

Xcel Energy's Personalized Video Messaging Enhances Customer Experience

Targeted and personalized video messaging resulted in significant improvements in brand perception and enhanced the customer experience.

The Challenge:

Xcel Energy headquartered in Minneapolis, MN serves more than 3.7 million electric customers and 2.1 million natural gas customers in Minnesota, Michigan, Wisconsin, North Dakota, South Dakota, Colorado, Texas, and New Mexico. Xcel needed to enhance customer experience and improve brand perception while reducing call center volume. While Xcel's brand perception was already double the industry standard, they wanted to understand how personalized video messaging could affect customer perception and engagement, impact the call center, and drive program participation.

Solution:

Xcel used Apogee's outbound messaging platform to run a pilot program from 2019 into early 2020. During the pilot, timely and personalized video messages were sent to customers. Apogee analyzed billing histories to identify the most appropriate customers for each message.

1. A bill explanation video, sent to customers whose bills increased by more than \$20, quantified and explained the factors causing the higher bill (weather, days of service, rate change, behavior).
2. An energy summary video, sent to x, highlighting how energy consumption correlates with seasonal weather changes.
3. A COVID-19 video, sent to all customers, addressed customer's needs during the pandemic in a timely and cost effective way.

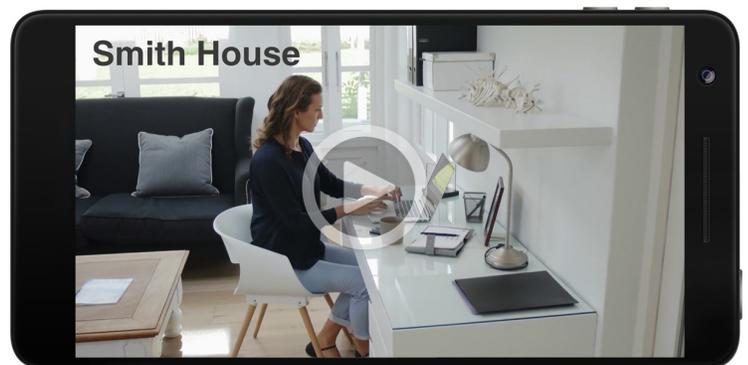
Results:

Using timely and personalized video messaging provided customers with relevant and useful information that improved customer perception and engagement.

The outcome:

- **25% increase** in Xcel's Net Promoter Score making their overall score 36, 140% above the industry standard
- **1 out of 2 customers** reported an improved brand perception based on Xcel's survey results
- **58% open rates** and **14% click-through rates** for COVID-19 message

In 2021, Xcel moved from the pilot into full-scale use delivering personalized video messaging with calls to action that drive multiple program initiatives. Using the outbound communications platform Xcel Energy continues to enhance their customer's experience and brand perception.



To schedule a demonstraton, contact Apogee at 678-684-6801
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