

Personalized Reliability Videos Increases Customer Satisfaction

Proactive bill alerts and home energy insights improved customer relationships amid rate changes, and enabled personalized member communications to drive participation in utility programs

The Challenge:

Providing electric service to more than 4 million customers across northern Illinois, Commonwealth Edison Company (ComEd) spent \$2.6 billion to upgrade their electric grid. Reliability improved more than 60% since 2012. However, many customers were unaware of this and the impact it has on their personal service. To better inform customers about their electric service reliability and improve customer satisfaction, ComEd began sending Personalized Reliability Reports (PRR) to its customers via email and mail in 2020. PRRs were sent to customers in March showing the customers' overall reliability for the previous calendar year and detailed outage information including date, cause and restoration time. While these reports were well received, ComEd needed a way to increase engagement and customer satisfaction further.

Solution:

For 2022 ComEd decided to test sending a Personalized Reliability Report Video to residential customers via email as a way to better engage customers. In late 2021 ComEd's Marketing, Communications and Reliability Teams worked closely with Apogee Interactive's team to finalize the video contents.

Over 30 days, from mid-March through mid-April of 2022, ComEd sent 2,113,393 PRR videos to residential customers who received electronic bills, or who had shared their email address with ComEd. Following a message from ComEd's CEO, the video highlights ComEd's electric grid reliability investments, shows the customer their actual reliability for 2021 versus 2020, mentions their March bill will include a detailed PRR, invites them to download the ComEd app, and then asks them to take a survey about the video.



Results:

ComEd's goal with the new video PRRs was to exceed internal benchmarks, especially the clickthrough rates (1.14 – 2.8%) because this is the best indicator of customer engagement. The Personalized video reliability reports achieved a 45.14% unique open rate and 3.63% unique clickthroughs, a significant improvement over ComEd's internal benchmarks. Furthermore, and most importantly, the survey responses reveal increased understanding and a more favorable impression of ComEd:

- Over **91% liked the video** - a little (38.73%) or a lot (52%)
- Over **83% found the videos valuable** - moderately (47.68%) or very (36.33%)
- Nearly **98% thought the videos were easy to understand** - easy (27.58%) or very (70.79%) easy
- Nearly **52% felt more favorable toward ComEd after watching the video**

ComEd's Personalized Reliability Report was recognized in August of 2022 as the winner of Chartwell's Gold 2022 Best Practices award in the category of communications.

To schedule a demonstration contact Apogee at **678-684-6801**
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