



Kankakee Valley REMC Increases Web Traffic and Helps Members Save by Dollarizing the Degrees

Problem:

After a brutal winter, Kankakee Valley Rural Electric Membership Cooperative was bracing for what could be an equally brutal summer. KVREMC in Indiana wanted to show members how to save and drive traffic to their utility's website. KVREMC needed a tool that would give members a quick, precise way to uncover inexpensive ways to save energy in their home. "Our goal is to provide our members with more control over their energy use and bills," said Amanda Steeb, Communications/Marketing Director, KVREMC.

Solution:

KVREMC selected *WeatherInsights* developed by Apogee Interactive, Inc. "We can't control the weather, but we can encourage members to make small changes that can have a big impact," Amanda said. "The application uses our rates and our local weather, so members can see the direct correlation between outside temperatures, their inside thermostat setting, and their energy costs" she explained. "Our goal is providing our members with more control over their energy use and bills, and *WeatherInsights* presents the data in dollars and cents so they can make informed choices," Amanda stated.

WeatherInsights is prominently displayed in the top right-hand corner of KVREMC's website, showing the current day's weather, an estimated energy cost for a typical home that day, and the weather for the next three days. Visitors just click on the app to see a 7-day forecast and corresponding break down of a home's energy costs on those days. A "Save Money" button takes them to an interactive virtual thermostat display where they can adjust the setting up or down to see the precise dollar impact per degree per day. They can also personalize the forecast by filling out a quick home profile for a more detailed analysis of their home's energy use and cost.

Promoting *WeatherInsights* has had a few additional benefits for the utility. The bill insert announcing the application **increased website visits by a factor 6** and their electronic newsletter drove them **up by a factor of 8** leading to **overall website traffic increasing by 40 percent** over the same period last year.



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