

APOGEE INFORMER JUNE 2020

A Message from Susan Gilbert, CEO

When the Goin' Gets Tough...

...*The tough get going*, which is precisely what we saw happen here at Apogee during this COVID-19 crisis. Like many companies, I, along with our talented team of developers, analysts, account managers, and engineers, came together and asked ourselves, "What can we do to help?" We are all working remotely, so our communication has been by video conference, which is where the idea was developed to offer our personalized video messaging service at no cost to any of our clients who would like to deploy it. Not surprising, many of them did and we have been pedal-to-the-metal fulfilling the promise.



The latest video message communicates to customers that their serving utility cares about them, understands bills will likely be higher with additional people being at home, and offers options for paying their bills or seeking financial assistance. The result? Stunningly positive reactions from those who have received them. They are making a difference!

- 90% or more of customers rated them Very or Somewhat *Easy to Understand*
- 95% or more rated them Very or Somewhat *Useful*, and
- 99% requested to continue receiving them, *with minimal opt-outs*.



Apogee's Personalized Video Messages are targeted to promote programs likely to benefit each recipient, therefore uptake is higher, making programs more cost-effective to market and administer. The COVID-19 videos end with links to payment options or information about financial aid. The video being highlighted here offers customers a link to donate to help their neighbors who are struggling to pay their bills.

<< Click Image to Play

Next month, we will report on the impact of this messaging. If you are interested in

learning more about Personalized Video Messages, feel free to reach out to me directly, or to your Account Manager. We are here to help!

In other news... [View the Apogee Institute Webinar: Facing the Perfect Storm](#)

Recorded on Thursday, June 4, 2:00 p.m. Eastern

We can all see the storm clouds gathering. Like many other industries, energy providers are facing a crisis:

- Customers have been sheltered-in-place at home and will incur higher bills from increased energy use
- Summer heat will drive up the already higher bills.
- Many customers have lost jobs and all or part of their income.

This combination is likely to lower customer satisfaction in general, cause delays in bills getting paid, and create unanticipated revenue loss. Utilities have a choice to be proactive, showing customers you understand their situations and are there to be helpful, or, by your silence, it could be assumed you are not sensitive to the current situation.



On this timely webinar, we will feature five highly cost-effective techniques any utility can deploy *now* to lessen the blow these inevitable forces will inflict.

1. Help customers help themselves in reducing their bills
2. Share simple methods of showing customers you care about them
3. Provide innovative ways of cost-effectively communicating payment options
4. Explain proven, pre-emptive techniques that reduce high bill calls
5. Assist customers through effective CSR applications

[View Recording](#)

Last Week: Florida Municipal Electric Association Proactive Communication with Customers Webinar

As the world adjusts to a new normal, utilities continue to deal with the impact of COVID-19. These extraordinary times provide utilities a unique opportunity to build stronger relationships with customers. Last week Apogee's Brenda Guthrie presented proven strategies utilities are using and how they are reaping the rewards of having a digital communication plan in place in response to the COVID-19 crisis.



Brenda Guthrie, Account Manager


The agenda included:

- Current State of Affairs
- Preferred Communications Channels
- Nurturing the relationship with Automation
- Self-service & Education
- New Frontier in Field Audits

Link to the presentation: <https://www.apogee.net/fmea-presentation/>

Brenda Guthrie serves utilities in the Southeast and parts of the Midwest to provide customer engagement solutions that align with utility goals. She has a strong bias for action, a drive to deliver results, and a passion for creating lasting partnerships. **Current utility initiatives keeping her busy are: rate transformation, COVID-19 messaging, encouraging customer self-service, customer satisfaction, and energy education.** Brenda has been residing in Atlanta for 7 years and has a degree in International Business from the University of Dayton.



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