

Personalized Digital Platform Enhances Customer Satisfaction and Avoids Rate Increase

Providing personalized, proactive messages and insights for improved customer satisfaction and avoided rate increases while navigating major disruptions to business

Challenge:

Lakeland Electric is the third-largest municipal utility in Florida, serving 131,000 customers. Responding to customer payment issues and surprise bill amounts required significant time and resources. Utility leadership wanted to engage customers beyond the monthly billing transaction, position the utility as a trusted energy advisor, and provide customers with online tools to understand, manage, and predict their bills. This would enable the utility to avoid rate increases and improve customer satisfaction.

Solution:

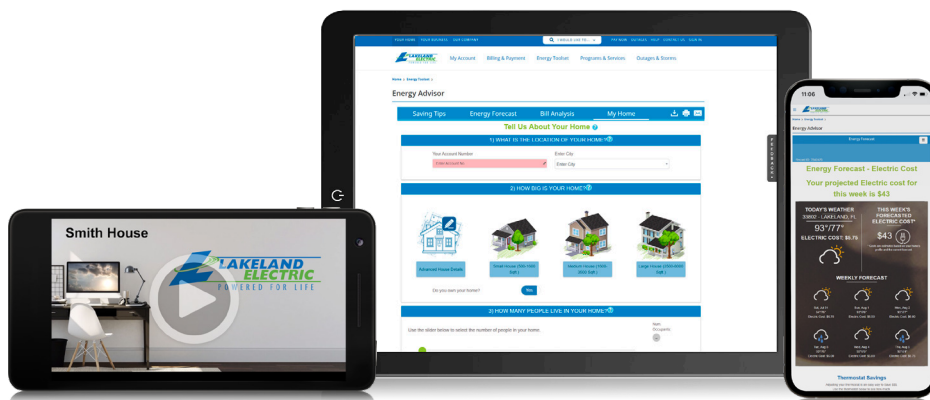
Lakeland Electric used Apogee's digital engagement platform which uses the utility's billing and AMI data, local weather, rates, and home profile data. The solution included:

- **Energy Advisor** - a home energy analysis application that empowers customers to self-educate, understand, and predict their energy use.
 - **Next Bill Forecast** - estimates week-ahead energy costs with weather impact
 - **Virtual Interactive Thermostat** – shows thermostat settings in dollar amounts
- **Envoy** - a proactive outbound communication solution for personalized messaging
 - **Bill Alerts and Forecasts** based on specified thresholds or at mid-cycle of a billing period
 - **Personalized Video Messaging** explaining bill increases over the previous month and year
 - **Energy Summary Reports** showing the correlation between energy consumption and seasonal weather changes

Results:

Between 2017 and 2020, Lakeland Electric successfully engaged and empowered customers with relevant and personalized energy information. Importantly, they used the digital platform to help navigate customer uncertainty through hurricane Irma and the coronavirus pandemic.

- **86% customer satisfaction** rating with platform
- **25% of customers created a personalized profile – 3X more** than Lakeland expected
- **12% reduction in delinquent account** over just six months during the pandemic



Now seen as a trusted energy advisor by its customers, Lakeland Electric avoided a rate increase in 2021.

To schedule a webcast demonstration of our outbound services or any other personalized messaging service, contact Apogee at 678-684-6801 or info@apogee.net | apogee.net