

# High Bill Complaints: Drive Down Costs with Customer Engagement



Why reducing high bill complaints matters...



High bill calls can cost  
**\$12.50** per call  
+  
Potential call reduction is  
as much as **15%**

**\$1** of cost reduction

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

**\$10** of revenue



**THE**  
**BOTTOM**  
**LINE**

Every avoided call is equivalent to  
**\$125** of additional revenue  
to your utility.

Engaging  
customers  
reduces high  
bill complaints



Apogee's solution uses the customer's **actual energy use and billing data** to send proactive email or text messages:

- ✓ High bill alerts
- ✓ Bill forecasts with tips for reductions
- ✓ High bill explanation video
- ✓ Customer enrollment into budget billing

**90% of customers**  
who viewed a high bill  
explanation video  
didn't call

Personalized email  
marketing is  
**30% more effective**  
than generic email

Your Return on Investment using  
Apogee's customer engagement platform



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

Long-time client Brett Alkins summarizes their results using Apogee's engagement platform as follows:

“

“We have been able to deescalate many high bill complaints where a truck roll may have otherwise been the only way to resolve the customer complaint, and we are improving our relationship with our members by opening a dialogue.”

**APOGEE**  
Empowering Utilities for the Future

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