

Easily Integrated Digital Platform Builds Strong Member Relationships

Proactive bill alerts and home energy insights improved customer relationships amid rate changes, and enabled personalized member communications to drive participation in utility programs

The Challenge:

Oklahoma Electric Cooperative (OEC) serves over 50,000 members in central Oklahoma. Autumn McMahon, Manager of Marketing and Member Services, previously launched OEC's TOU rate member education campaign using blog posts, energy audits, social media, and website energy saving tips. However, with impending rate increases, OEC needed a way to deliver proactive and personalized energy use and billing data to educate members on ways to save energy and build strong member relationships.

Solution:

After considerable research, OEC selected Apogee's digital platform which seamlessly integrated with OEC's NISC billing system and uses AMI, utility billing and local weather data. The solution included:

- **Energy Advisor Enterprise** - a web-based home energy audit calculator designed to educate and collect home profile data to further personalize member communications. This tool provides:
 - **Personalized energy saving tips** based on profile inputs
 - An **energy forecast tool** showing the daily cost of energy
 - Specific recommendations to promote programs or products
- **Envoy** – an automated outbound personalized digital communications program that includes:
 - **Mid-cycle bill forecasts** - current bill and a predictive estimate of the final bill
 - A call to action to **drive participation and awareness in a program or event**
 - **Surveys** to allow member feedback

Starting with a soft launch for the pilot program, OEC sent about 1,400 emails in January of 2018. Gaining momentum over the summer, OEC had sent 153,805 mid-cycle email alerts in just 9 months.

Results:

Putting OEC members in control of their energy use built stronger relationships and started meaningful conversations about energy use.

- **42%** in program participation and increased open rates and click-thru rates.
- **92%** average email open rate, well above expectations
- **94%** of members wanted to continue getting personalized email alerts
- **94%** of members indicated messages were very or somewhat useful
- **11,470** home energy audit calculations completed, a substantial increase in home profile datas.

OEC is using the home profile and AMI data to personalize messages about relevant programs and rebates. Autumn McMahon said, "The best part of this program is my team doesn't have to do the leg work." Future plans are to use the platform to drive participation in paperless billing and build awareness of capital credits.



**To schedule a demonstration contact Apogee at 678-684-6801
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