

PVM CASE STUDY

Driving Member Satisfaction, and Lowering Costs with Personalized Video Messaging

“Awesome!”

“This is one of the coolest things I’ve seen in a long time... and I work in the technology industry.”

“I was surprised, because I’ve never gotten a video explanation or any explanation, for that matter.”

“I liked it, much better than reading it on the bill, great job with the video”

When was the last time your cooperative got verbatims like that from its members?

These verbatims were gathered by Rappahannock Electric Cooperative (REC), which serves about 164,000 members in central Virginia. They were gushing over a customized bill-explanation video message, one of several Personalized Video Messaging services offered by Apogee Interactive.

Personalized Content is Key:

“We believe in proactive member communications, and Apogee’s Personalized Video Messaging service helps us deliver on that,” said Brian Baer, online communications specialist at REC.

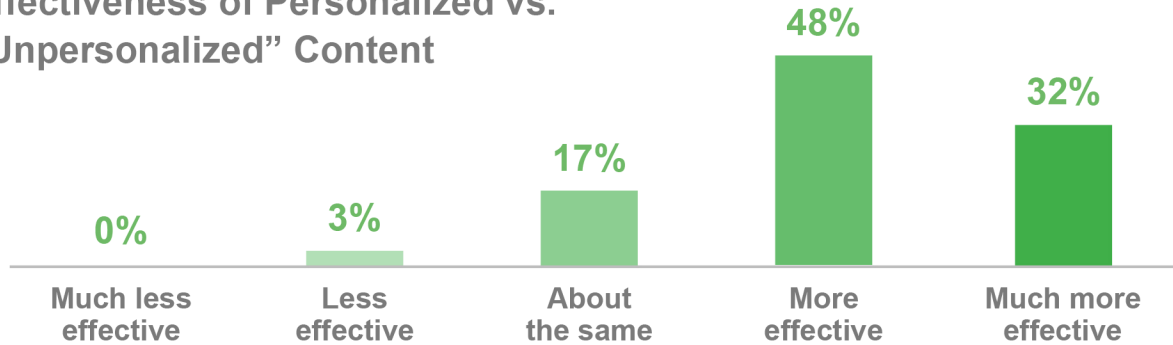
REC has been using Apogee’s personalized bill explanation video service for about two years. Each month, some of its members receive an email with a personalized, two-minute video explaining why the current month’s bill is different from last month’s bill.

“Video is the way of the world, at least for some segments, and we have found Apogee’s bill analysis video email service to be cost effective, popular and valuable to us and our members.”

“What makes the bill analysis video so great is its personalization,” comments Greg Cook, Chief Financial Officer at Community Electric Cooperative.

“Personalization makes a good product great.”

Effectiveness of Personalized vs. “Unpersonalized” Content



Easy to Understand Video

Using notification criteria set by the cooperative, participating members each month receive an email with a personalized video assessment of why this month’s electric bill differed from last month’s bill. The avatar in the video starts by discussing big-picture factors that affect the bill, such as the weather and number of days in a billing cycle.

After providing a specific dollar amount for the impact of each of those changes, the avatar then notes that some changes from one month to the next can’t be explained by those three factors. The avatar explains about changes on their side of the meter that could affect the monthly bill, such as:

- Thermostat changes
- Appliance use
- More people in the home
- Potential equipment problems

