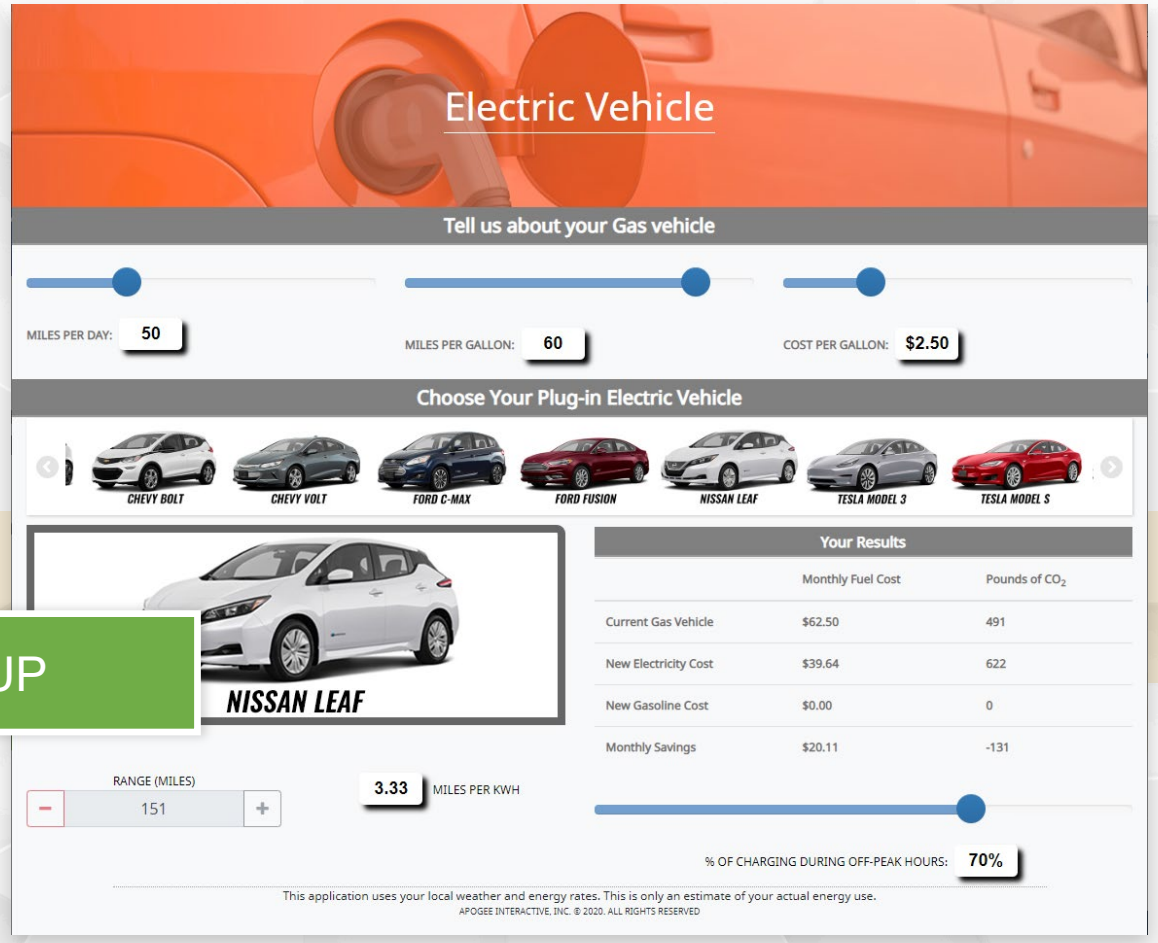
2

- Provides an easy way to understand the rate
- Allows members to knowledgably make decisions based on useful information
- Links the member back to the program adoption page.

Step 3

Call to Action: EV Calculator

SIGN UP



What Marketing Automation can look like for Utilities

1

2

3

Step 4 **Follow-up Email**

View this email in your browser

APOGEE Electric & Gas Co.

Hi John,

Thank you for taking the time to try out our EV calculator! We offer several options that may help you save money. If you'd like to see more EV information and how to save, click here: www.utility.com.

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.

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

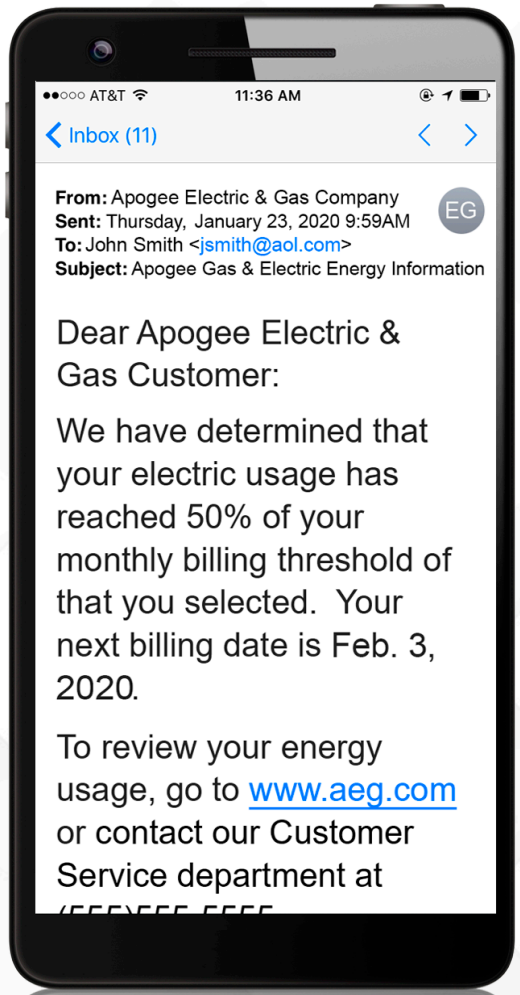
Point increases in JD Power scores

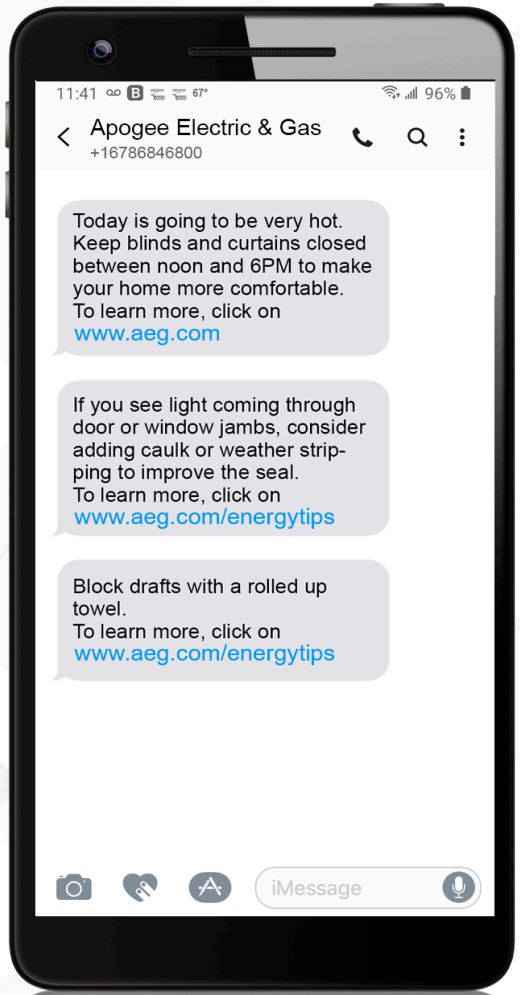
15%

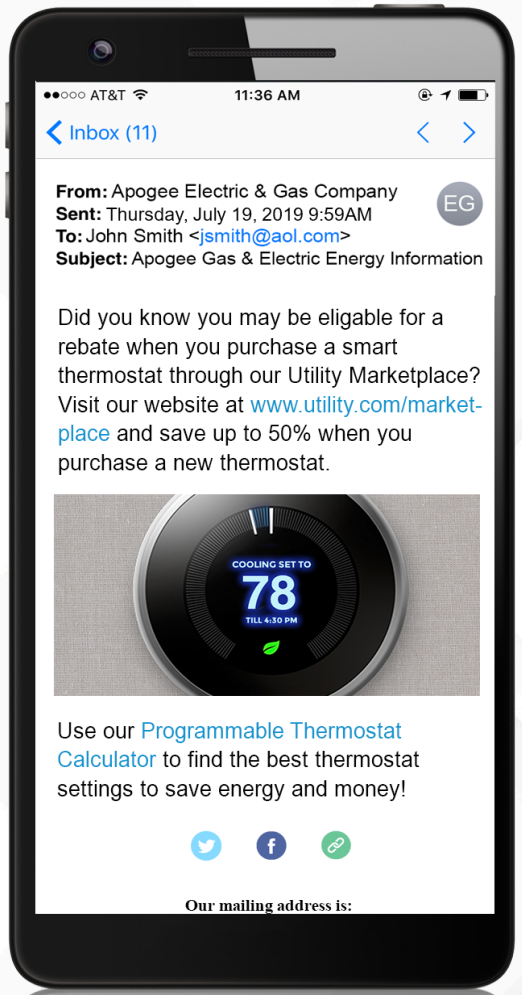
Reduction in high bill calls

Outbound Messaging

Email and text alerts for billing and energy saving information







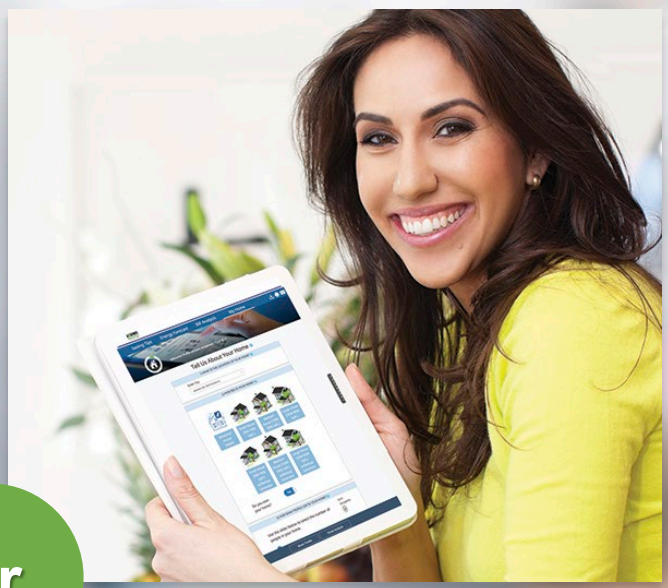
New Frontiers in Field Audits

Ones calling about high bills?

or

Ones identified as high potential?

or

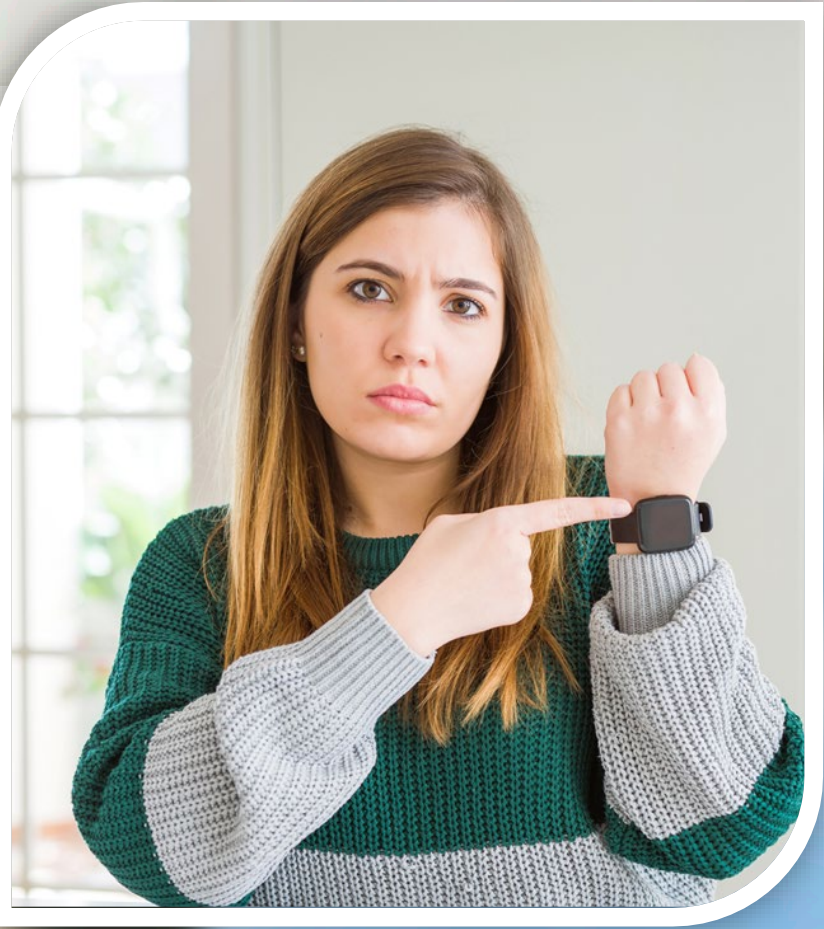


Ones likely best program candidates?

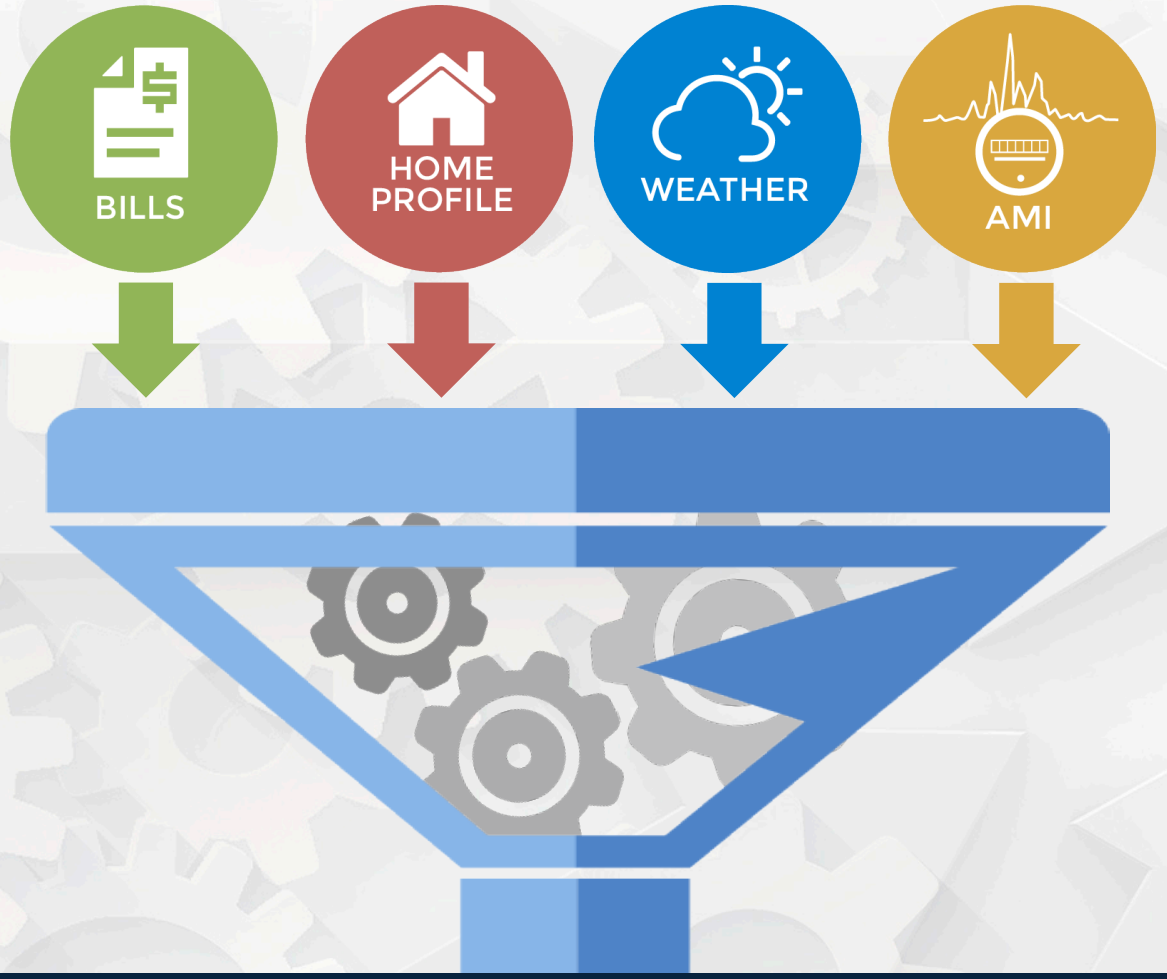
Advantages of Virtual Audits:

FIELD AUDITS ARE...

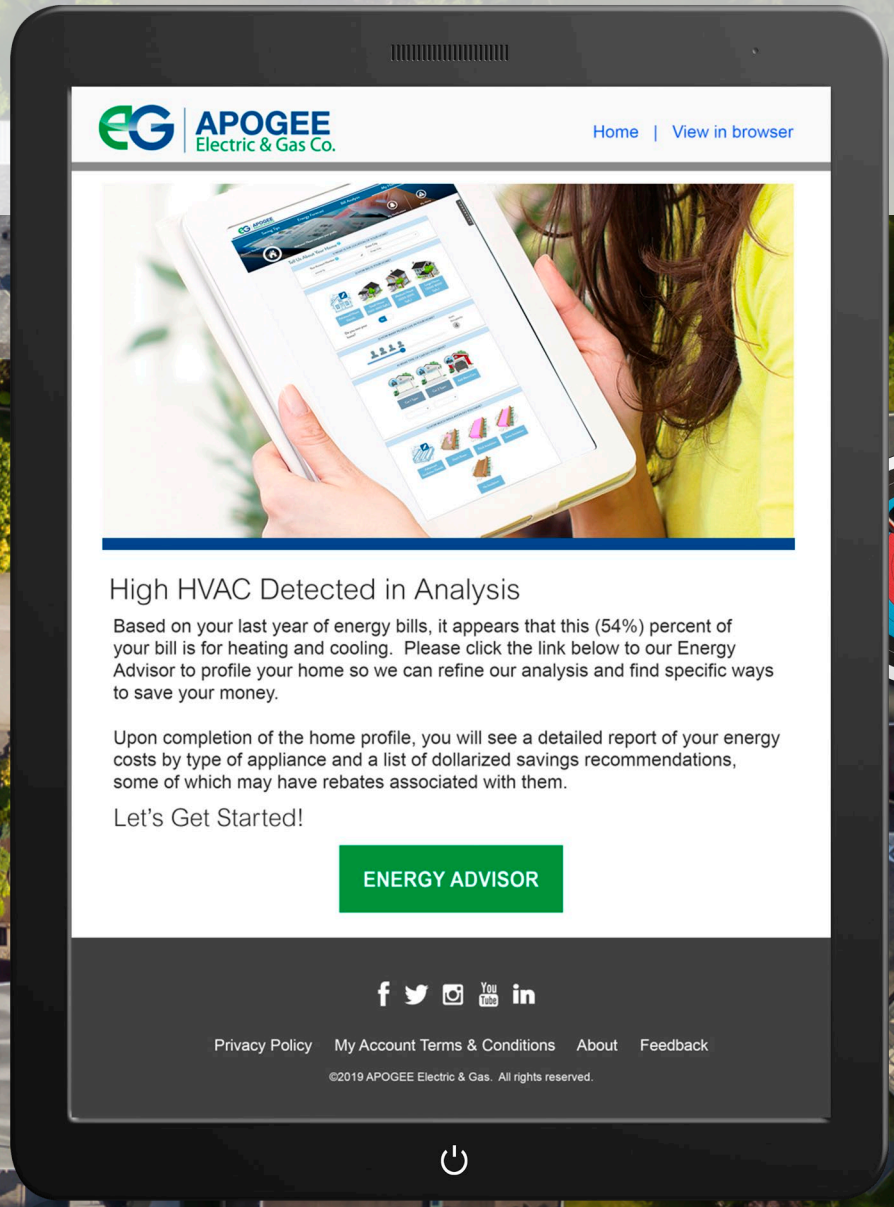
- Expensive
- Must enter homes
- Hard to prove cost-effective
- “One-&-Done” vs. Ongoing Engagement
- Scheduling involved
- **Members don’t like to wait**



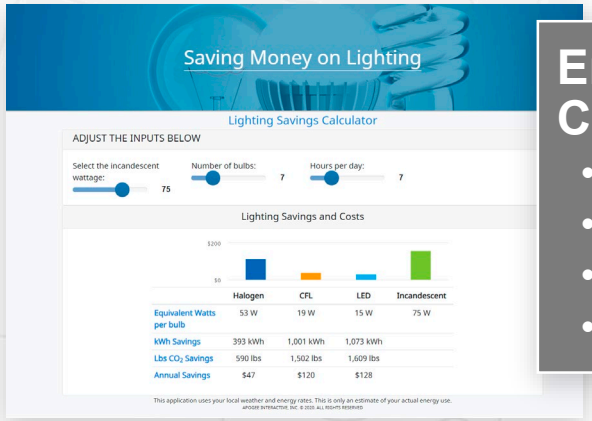
Analysis Enables Targeting



Utility **Opportunity**



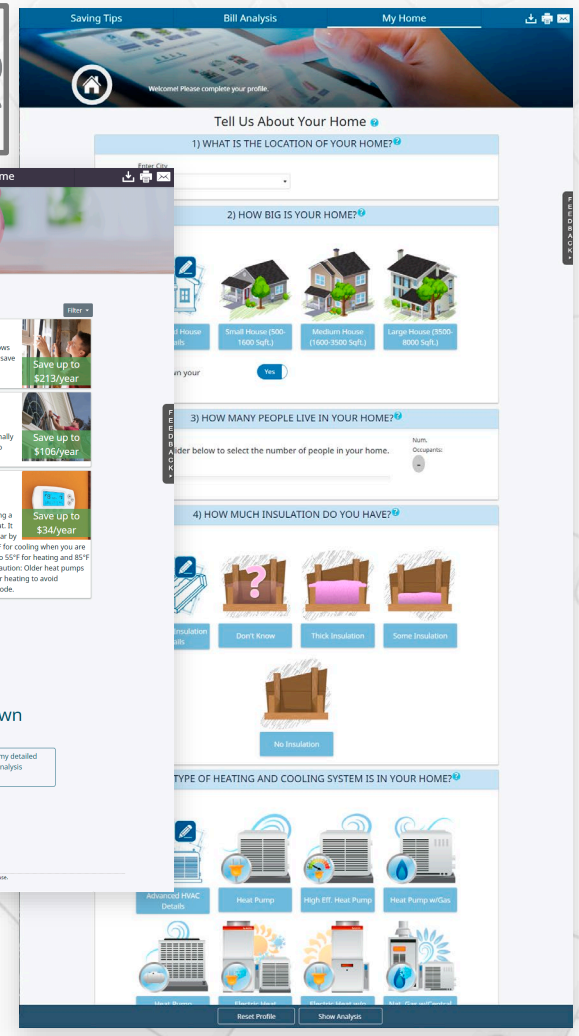
Oglethorpe / Apogee **Partnership**

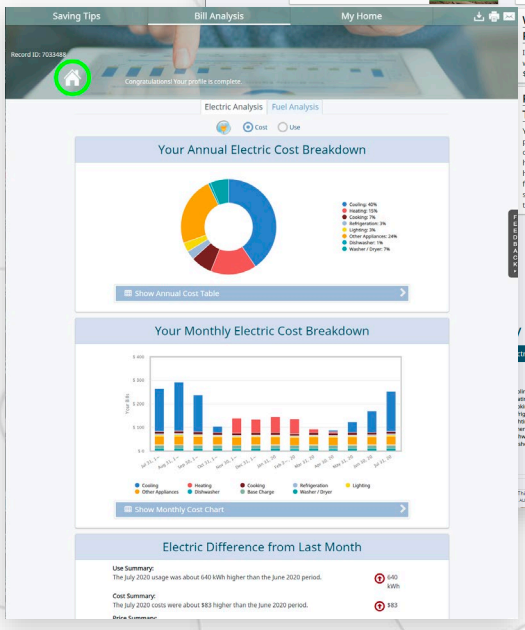


Energy Calculators

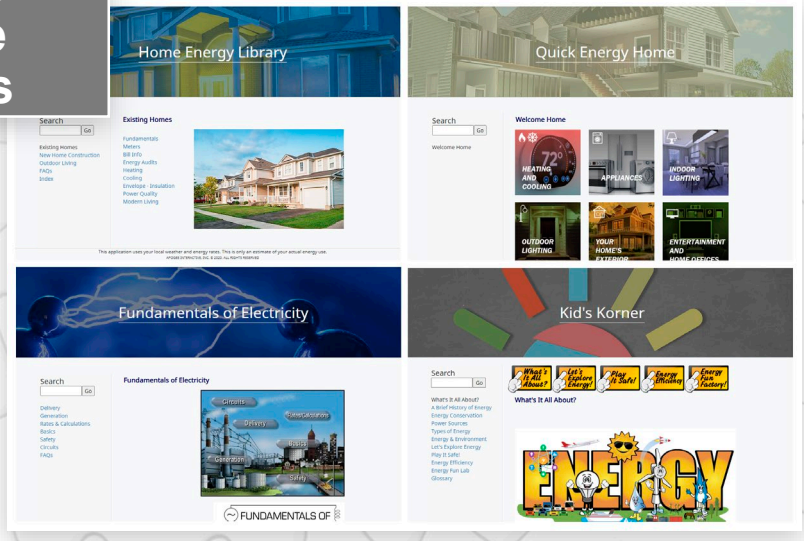
- Appliance
- Television
- Lighting
- Space Heaters

ENERGY ADVISOR





Educational Reference Resources



Instant Answers…

- Call Time
- Consistent Answers
  1. Website
  2. From MSRs
  3. For Remote Field Audits

Builds Trust

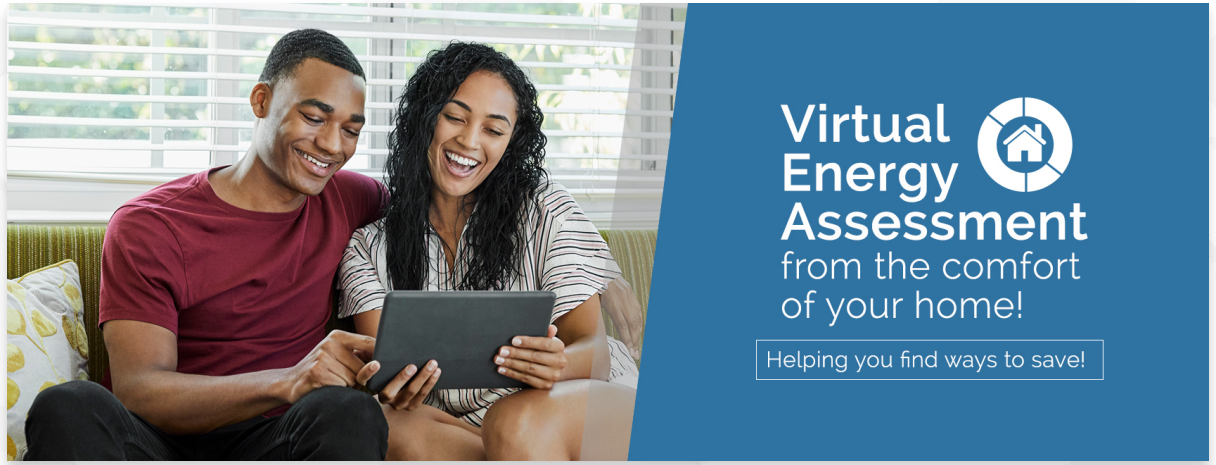
Reports

Download, print, or email reports.

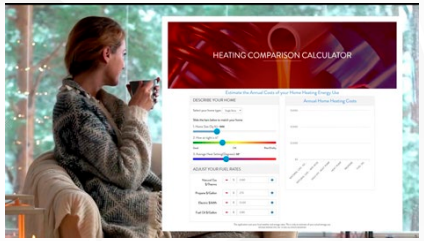
Marketing Resources

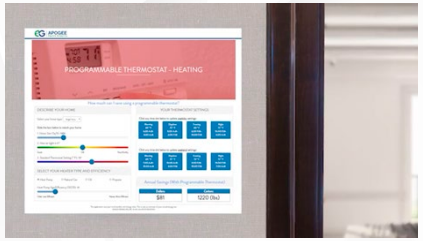
Sample suggestion to lead to a

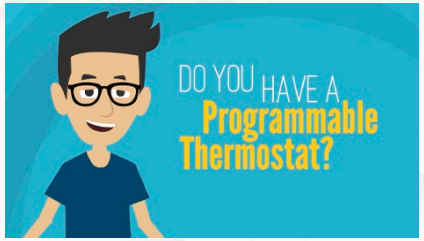
FREE Virtual Energy Assessment

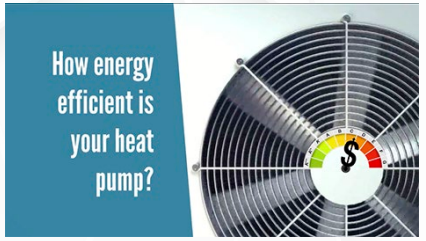


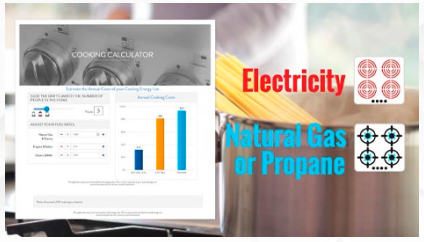
Extensive Video Library

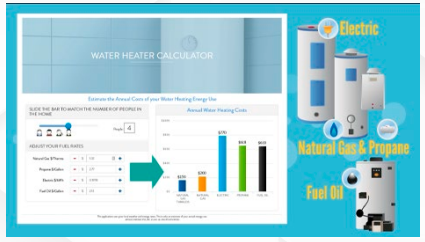












Apogee **Solutions**

AVAILABLE NOW

- **Apogee's AMES Engine**
- **Special Purpose Calculators**
- **Self-Service Online Residential Audit**
- **In-home Field Audit**
- **Estimator Marketing Resources**

ADDITIONAL

Outbound Communications

Marketing Automation to Drive Members to Programs

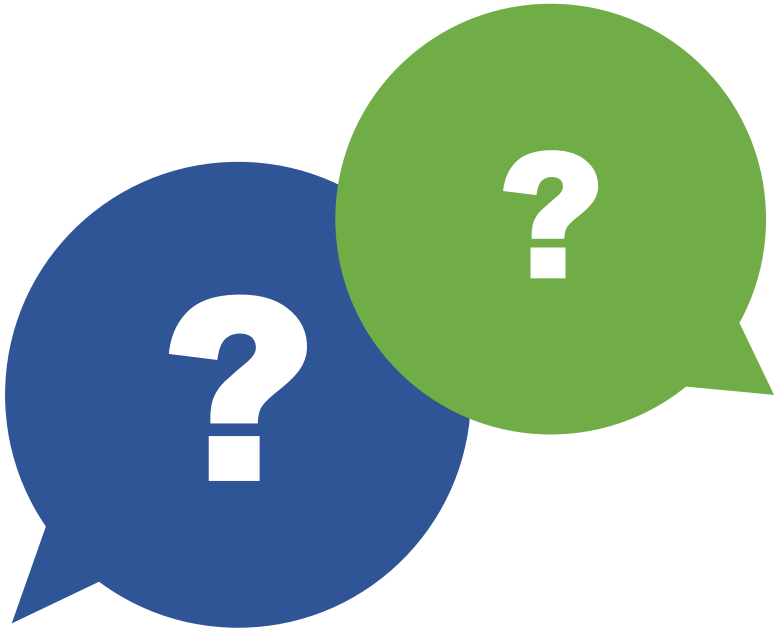
Bill Data Integrated

Member Service Rep Tools

Payment **Options**

OPC Agreement provides all services are ½ retail.

Any Questions



APOGEE®
Empowering Utilities for the Future

Upcoming **Webinars**

Aug. 27th at 2 PM EST

"After Home Energy Reports…What's Next?"

APOGEE®

Empowering Utilities for the Future

Thank You!

Jim Hunter
Director,
Customer Engagement
404.702.4001
jhunter@apogee.net

Brenda Guthrie
Account Manager
937.546.7860
bguthrie@apogee.net

Danny Watkins
Account Manager
678.654.6687
dwatkins@apogee.net

Susan Gilbert
CEO
678.684.6802
sgilbert@apogee.net