

Digital Engagement Strategy Improves Customer Satisfaction

Implementation of digital tools including online energy audits, self-service education tools, and personalized video bill explanations improved CSR response and customer engagement, increasing customer satisfaction scores

The Challenge:

Fayetteville Public Works Commission (Fayetteville PWC) is a community utility providing water, wastewater and electricity (83k customers) in eastern North Carolina. Being only one of 4 electric providers in Fayetteville, their vision is to be recognized as the best utility in the US by 2027. Specifically, Fayetteville PWC's goal is to achieve top quartile customer satisfaction. This is especially challenging since 20% of customers live in poverty, and annual turnover is 20% due primarily to the transient military community of Fort Bragg. They knew a digital engagement strategy was a highly cost effective way to achieve their goal of higher customer satisfaction scores.

Solution:

Fayetteville PWC engaged Apogee Interactive in the fall of 2021. The teams worked closely together to implement a comprehensive platform of tools to digitally engage and educate customers including:

- **Energy Advisor online home energy audit** – Personalized savings recommendations, bill analysis, and electric bill forecast
- **Online Calculator tools** – Seven different home end-uses including electric vehicles, heating system comparisons, smart thermostat and appliances cost estimators.
- **Outbound Personalized Video Bill Explanation** – Sent to customers whose bill changed by +/- \$25, provides links to help manage their bill including electric and water
- **New Customer Welcome Series of 3 videos** – Introduction to Fayetteville PWC, How to read bill/ways to pay, and Programs to help them save

In addition, Apogee trained the CSRs to use a tool tied into Energy Advisor, providing message consistency to more effectively and efficiently service customers. Following testing and baseline customer surveys, personalized video messaging began in early 2022.

Results:

Comparing baseline survey data from fall 2021 to ~~June~~ June 2022, after ~~the first~~ the first video bill explanations deployed, Fayetteville PWC saw an immediate uptick in customer satisfaction and remarkable improvements in their scores:

- ~~4%~~ 4% **increase** in overall customer satisfaction, moved up from 4th to 3rd quartile
- ~~2%~~ 2% **increase** in overall favorability
- **Improved from 3rd to 1st quartile** for “Cares about Customers” ~~and from 4th to 3rd quartile in “Manageable Bill” and “Reasonable Rates” categories~~
- Customers rate their videos:
 - 98%** – Easy to understand | **97%** – Useful | **88%** ~~Do not~~ Do not need to contact customer care

Fayetteville PWC is continuing to use Apogee's digital engagement platform and expects to continue seeing improvement in their ongoing customer satisfaction surveys.



**To schedule a demonstration, contact Apogee at 678.684.6801
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