



Jump-Start your Utility's EV Communication Strategy

Apogee's Digital EV Customer Journey

Apogee's EV solution offers comprehensive, digital communications throughout the customer journey to engage customers, change behaviors, and achieve your utility's EV goals while increasing customer satisfaction.

- **Onboard new and current EV owners** - increase rate adoption or incentive program participation.
- **Educate prospective EV owners** - about costs, bill impacts, utility incentives and rate options.
- **Ongoing messaging** - keep EV customers engaged to ensure optimal charging times, know their operating costs and savings.

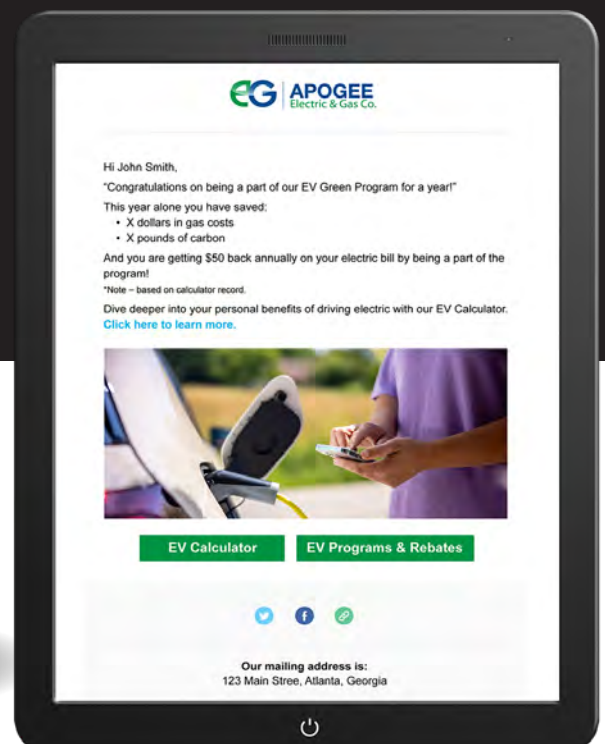


EV Opportunities

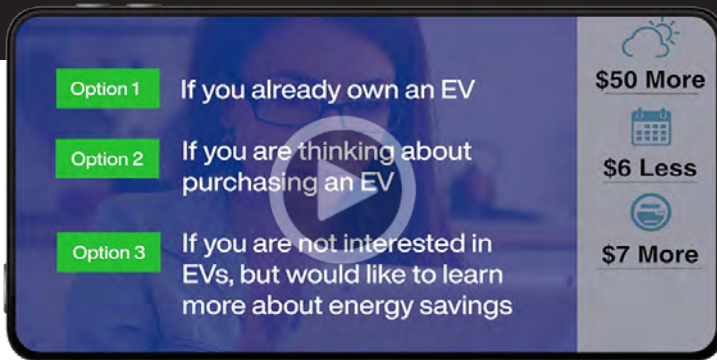
- Revenue Growth
- Improve Satisfaction
- Engage Customers
- Increase Renewable Energy Use

EV Challenges

- Risk Grid Reliability
- Peak Load Management
- Infrastructure Planning



EV Communication Strategy



This effective digital communications strategy provides:

- Targeted Personalized Interactive Videos
- Current and Potential EV Owners Identified
- Customized Calls to Action
- Conversion Tracking

Online EV Calculator also included!

- Unlimited Electric Vehicle Selections
- Shows Customers:
 - Total Cost of Ownership
 - Personal Carbon Impact
 - Whole Home EV Bill Impact
- Personalized Using Billing/AMI Data

Option 1

Already own an EV

- Incentives and programs specifically designed for EV owners
- Home charging installation and wiring rebates
- Explore EV rate plans

Option 2

Thinking about purchasing an EV

- EV Calculator
- Rate plans specifically designed for EV owners

Option 3

Not interested in EVs

- Energy Advisor

Watch Video ▶

Contact
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or visit apogee.net for more
information

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Empowering Utilities for the Future

