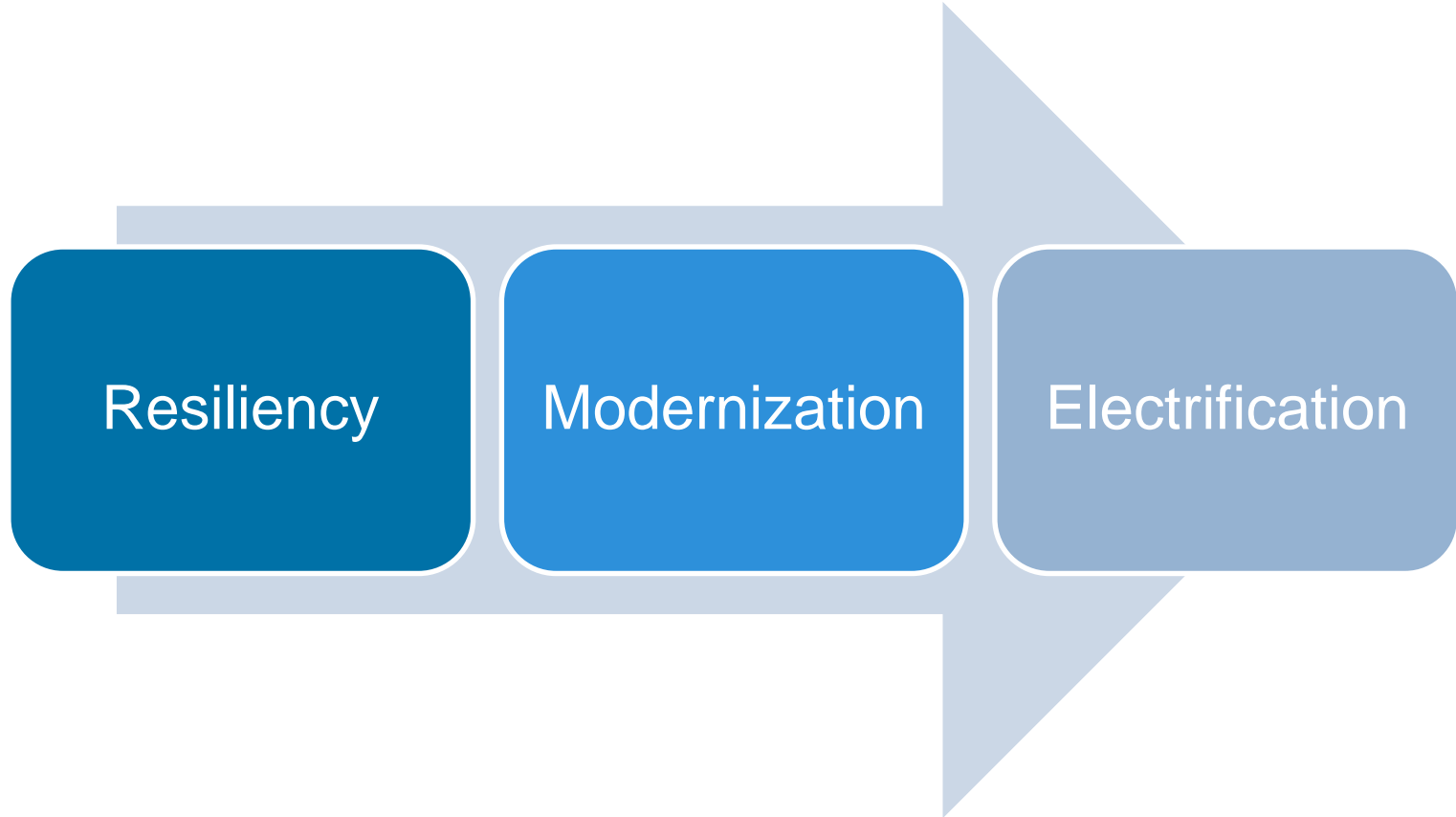


Georgia Power Innovative Marketing Efforts

Presented by: Jamie Farmer
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Georgia Power Smart Neighborhood™



Our **Smart Neighborhood™** homes are designed to provide valuable data and insight on connected devices, appliances and home comfort systems on customer energy consumption.

Project Objectives:

- Proactive Learning
- Effects of DER
- Study the Impact of the Connected Home
- Meet Future Needs of Customers

Comfort. Connectivity. Convenience.

Neighborhood Features:

46 townhomes

Four floors

3 or 4 bedrooms

2 car garage

2,349+ sq. ft.

Take the Tour:



The Marketing Impact



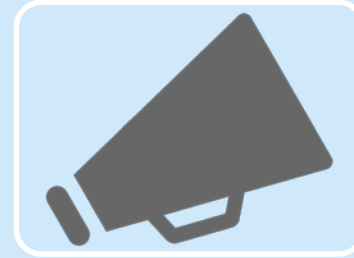
Products and
Services



Effective
Messaging



Brand
Alignment



New
Communication
Channel

Personalization with Adobe Target



Personalization with Adobe Target

At Georgia Power, we strive to provide our customers with competitive rates that meet their unique needs.

For customers that like predictability, we offer our **FlatBill** rate:

- Fixed bill for 12 months
- Based on previous energy consumption

Goals:

Increase customer satisfaction

Campaign enrollment

The screenshot shows a utility account page with two main sections: 'Account Details' and 'Your Current Bill'. The 'Your Current Bill' section displays a due date of 07/19/17, a total due amount of \$76.52, and a 'PAY NOW' button. Below this, there is a table comparing 'Total kWh Used', 'Average Daily Cost', and 'Days in Billing Period' for the current month and the next two months. A promotional banner at the bottom states: 'By enrolling in FlatBill you could be paying only \$65.27 this month.' A red circle highlights the \$65.27 value, and a red arrow points to it from the right.

	1 Year Ago	Last Month	This Month
Total kWh Used	363	400	374
Average Daily Cost	\$4.29	\$2.11	\$3.55
Days in Billing Period	32 days	32 days	30 days

2,500 enrollment in first month

Process Improvement

Increased CSAT

2019: Over 20,000 enrollments



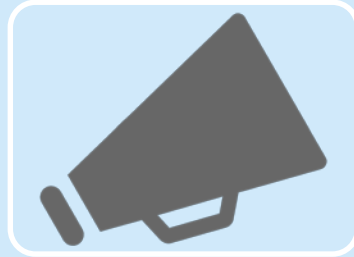
Products and
Services



Effective
Messaging



Brand
Alignment






Channel
Enhancement



Our pending **Voice Pilot** will help us evaluate the best approach to leveraging smart speakers in the home, and best engage with our connected customers.

The pilot will evaluate how customers participate with key account management information such as:

-  Billing Information
-  Energy Efficiency Tips
-  Customer Service FAQs

Launch Date: Q4 2019

Target Audience: Low-Income customers

The Marketing Impact



Products and
Services



Personalized
Messaging



Brand
Alignment



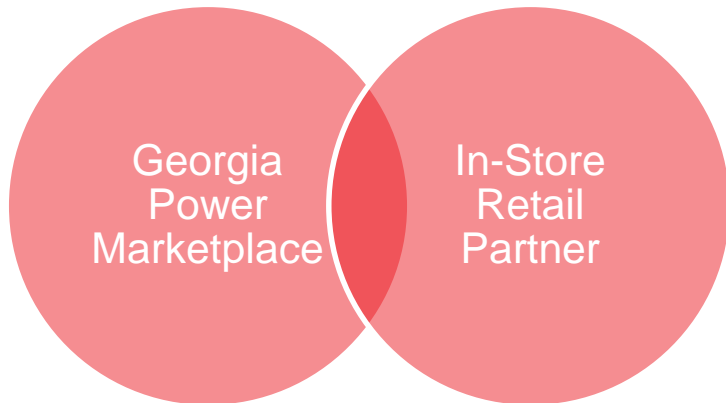
New
Communication
Channel

In the Retail Space: Partnering with Home Depot

Our **Lighting Program** is one of nine residential energy efficiency programs offered to our customers. Through the program, customers can conveniently purchase rebated lighting options that meet their needs.

Goal: Upgrade their in-home lighting to LED.

Engagement: Customers can purchase rebated LED lighting through:



The advertisement features a blue background with white text. At the top, it says "See savings in a new light." followed by "Vea los ahorros bajo una nueva luz." Below this, it states "Must be a Georgia Power residential customer. Limit 16 light bulbs per purchase." and its Spanish equivalent. On the right side, there is a white box with the text "INSTANT SAVINGS" and "Must be a Georgia Power residential customer. Limit 16 light bulbs per purchase." Below this box, it says "Brought to you by: Georgia Power". At the bottom left, there is a QR code with the text "Scan the QR code for more ways to save with our Home Energy Improvement Program." and its Spanish equivalent. To the right of the QR code, it says "Look for this label" and "Simply search for this label".

In the Retail Space: Partnering with Home Depot



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Instant savings to brighten your day.

Ahorros al instante para iluminar su día.

Must be a Georgia Power residential customer. Limit 16 light bulbs per purchase.
Debe ser un cliente residencial de Georgia Power. Límite de 16 bombillas por compra.

energy-saving tips.
Escriba el código QR para obtener más formas de cómo ahorrar con nuestro Programa de Mejoras Energéticas en el Hogar.



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Switch on the savings.

Encienda los ahorros.

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Save now, save later.


Ahorre ahora, ahorre más adelante.

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Georgia
Power