

Digital Platform Increases Customer Satisfaction and Interest in New Program

A Personalized proactive messages and energy insights improved customer satisfaction and paved the way for successfully marketing new program.

The Challenge:

EnergyUnited, North Carolina's largest electric cooperative serving nearly 130,000 members, needed to increase customer satisfaction and drive traffic to new programs. Brett Alkins, Energy United's Director of Sales and Marketing wanted members to see the cooperative as a trusted energy advisor providing energy education and how to save. To accomplish this, EnergyUnited was looking for a cost effective and proactive way to provide personalized communications, accurate energy analysis, and the ability to collect profile data as a foundation for relevant and timely messages in the future.

Solution:

EnergyUnited implemented Apogee's digital platform, which enables customized, relevant, and personal engagement using AMI, utility billing, and local weather data. The solution includes:

- **Energy Advisor Enterprise** – a home energy calculator that generates energy saving tips based on profile inputs, an energy forecast tool showing the daily cost of energy, and provides links to utility programs.
- **Envoy** – an automated outbound digital communications program that includes:
 - Personalized video messages such as proactive high bill explanations
 - Bill alerts – mid-cycle, monthly analysis, annual summary report
 - Surveys and analytics

Following a soft launch that included an internal awareness campaign for CSRs and email announcement to members, the cooperative launched full-scale, eventually expanding use to increase interest in a new Plug-in Electric Vehicle (PEV) rebate program.

Results:

The new platform helped increase member satisfaction and drive awareness of utility programs.

- **40% average email open rate, far surpassing the initial 30% open rate goal**
- **9,000 members used the bill analysis tool** in less than one year
- **18,000 members used the estimated bill analysis tool** in less than one year
- **85 ACSI score** – highest score in recent years
- **200 clicks to PEV page and 3 rebate participants** in the first quarter



Brett Alkins summarizes the results as follows,

“We have been able to deescalate many high bill complaints where a truck roll may have otherwise been the only way to resolve the customer complaint, and we are improving our relationship with our members by opening a dialogue.”

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