

IS YOUR UTILITY COMMUNICATING RATE OPTIONS EFFECTIVELY?

Proactive Rate Communications Using Personalized Video Messaging

Experts agree...

Proactive communication is essential when introducing new rates. New rate options can even increase customer satisfaction when simple customer choices are explained. Opening a helpful dialogue with customers instills trust and positions your utility as the preferred energy advisor. Personalized video messaging is proven to be the most effective customer engagement ...

“Rate plan awareness impacts price satisfaction.”

~ JD Power

ANNUAL ESTIMATED SAVINGS

STANDARD
\$0

TIME OF USE
\$150

DEMAND
\$220

REAL TIME
\$245

\$ RATE PLANS

ELECTRIC VEHICLES

SOLAR RATES

PEAK-TIME RATE
\$0.53

OFF-PEAK RATE
\$0.012

Personalized video messaging includes:

- Proactive personalized rate explanation
- Personalized bill prediction with each rate
- Utility-specific rate name overlay
- Optional clips about Solar and EV plans
- Potential dollar savings

Utility Benefits:

- Extraordinary customer engagement
- Fewer calls to the contact center
- Improved customer satisfaction
- Higher program participation
- Enhanced brand image