



A dramatic, dark scene featuring a massive, towering wave of deep blue water with white foam, appearing to surge forward. The wave is illuminated from within, giving it a glowing, ethereal quality. In the foreground, a small figure of a person stands on a wet, reflective surface, holding a dark umbrella. The person is positioned centrally at the bottom of the frame, looking up at the immense scale of the wave. The overall atmosphere is one of awe and potential danger, with a dark, stormy sky in the background.

CUSTOMERS CAN'T PAY

HIGHER SUMMER BILLS COMING

HIGHER BILLS FROM BEING HOME



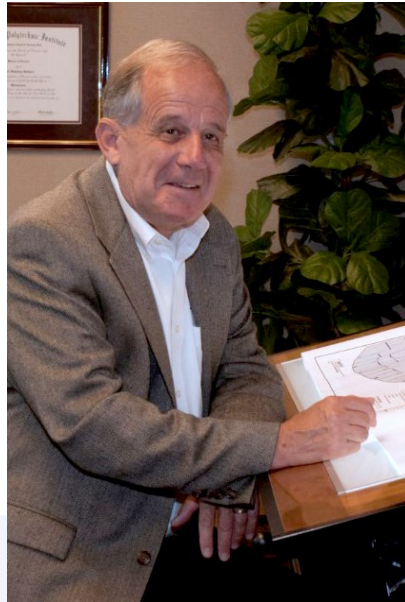
Facing the Perfect Storm

A presentation of
APOGEE[®]
INSTITUTE

APOGEE PRESENTERS



Susan Gilbert
CEO



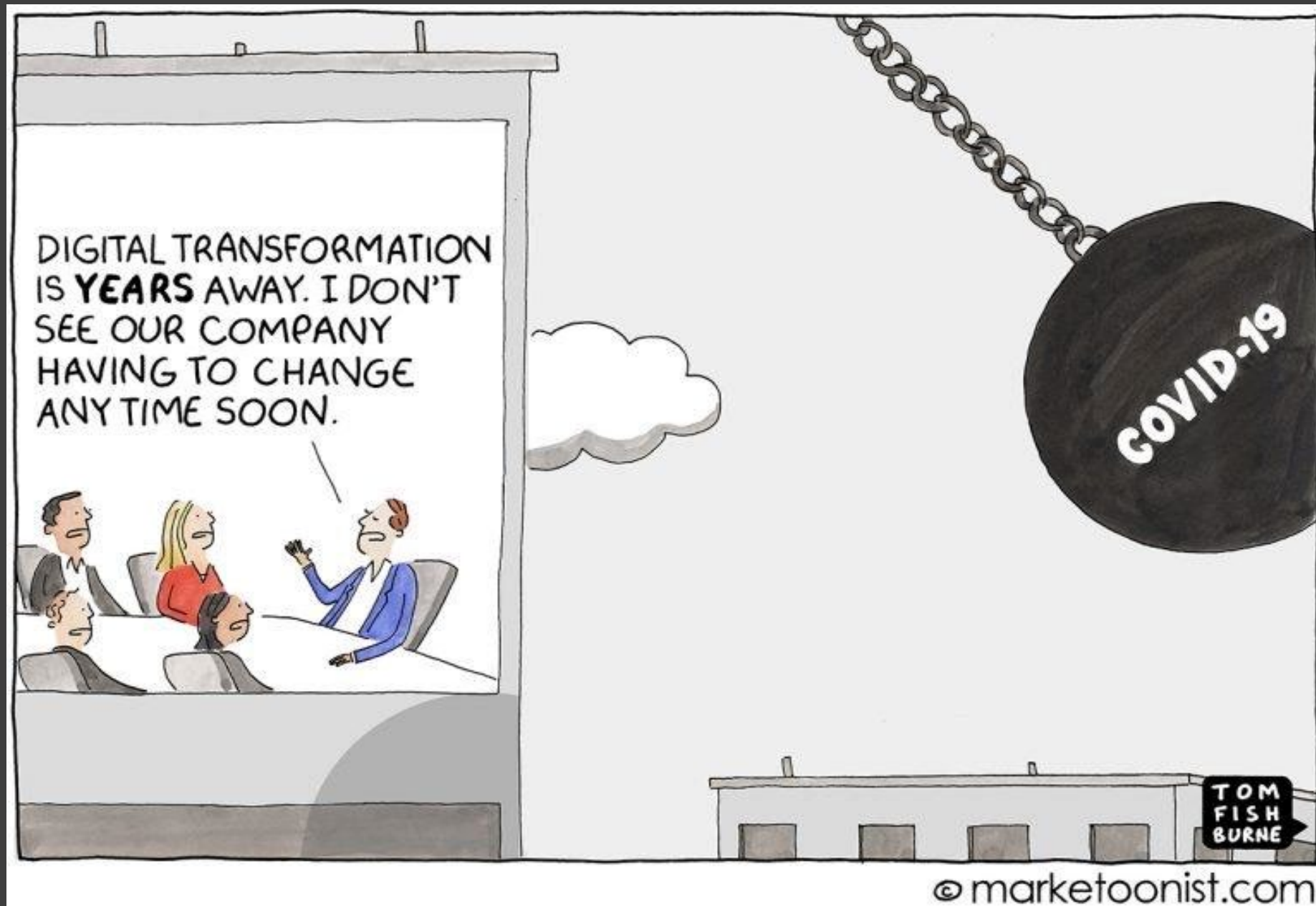
Joel Gilbert, P.E.
Chief Software
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Vice President



Elizabeth Burroughs
Engagement Manager



5 Point Agenda

1

Some creative methods of **showing customers you care**

2

Innovative ways of communicating **payment options**.

3

Pre-emptive techniques that **reduce high bill calls**.

4

Helping customers **help themselves**

5

How to **help CSRs** assist customers.

1 Showing Customers You Care



Explain why the bill changed since last month. *Analyze and Monetize:*

- Weather,
- Days-of-service,
- Rate change,
- Behavior in the home
- Then give relevant tips



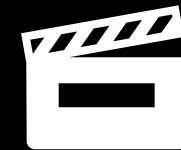
Extraordinary Engagement!
Use that to drive programs relevant to that customers:

- EV rate,
- Show utility's concern for customers.
- Notice bill explanation is condensed so we can add other information.
- Targeted Video Bill COVID-19 Tips

Response Has Been Hard to Believe!

1 Personalized Video Messages **Proven Results:**

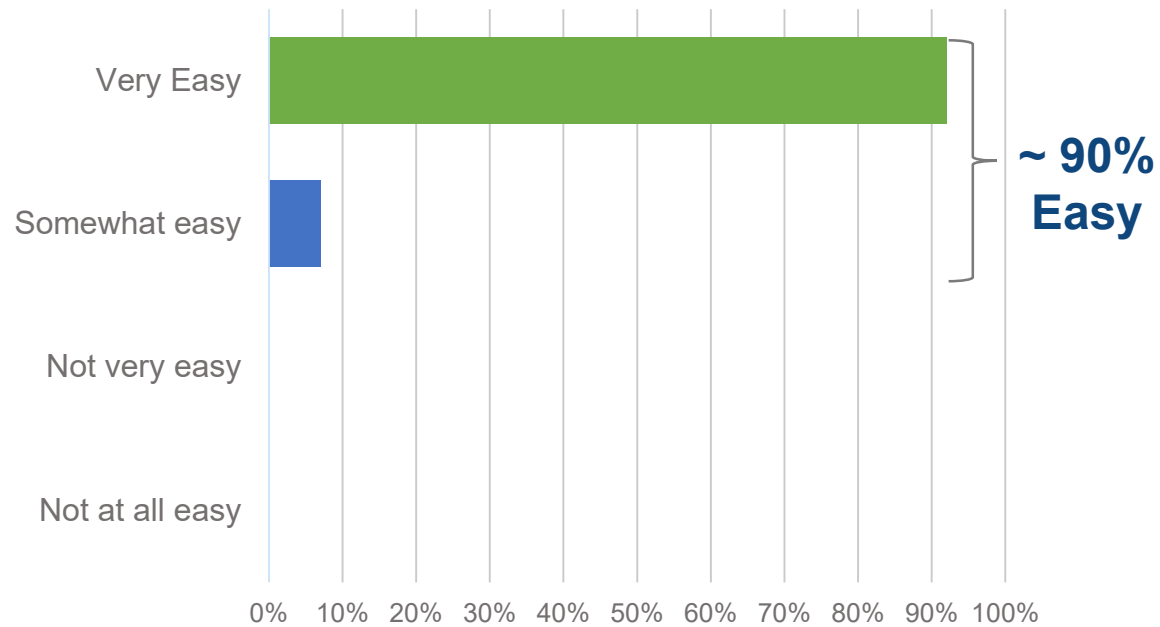
- **99%** Recipients request *more* videos
- **97%** Rate videos very or somewhat USEFUL
- **37%** Click-thru rates ...18 *times* Industry Standard
- **24 to 100** Point increases in JD Power scores
- **15%** Reduction in high bill calls



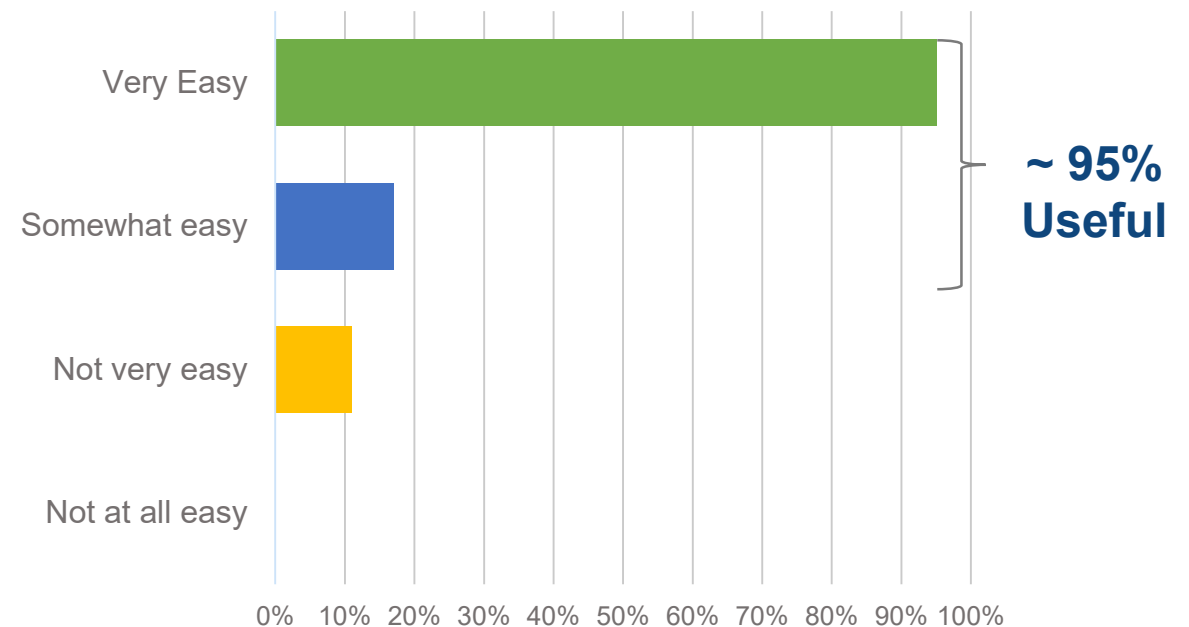
1

90+% Find Easy and Useful! 40% Higher CTR

Q1 How easy was the video to understand?



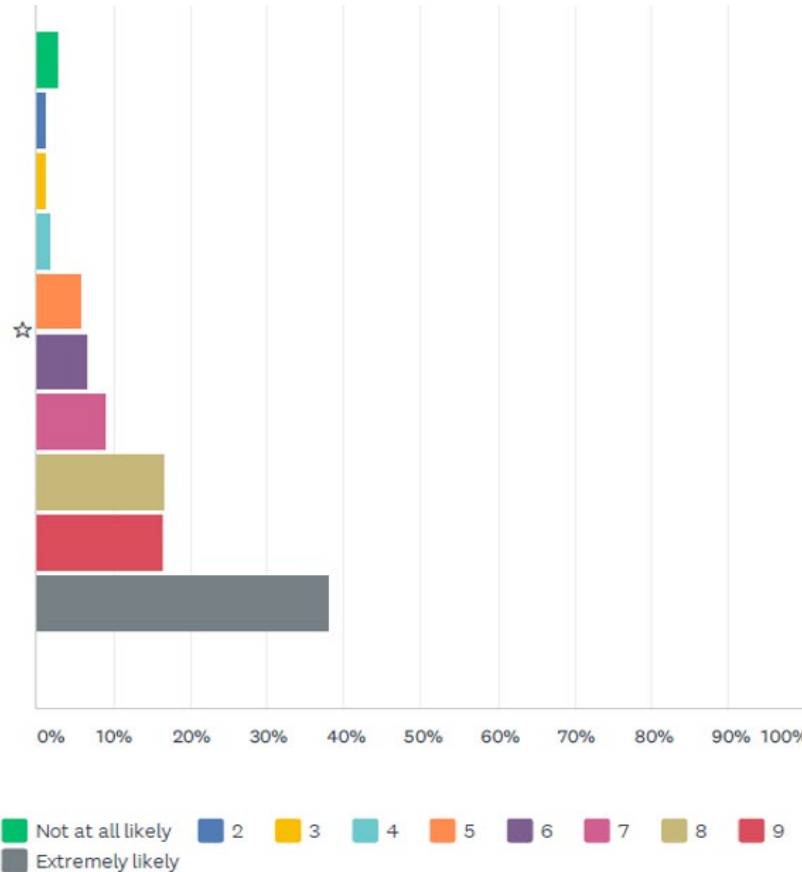
Q2 How useful was the information presented?



From Personalized Video Bill Explanation with Covid-19 Message

1

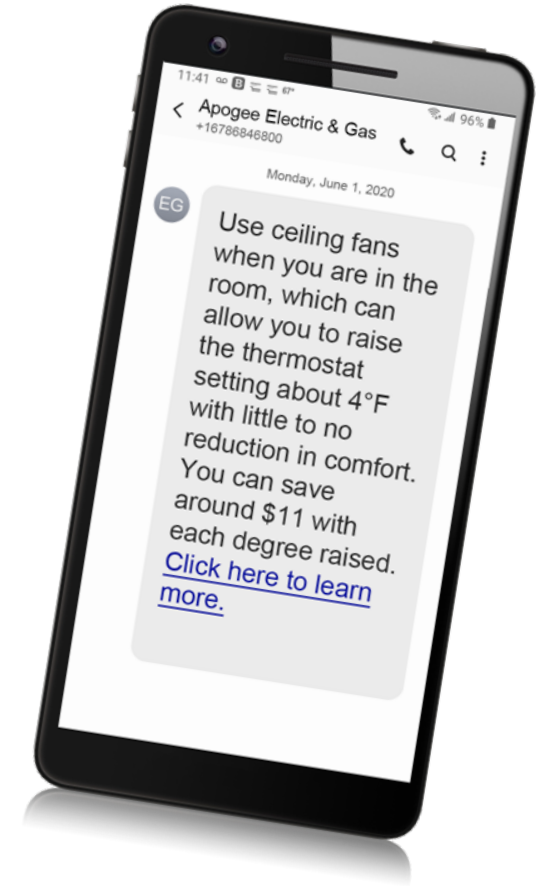
Boost to Net Promotor Score



	NOT AT ALL LIKELY	2	3	4	5	6	7	8	9	EXTREMELY LIKELY	TOTAL	WEIGHTED AVERAGE
☆	2.91%	1.22%	1.22%	1.88%	5.82%	6.62%	8.96%	16.71%	16.56%	38.10%	2,131	8.12
	62	26	26	40	124	141	191	356	353	812		

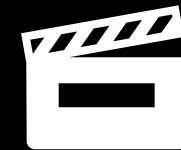
Special Concern for Hardest Hit: Low Income

- Share tips they *can* do...
...Not what they *can't* change
- Share dollar value of single degree



Remarkable Engagement from Text!

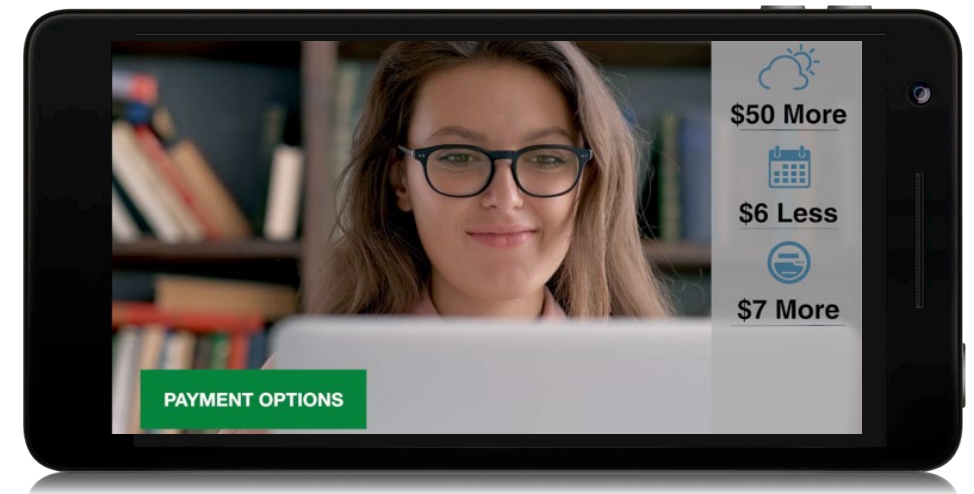
- **97%** Gave positive feedback
- **95%** Requested continue receiving messages



2 Communicating Payment Options

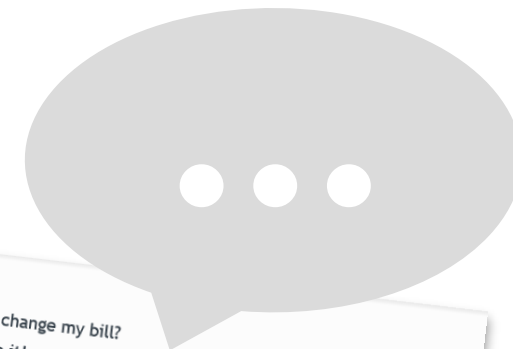
Make it Interesting and Easy

- Let customers help each other
- Click to reach payment options



AGAIN...*Response Has Been Hard to Believe!*

2 Verbatim Comments Say It All



- Factual and short, love it!
- I like the info on why the bill was lower
- Length is just about right, any longer and attention fades. For that reason, the recap screen at the end was a great idea.
- It explained the situation well.
- Nice idea and well executed. It just doesn't apply to us as we are in the process of building and not yet living in the home.
- I like that it told me what my difference in price from last month was and the reason
- Quick to the point information, love it
- I liked the breakdown in the potential reductions in cost.
- I liked the visuals.
- Pleasant, fast, informative
- I liked that it was personal to my situation
- Good to know bill is up, but not surprised. At home more, cooking at home more, using fan,
- computers and TVs more.
- neat feature, nice analytics,|remarkable.
- Good customer service
- Information is presented clearly.
- This is a nice idea. Don't know what you could improve as it was really good
- Get a clear view at what went up and what went down in cost to our monthly billing cycles.
- Simple & Clear
- Division of reasons for bill change
- I like that it was personalized brief!
- It is overly simple! You really don't even need a video to explain those things
- Please include a text summary of the video. I am not usually in a place I can watch a video on
- my phone.
- Answered the question 'why is my bill higher?'
- Very short & to the point. Specific area where it changed
- It's nice to have a snapshot of usage! Thanks.

- Easy to understand but never showed my total bill amount.
- But so what? You didn't offer any discounts, any tips on reduction, so why did you send this except to say 'hi, talk to us if you need to.' Maybe that was the point...
- Our ac is out and we didn't do anything different so the increases make no sense. We r not using heater either.
- Clear & understandable, impressive
- I liked that it was informative, the real question is how long will \$23.00 keep food on my table? Frankly, it hardly helps in these trying times. Don't take me wrong, I'm thankful for whatever you may help us out with. Thank you!
- Quick & informative, showed where can we improve
- The breakdown of the bill was nice so we can see why it changed.
- Very clear.
- Hard to tell if this was generic info or more personalized.
- Informative
- It was a very friendly use of IT and I didn't have to put a code or password and it just up front as to how the bill was and it showed.
- I like being informed
- Explaining the factors that can affect my bill. 4/29/2020 11:01 AM
- How it explained the changed in about due and ways to decrease energy use
- Include last bill amount. Liked that it was not overly long to watch.
- It was informative I just wish there was some credits applied do to the fact I'm unemployed because if Covid19
- It shows that you care to keep in touch with us and concerned about the times that we are in.
- I enjoyed understanding what can impact my bill, especially when it's starting to lower!
- Personalized! Nice!
- I like knowing the factors that affect my bill.
- It was nice to know my bill is lower and what impacted it
- How it showed my statistics in order to explain me
- Explained why my bill was lower.
- Short and sweet but informative
- Was informative thank you

- Good
- What are other factors that change my bill?
- Numbers unique to me. I like it!
- Showing temp changes and saving compared to that
- short, useful information
- I like your use of personalized video messaging!
- Glad to know my bill is less - there would be resources available since I lost my job
- easy to follow visuals
- Liked being alerted of the change plus the breakdown of savings.
- Reasons for why the bill may be lower this month.
- Nice presentation & useful information
- Nothing to say but thank you
- Easy to understand and view.
- Very simple. Easy to understand. Would be nice to see compared to last year at this time as well!
- I like that it showed why amount went up & the amount
- Nice to see what we saved
- I would like to see the full balance.
- The message was very clear.
- Good that you reached out!
- seeing we have used less
- Straightforward breakdown without information overload.
- Nice information. very personalized.
- Brief, make it longer
- Nice having billing cycle days included in calculation
- It gave an overview of our usage and why the different factors make a difference in billing.
- Love being able to see the contributing factors and net difference.
- It was nice to have an individualized bill analysis.
- Amazing you could do that, the way you analyzed it is impressive
- Clear and succinct.

- I liked the information given
- That you explained the billing, very helpful!
- informational
- Good to know you are looking at my billing the same way I do -- but others might not.
- I appreciated the personalized information about my bill.
- all good
- Price difference breakdown.
- Straightforward 4/26/2020 1:24 PM
- The video explains the changes so nicely. Easy to understand.
- 127 not sure 4/26/2020 1:18 PM
- 128 The video was okay but it should be more specific to what areas decrease / increased like
- electricity use, gas use.
- its good information I don't know anyway to improve it.
- Short and yet informative
- I loved everything. 4/26/2020 12:31 PM
- Well produced & informative 4/26/2020 12:18 PM
- more on how to save 4/26/2020 12:18 PM
- Nothing 4/26/2020 12:16 PM
- The email wasn't clear that the video contained personalized bill details using words like customized or personalized, since this technology is new and unfamiliar. Very well done.
- I liked hearing my bill went down by \$21 and what contributed to it going down.
- Useful information
- The presentation is fantastic. I'm still not sure how to control my electricity other than hope the weather is perfect.
- It was personalized
- I liked it. very informative
- Comparison to last month and why there was a difference
- Good having the bottom line right up front, the bill is higher and that's why...nice.

- Excellent quick summary
- Not sure why I needed to watch that video...
- Link to call number at the end of the video, so customers can click on it.
- Prefer this type of information in a written form instead of a video.
- Explain better how each of the three factors have an effect on your bill.
- The breakdown of energy saving.
- A little more information.
- More Data.
- I was unable to actually see what my bill is. So none of the explanation seem of interest.
- Identified factors like weather
- Dollar amount change
- I love that you guys are doing individualized videos - nice easy breakdown to follow!
- Not specific, presentation too fast
- Clear
- Easy to understand
- More info about other sources
- Can't think of anything, this is very well done. Don't know how you did it. Impressive!
- I liked that it told me I Saved \$15.
- I like it was my personal update and explanation
- Big improvement over the previous reports that compared our usage to neighbors. This is good because it is about our home. That's what I needed about.
- It's valuable and welcomed information why my is where it's at and what is involved.
- The compensation factors for temperature and days in the billing were perfect. Thanks!
- Helpful
- Liked the breakdown of the month to month bill changes
- Good to see how weather effected the bill and the difference in amount.
- Pleasant surprise

- I liked that you clearly itemize why the bill is different from the previous month.
- Shows transparency and instills confidence in me for the company. Thanks!
- I like the information
- It kept cutting in and out. I don't think I got all the info. 4/25/2020 9:42 AM
- It was great
- Don't change anything! Keep sending these.
- Showing use the new things
- The videos were nice and the information helpful
- I liked our specific energy breakdowns and factors
- Nice seeing the differences in each month
- Nothing comes to mind
- No change needed.
- Informative. Pleasant to watch.
- I like that it was my personal information
- It was a helpful reminder of why our energy use changes from month to month.
- Helpful analysis
- Is this a general video or specific to our household?
- It was simple
- That your giving this information
- I liked the breakdown of where the cost savings were 4/25/2020 9:01 AM
- Love that it was Customized for us
- Money I saved and why
- I would like an option to read about any changes. A video seems more like an announcement sent to multiple people. I didn't watch the video at first because I did not think it would be personalized.
- Easy to read and understand.
- Easy to understand
- short clear
- Comparison between months
- show us our bill. thanks for braking down savings
- Break down up categories

3 Reduce High Bill Calls

Proven...Pre-emptive Techniques

- 15% Call Reduction
- 90% Containment

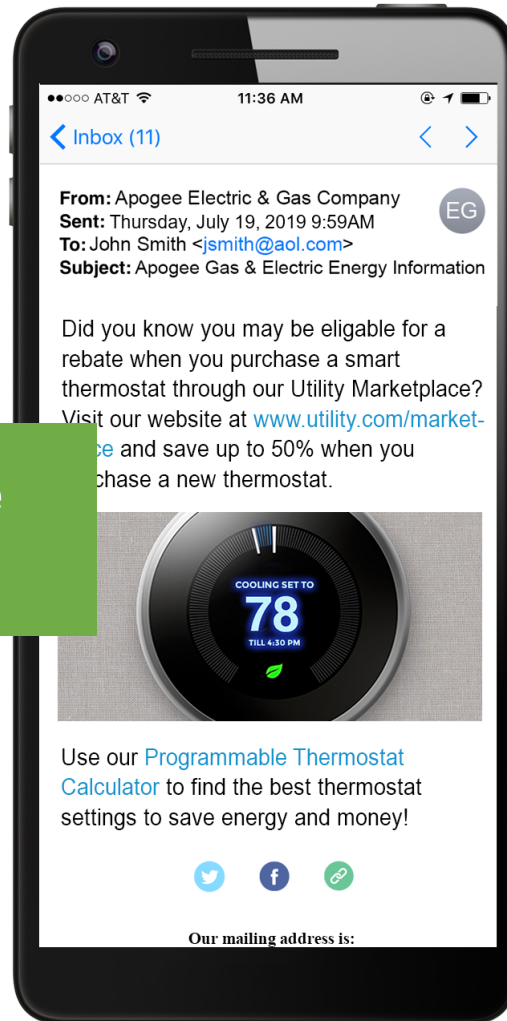
Expect High Bill Compliments

“Good morning Mr.xxx, this is one of your customers, Edwin and Diane xxx, calling. I was so impressed with the e-mail you sent about my light bill possibly being a little higher this month. I was so excited to get that e-mail but I knew it would be higher because we had cut the heat up a notch plus it was Christmas, but I was just so excited when I got that e-mail to know that you were looking at my electric bill and my usage. So, I just wanted to say THANK YOU so much and you keep up the good work. Have a blessed day.”

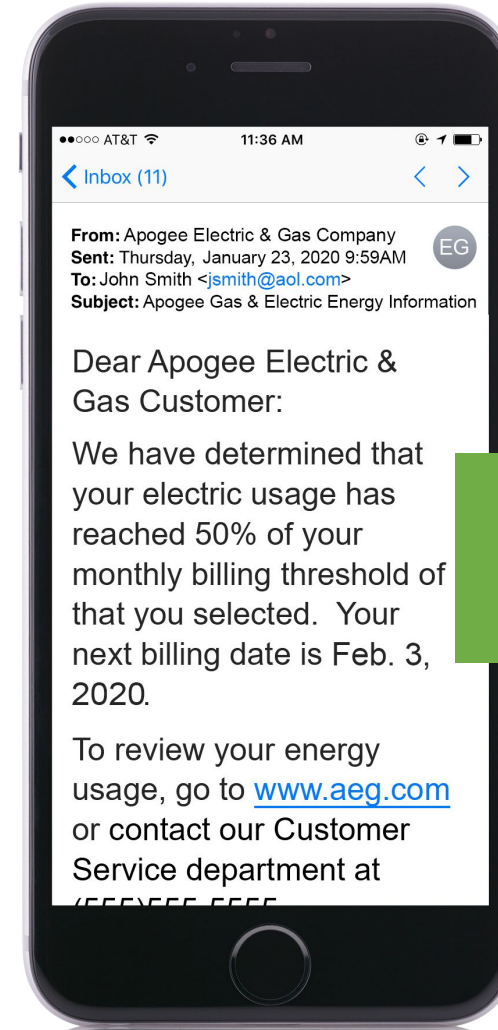


3 Reduce High Bill Calls

Informative proactive
tips and rebates



Mid-month notification



4

Help Customers Help Themselves



5 Recommendations

- Speak Their Language Dollars? Carbon Impact?
- Dollarized Recommendations
- Offer Appealing Program Links



EnergyWise Attic Insulation Program

Recieve up to \$300 towards upgrading your attic insulation by participating in this EnergyWise program.

Your Ways to Save

\$ Filter

My Home's Environmental Impact

17,082 lbs
carbon / year

Did You Know...



Do your part to reduce air pollution and save money. Carpool to work if you can.



Plant deciduous trees near your house to shade it during the summer.



Use solar powered walkway lighting to provide safe energy efficient night lighting.



Recycle your plastic, paper, and glass to reduce waste going to landfills.

Window Upgrade:

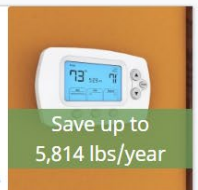
Replacing your single pane windows with high-efficiency windows can save you up to 6,157 lbs a year.



Save up to
6,157 lbs/year

Programmable Thermostats:

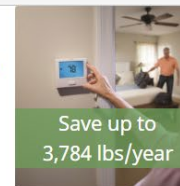
Your best money saving tip is using a programmable/SMART thermostat. It can save you as much as 5,814 lbs a year by holding 68°F for heating and 78°F for cooling when you are home and automatically setting to 55°F for heating and 85°F for cooling when you are away. Caution: Older heat pumps should only be adjusted by 2°F for heating to avoid triggering the emergency heat mode.



Save up to
5,814 lbs/year

Cooling Setting:

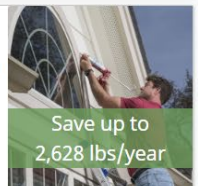
If you raise your cooling setting from 75°F to 78°F, you could save as much as 3,784 lbs per year.



Save up to
3,784 lbs/year

Weatherize By Professional:

If you have your house professionally weatherized, you could save up to 2,628 lbs a year.



Save up to
2,628 lbs/year



Cooling System Tune-Up Program

Get \$30 for Residential Cooling System Tune-up with our cooling system rebate. Check out our other offers and rebates for system upgrades too.

Insulation Upgrade:

ing ceiling and floor insulation can save you up lbs a year.



Save up to 685
lbs/year

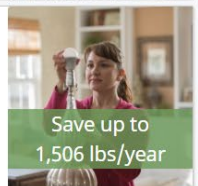


EnergyWise Attic Insulation Program

Recieve up to \$300 towards upgrading your attic insulation by participating in this EnergyWise program.

LED Bulbs:

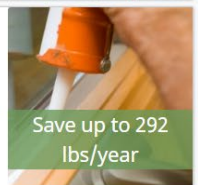
If you replace the remainder of the incandescent light bulbs you use most often with LED bulbs, you could save up to 1,506 lbs a year.



Save up to
1,506 lbs/year

Weatherize Your Home:

If you caulk around your windows and doors, make certain the weatherstripping on your doors and windows is tight, weatherstrip your attic door, and take other actions to seal your house further, you could save up to 292 lbs per year.



Save up to 292
lbs/year

4 Post Audit Messaging - Stay Connected

View this email in your browser


EG | APOGEE
Electric & Gas Co.

Hi John Smith,

Thank you for using our Energy Advisor! There were several programs suggested to help you save based on your personal home profile.

One of these is our **EnergyWise Attic Insulation Program**. You can receive up to \$300 towards upgrading your attic insulation by participating in this program. [Learn more...](#)

You can update your profile at any time. [Click here](#) to make changes or see more personalized savings tips!



[Twitter](#) [Facebook](#) [LinkedIn](#)

Our mailing address is:
123 Main Street, Atlanta, Georgia


Want to change how you receive these emails?

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EG | APOGEE
Electric & Gas Co.

Did you know you may be eligible for a rebate when you purchase a smart thermostat through our Utility Marketplace? Visit our website at www.utility.com/marketplace and save up to 50% when you purchase a new thermostat.

Use our [Programmable Thermostat Calculator](#) to find the best thermostat settings to save energy and money!



[Twitter](#) [Facebook](#) [LinkedIn](#)

Our mailing address is:
123 Main Street, Atlanta, Georgia

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5

Aid CSRs in Helping Customers



5

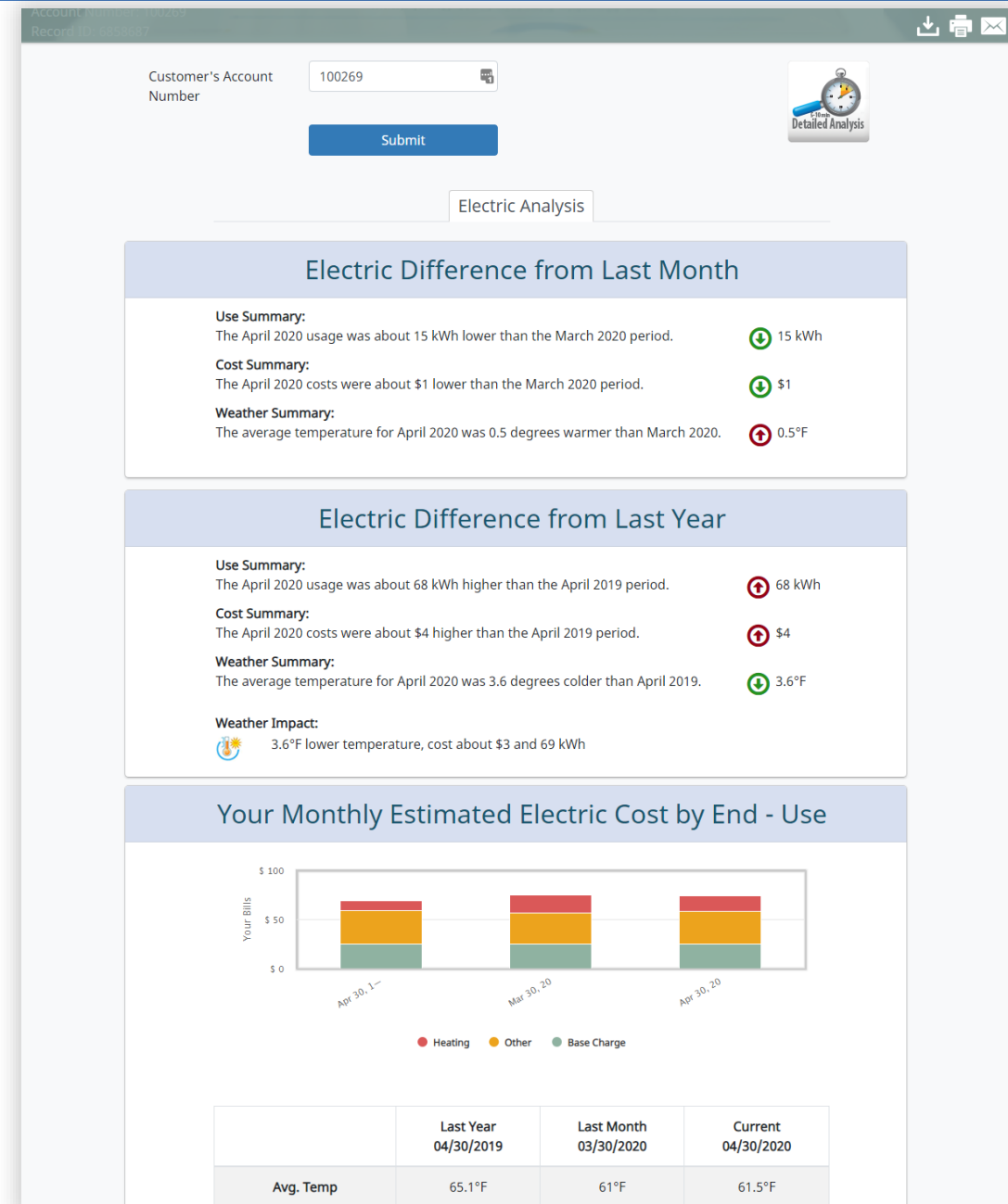
Instant Answers for CSRs

- Cuts call time
- Consistent answers
 - Website
 - From field audit
 - From CSR
- Builds trust



CSR Bill Analysis

- Tools for CSRs
- First Call Resolution
- Reason to Provide
- Explain the bill, ask for an email address, then send the report.



Summary

1

Some creative methods of **showing customers you care**

2

Innovative ways of communicating **payment options**.

3

Pre-emptive techniques that **reduce high bill calls**.

4

Helping customers **help themselves**

5

How to **help CSRs** assist customers.



Any Questions



Upcoming Webinars

Watch for these timely topics coming soon!

Summer Series - 2020 – 2:00PM EST

June “Bringing Value to Low-Income Customers.”

July “You’ve Sent Home Energy Reports – Now What?”

August “Helping Customers Understand Rate Options.”

Contact Us

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Empowering Utilities for the Future

Thank You!