

Extraordinary Experiences Deliver Sustained Engagement

**Horry Electric
Cooperative, Inc.**

A Touchstone Energy® Cooperative 

APOGEE®
Empowering Utilities for the Future





Jennifer Cummings, Public Relations & Marketing Coordinator for Horry Electric

Jennifer Cummings is the Public Relations & Marketing Coordinator for Horry Electric Cooperative, Inc. in Conway, S.C. She started at Horry Electric in November 2018. Jennifer has a Bachelor's degree in Journalism and Mass Communications from the University of South Carolina. After graduation, she worked at a TV station for nearly two years as a producer and was awarded an Emmy.

Jennifer's passions include producing and editing videos, writing and talking to people. Her job gives her the opportunity to incorporate all of her passions into communicating with the members of Horry Electric. Partnerships, like Horry Electric has with Apogee, are essential for providing Horry Electric's members with the information and tools they need each and every day.



Gordon Lay, Accounts Receivable/Energy Services Program Supervisor for Horry Electric

Gordon is a North Carolina native who graduated from Wofford College with a degree in Business Economics. He has worked at Horry Electric Cooperative in Conway, SC for the past 17 years. During this time, he has served as Cashier, MSR, AR Clerk, and currently as AR/Energy Services Program Supervisor. Gordon is married to his wife Beth of 14 years, and they share two young sons. In his free time, he enjoys playing golf at one of the more than 80 Grand Strand courses.



Danny Watkins, Account Manager for Apogee Interactive

Danny is an Atlanta area native. He spent 12 years in Chattanooga, TN. There he met his wife of nearly 11 years. He also graduated from the University of Tennessee at Chattanooga in 2018 with a bachelor's degree in Environmental Science with an emphasis in Geology. Since graduation, he completed an Internship with Apogee in October 2018. He then started full time with Apogee in August 2019 as an Account Manager. Most of his large accounts are in the Carolinas. He enjoys singing and listening to music (all genres), sports, and spending time with his family.

Agenda

- Communication Strategies
- Improving Member Satisfaction
- Boosting Operational Efficiency
- Best Practices
- Next Steps

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Multi-Channeled Digital Engagement

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FACTS:

- Organized on April 25, 1940
- Energized on January 7, 1941
- Members: 69,897
- Meters: 84,507
- Substations: 25
- Miles of Line: 5,467.53
- Serve only one county
- Percent of Residential Accounts: 86.74%

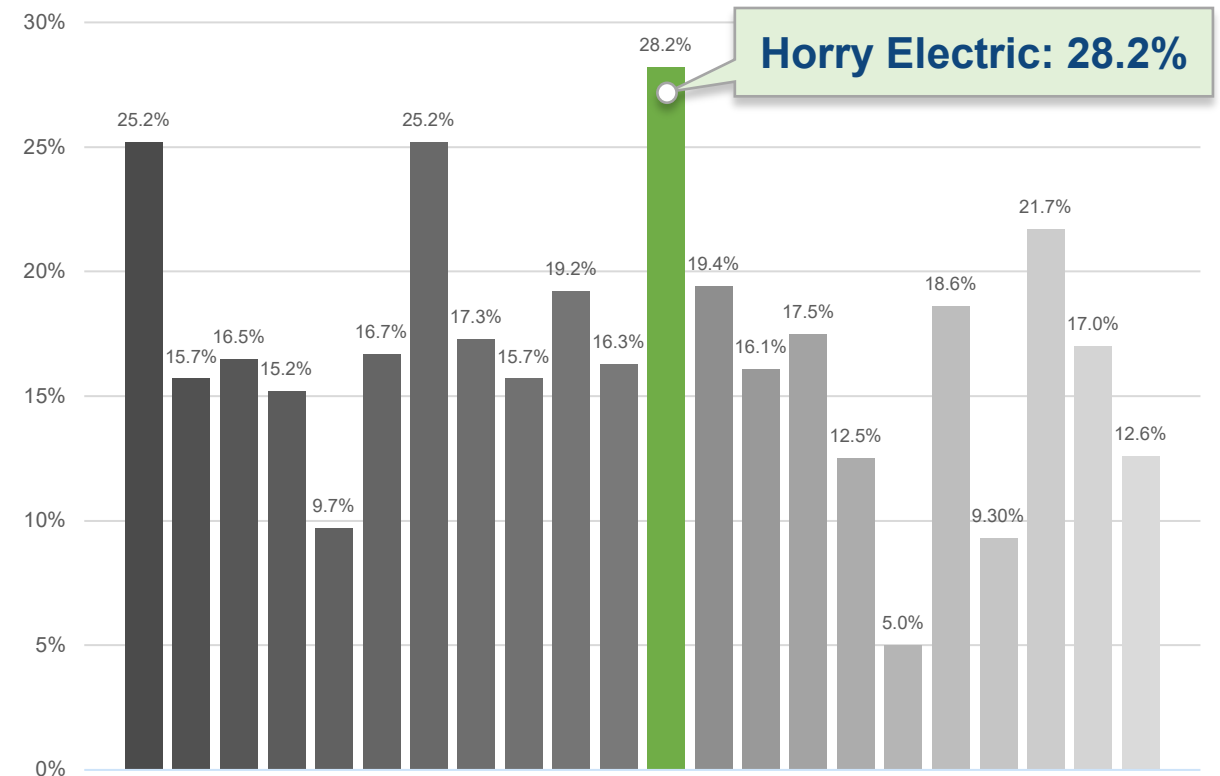
Personalized Video Bill Explanation

Video Bill Explanation:

- Weather
- Days of service
- Potential rate changes
- Other factors



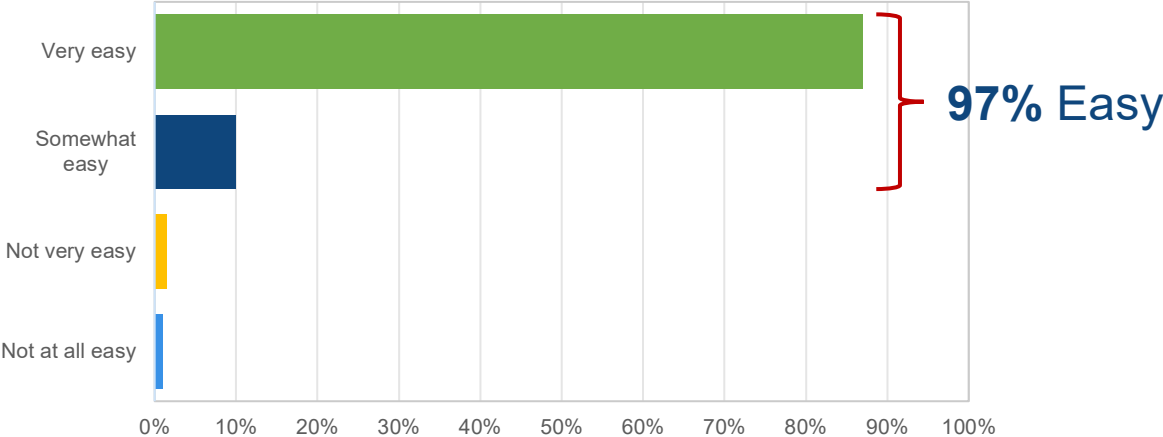
Horry Electric CTR% compared to other participating utilities (Jan-Nov 2021)



Video Bill Survey Results (Jan-Nov 2021)

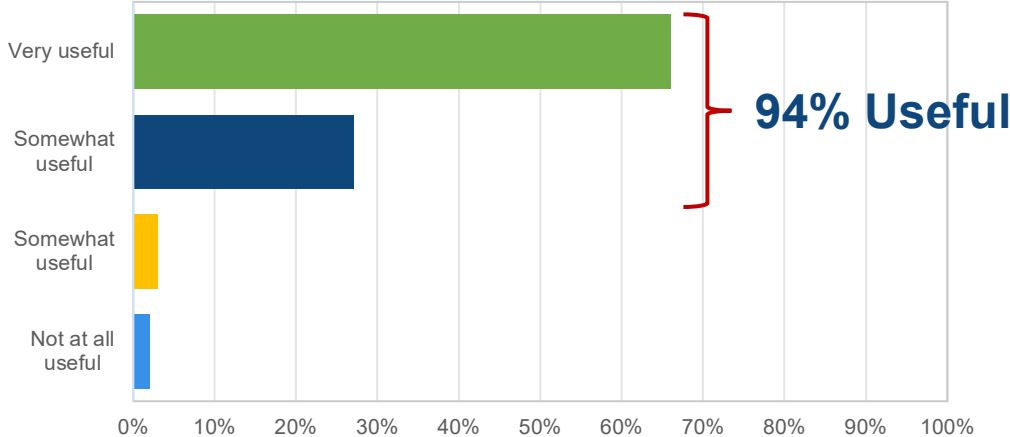
How easy was the bill explanation to understand?

Answered: 2,601 Skipped: 13



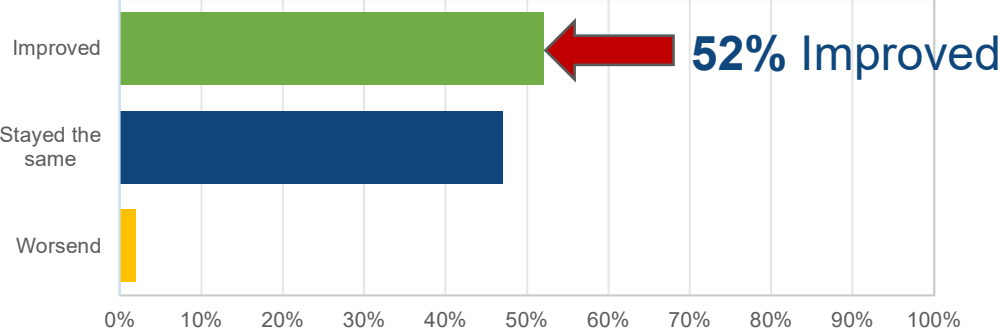
How useful was the information presented?

Answered: 2,606 Skipped: 8



After watching this video, has your perception of Horry Electric changed?

Answered: 2,596 Skipped: 18



Preparing For Cooler Weather

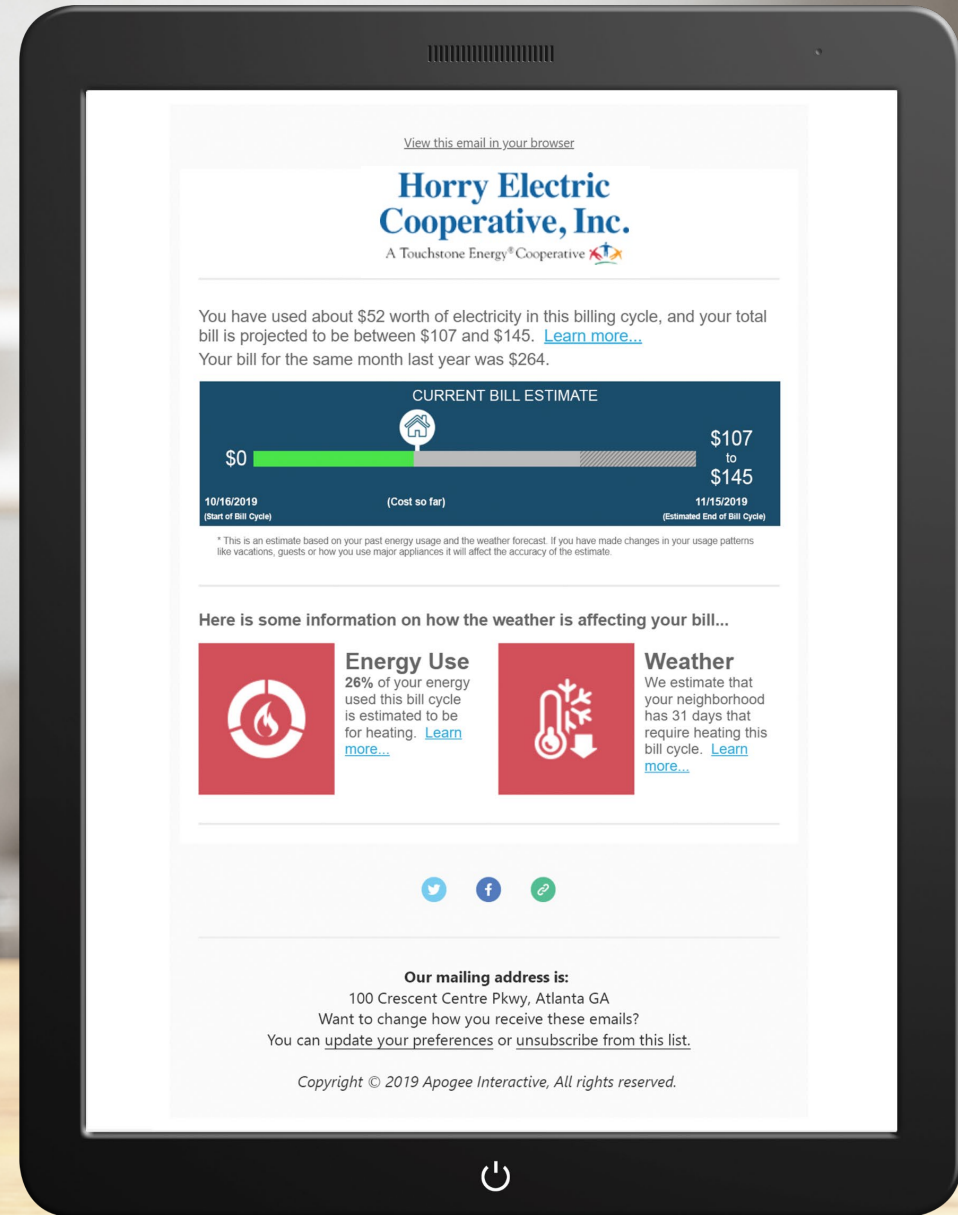
Pre-Heating Video

- 32% Unique Open Rate
- Video Bills saw a 31% CTR
- Survey Results:
 - **Over 99%** said the video was easy to understand.
 - **92%** said the information was useful
 - **99%** said their perception of Horry has improved or unchanged



Mid-Cycle Alerts

- Proactive vs. Reactive Communications
- Started sending in March 2021
- 46% Unique open rate



Next Steps and Goals for 2022

Welcome Series in 2022

Month 1:
Welcome to
Utility

7-10 days after
service starts
(or within one
month)

Month 2:
Understanding
Your Bill

3-4 days
after 1st bill

Month 3:
Program
Promotions

3-4 days
after 2nd bill

Month 4:
General Video
Bill Explanation

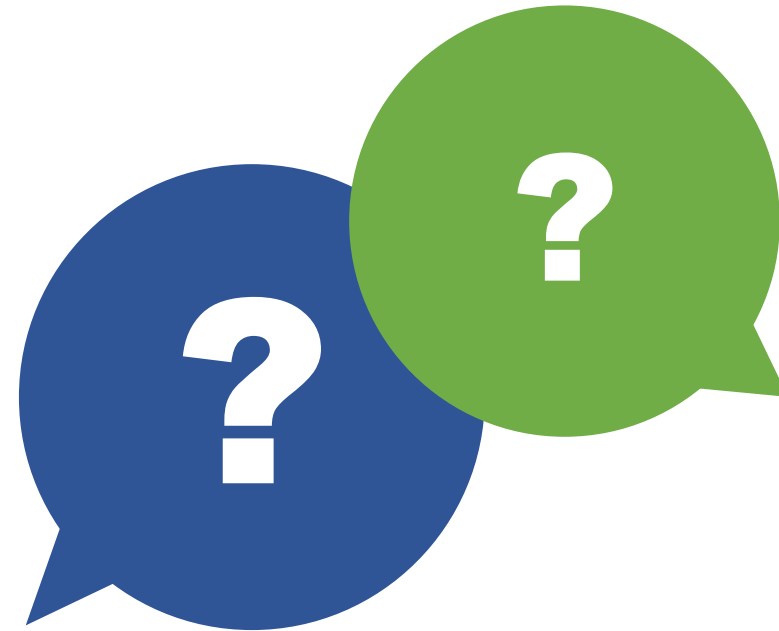
3-4 days
after 3rd bill

Targeted Video Bills

- Paperless Billing
- Budget Billing
- Appliance Calculator



Any Questions





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Thank You!