Effective Consumer Engagement
Speakers

Carol L. Morgan  MIRM, CAPS, CSP  
President  
Denim Marketing

Carol Morgan has built a career on listening to clients and personalizing plans to fit each client’s needs. She creates big picture marketing strategies that utilize public relations, advertising, social media, content, reputation management, and creativity to send traffic to the client’s website and garner measurable results. Carol has previously chaired NAHB’s Professional Women in Building Council and Membership committee and served as one of NAHB Chairman Greg Ugalde’s 2019 advisors.

Elizabeth Burroughs  
Engagement Manager

Elizabeth graduated from Georgia State University in 2013 with a BBA in Marketing. Her role includes creating and executing outbound communication plans for Apogee’s Envoy customers. 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 to in the form of video, text, email, and where appropriate, utility social media.
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
Why Personalization is Important

- **90% of U.S. consumers** find marketing personalization very or somewhat appealing. - Statista
- **72% of consumers** say they only engage with personalized messaging. - SmarterHQ
- **70% of millennials** are frustrated with brands sending irrelevant emails. - SmarterHQ
- **74% of customers** feel frustrated when website content is not personalized. - Instapage
- **56% of online shoppers** are more likely to return to a website that recommends products. - Invesp
- **63% of consumers** will stop buying from brands that use poor personalization tactics. - Smart Insights
- **66% of consumers** say encountering content that isn’t personalized would stop them from making a purchase. - CMO by Adobe
- **42% of consumers** are annoyed when content isn’t personalized. - CMO by Adobe
How do we communicate?

Text, IM, Email, phone
Always connected 24/7
Communication

- Mobile everything
- Wearable technology
- Forget writing it down – video and voice
- User-generated content
Visuals and Images

Growth of video

Virtual reality
Apogee Institute Webinar | October 13, 2020 | EFFECTIVE CUSTOMER ENGAGEMENT

Apogee Customer Engagement

Smith House
Where your dollars are going...

- Cooling: 27%
- Heating: 31%
- Water Heating: 26%
- Cooking: 6%
- Refrigeration: 3%
- Lighting: 10%
- Appliances: 5%

Hi Bob Johnson,

This is your personal mid-cycle energy report. To help you learn more about your energy use, Apogee Electric & Gas provides you with resources to help you save energy. The Energy Advisor tool gives you an analysis showing where you use the most energy as well as some tips to save money.

You have used about $30 worth of electricity in this billing cycle, and your total bill is projected to be between $75 and $95. Learn More.

Your bill for the same month last year was $72.

Let us know if you found this information helpful by taking a quick survey...

Take Survey
Energy Advisor Alexa Skill

The Alexa Skill has shorter notifications delivered straight to a customer’s Alexa device including:

- “Bill Explanation”
- “Mid-cycle Alerts”
- “Summary Reports”
It’s supposed to be social.
Social Media Best Practices

Engagement - Respond to comments.
Tag customers, partners, etc.
Host Live events.
Encourage consumers to post photos and tag you.
Be approachable.
Engagement –
Respond to comments.
Tag customers, partners, etc.
Energía Positiva

A CONVERSATION WITH THE LATINO COMMUNITY IN CELEBRATION OF HISpanic HERITAGE MONTH

THURSDAY, SEPTEMBER 17, 2020 AT 6 PM EDT – 7:30 PM EDT

LIVE CHAT | Energía Positiva: Hispanic Heritage Month
Facebook Live

Details
- Thursday, September 17, 2020 at 6 PM EDT – 7:30 PM EDT
- Public
- Hosted by Georgia Power, Latin American Association - Asociación Latinoamericana and 3 others
- Online with Facebook Live

In honor of Hispanic Heritage Month, Georgia Power is hosting a cultural conversation with local Hispanic community leaders. Join the discussion as we celebrate heritage, gain perspectives... See More

Videos
- [Watch Video]

Popular With Friends
- SAT, NOV 21 - NOV 22
- Scenic Flight Dressage Show V
- Tri-State Exhibition Center

Engagement – Host Live Events.
Engagement –
Encourage consumers to post photos with tags and #hashtags.
<table>
<thead>
<tr>
<th>Social Media Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>September</strong></td>
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<tr>
<td>Pre-heating</td>
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<tr>
<td>vimeo.com/368049734</td>
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</tbody>
</table>

Cold weather is coming so this is the time to look for ways to save energy and money this winter. Set your thermostat to 68°F when your home and lower the temperature a few degrees lower when you’re away and before bed. Using a programmable or smart thermostat will do the work for you.

Click the video to learn more about the impact of cold weather on your energy bills and begin using our Energy Advisor.

Did you know that your electronic devices may still be using electricity even when turned off? These are known as “Phantom Loads” can account for up to 75% of your electronics total energy use. A smart power strip can turn off at a set time to avoid this.

Click here to learn more about phantom loads.

Give your wallet a holiday gift with our Holiday Lighting Calculator. Explore the money you can save by replacing your incandescent holiday lights with LED lights.

Click the video to learn more.

A portable electric heater can be a good option to heat smaller rooms or spaces in your home for short periods of time. Turn down the thermostat and close the doors to the room with the space heater to seal in the warmth. Also, thermostatically controlled heaters are a good choice to save energy.

Click the video to find out how much your space heater costs you.
Email fatigue

The average office worker receives around 121 emails every workday.

They send less, with just 40 being the average per day.

www.info.teplafy.com
Email Marketing

Break through the clutter

Personalized Automated Marketing
90% of customers say that video helps them make purchase decisions and are more likely to buy a product after watching a video.

– Alexa
Targeted Video Bill

COVID-19 Payment Arrangements and Donation:

vimeo.com/424775405/dd0536b020
Extensive Library of TVB Endings

Targeted Video Bill - condensed version of the standard video bill explanation with a configurable ending used to promote rebates, explain rate options, present payment options and more

Extensive library of these endings ready to use
Marketing Automation

Customer IDs are recorded when a calculation occurs with a SPC.

Allows for automated follow-up related to the calculator (applicable programs, rebates, etc.)
A/B Testing

Can be used to determine effectiveness of different videos during the same month.

Also test different subject lines, images and style.
## Results

<table>
<thead>
<tr>
<th>General Numbers</th>
<th>Covid-19 Messaging</th>
<th>Text Messages</th>
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<tbody>
<tr>
<td>• 15% Call Reduction</td>
<td>• 40% increase in CTR</td>
<td>• 97% positive feedback on the effectiveness of the communication channel and 95% of recipients requested to continue to receive the messages.</td>
</tr>
<tr>
<td>• 90% Containment</td>
<td>• NPS Score increase 7 points (increase of 23%)</td>
<td></td>
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<tr>
<td>• 29% CTR, 14X higher than industry</td>
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**Conversion to Programs**
Contests & Promotions

- Engage consumers
- Encourage hashtag use
- Make it fun
Contact Us

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Webinars:

Oct. 27th  The Challenge of Communicating Rate Change, Joel Gilbert

Nov. TBD – Special Guest - JD Power – Utility Customer Satisfaction

Dec. 8th – Special Guest - Fiserv – Billing & Payment