

# Did you know...

**\$1** of cost reduction



has the  
**SAME**  
**INCOME**  
**IMPACT**  
as...

**\$10** of revenue



## Apogee's engagement platform reduces costs by...



### Reducing Calls



High bill calls can cost  
**\$12.50**  
per call

Utilities can reduce calls as much as  
**15%**

**90%**  
of customers avoided calls viewing a Video Bill Explanation

## Personalized billing data...



✓ Personalized Marketing is **30% more effective**

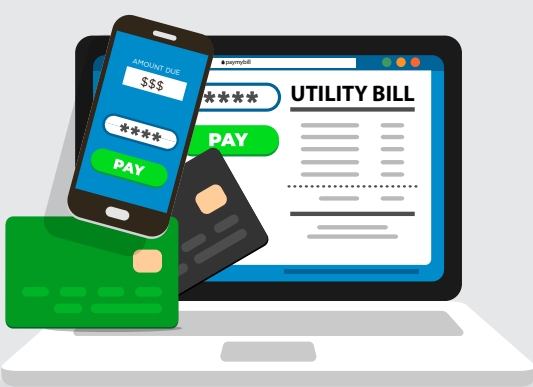
✓ **\$44 ROI** for every \$1 spent on a personalized email campaign

## Providing virtual audits...

Save **\$150 to \$350**



## Driving programs like paperless billing...



- E Billing saves **\$600,000** annually per 100,000 customers
- Increases customer satisfaction
- **75%** of customers say they manage finances better with E bills

Learn more about Apogee's Engagement Platforms.  
Visit [apogee.net](http://apogee.net) or email us at [info@apogee.net](mailto:info@apogee.net)

**APOGEE**  
Empowering Utilities for the Future