



CUSTOMER RELATIONSHIPS



Building Strong Customer Relationships

Today's customers are more empowered than ever, and they demand a personalized connection with their providers. Apogee's engagement platform creates a superior customer experience and helps utilities with marketing automation, data analytics, artificial intelligence, targeted and relevant messaging.

Apogee's specialty is creating timely, personalized, communication that drives program participation, increases customer satisfaction, and improves brand perception.

Includes:

- ↑ Automated Marketing
- ↑ Personalized Video Messaging
- ↑ Energy Forecasting
- ↑ Strategic Communication Plan
- ↑ Personalized Energy Analysis
- ↑ Outbound Communications Platform

Utility Benefits:

- ↑ Increased Customer Satisfaction
- ↑ Drive Customer Participation
- ↑ Improve Brand Perception
- ↑ Enhance Customer Experience
- ↑ Reduce Cost to Serve
- ↑ Meet Goals



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