



ENERGY WEBINAR

Enhancing the Overall Customer Experience Through Outbound EE Program Promotion

Dave Defide, Sr. Programs Manager, Duquesne Light Company
Kim Johnson, Key Account Manager, Apogee Interactive, Inc.

April 12, 2022

Our Speakers



Dave Defide, Sr. Manager, Customer Programs, Duquesne Light Company

Dave Defide is responsible for Duquesne Light's Energy Efficiency (ACT 129) and Income Eligible programs. These programs help customers conserve energy while lowering their electricity costs. Duquesne Light invites residential, commercial and industrial customers to take advantage of a wide range of energy efficiency measures. Dave graduated from Robert Morris University with an MBA and has been in the energy efficiency and conservation field for over 22 years.



Kim Johnson, Key Account Manager, Apogee Interactive, Inc.

Kim has spent over 25 years in technology sales. She works directly with Apogee's clients such as Con Edison, Orange & Rockland, Duquesne, and Unitil on development and execution of their digital customer engagement strategies. Prior to joining Apogee, she held the position of Vice President of National Accounts for GTxcel, a Massachusetts based digital publishing solution provider. She has held leadership positions at the Sayers Group and NEC Computer Systems Division, and served on the Board of Directors for Association Media & Publishing.

Kim holds a Bachelor of Science in Communication Disorders from the University of New Hampshire.

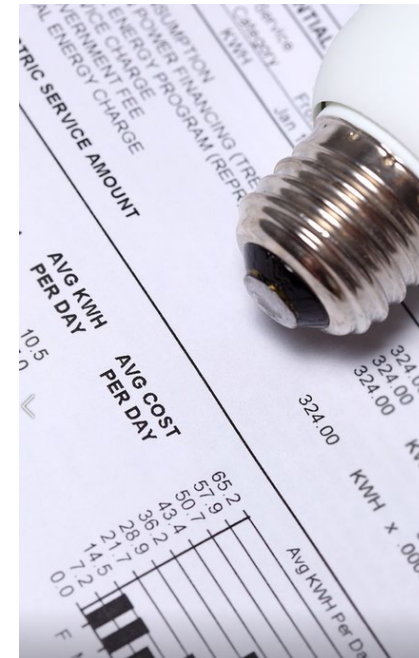
Today's Agenda

- Speaker Introductions
- Duquesne EE Program History
- Act 129 Phase IV
- Piloting Outbound Messaging
- Launching Full Scale
- Engagement and Survey Results
- Q&A



Duquesne EE Program History

- Act 129
- **Kit Offering Triggered by completion of Energy Advisor Online Energy Audit**
- **Over 150,000 kits sent out over the 12-year program**
- **Kit program extended due to Covid**



Preparing for a new Phase

- **As Kit program wound down, launch of Video Bill Explanation Pilot**
- **Pilot ran October 2020-September 2021**
- **Only sent to customers who had bill change of > \$20**
- **Excellent Opens and Click Through Results**
- **No Internal Issues or Complaints from Customer Service**
- **Launched Full Scale October 2021 as part of Phase IV**
- **Promote EE programs at end of videos**



Targeted Video Bill Explanation-Budget Billing



Engagement

- Higher than Industry Standard Opens and Clicks
- Customers Engaged and Eager to Learn

Name	Sends	Opens	Open %	Unique Opens	Unique Open %	Clicks	Click %	Unique Clicks	Unique Click %
▲									
End of Year Summary									
January 2022	163,804	116,575	71 %	72,215.0	44 %	9,894	6.0 %	7,908	4.8 %
Total	163,804	116,575	71 %	72,215.0	44 %	9,894	6.0 %	7,908	4.8 %
Monthly Bill Analysis									
October 2020	54,584	43,691	80 %	21,863.0	40 %	9,773	17.9 %	8,103	14.8 %
November 2020	28,167	25,744	91 %	12,714.0	45 %	4,866	17.3 %	4,077	14.5 %
December 2020	37,021	34,587	93 %	17,652.0	48 %	6,168	16.7 %	5,125	13.8 %
January 2021	35,271	35,239	100 %	18,054.0	51 %	7,082	20.1 %	5,902	16.7 %
February 2021	36,094	35,273	98 %	18,633.0	52 %	7,069	19.6 %	5,883	16.3 %
March 2021	34,045	31,230	92 %	16,842.0	49 %	5,456	16.0 %	4,526	13.3 %
April 2021	28,936	25,301	87 %	13,867.0	48 %	4,143	14.3 %	3,492	12.1 %
May 2021	23,516	19,171	82 %	10,435.0	44 %	2,697	11.5 %	2,285	9.7 %
June 2021	89,815	83,209	93 %	43,163.0	48 %	12,262	13.7 %	10,405	11.6 %
July 2021	77,652	71,816	92 %	38,471.0	50 %	10,637	13.7 %	8,920	11.5 %
August 2021	36,288	32,191	89 %	17,731.0	49 %	4,768	13.1 %	4,006	11.0 %
September 2021	35,486	32,542	92 %	17,895.0	50 %	5,010	14.1 %	4,214	11.9 %
October 2021	56,223	51,312	91 %	28,933.0	51 %	8,078	14.4 %	6,767	12.0 %
November 2021	40,097	36,707	92 %	21,267.0	53 %	6,552	16.3 %	5,308	13.2 %
December 2021	57,321	55,595	97 %	33,087.0	58 %	9,764	17.0 %	7,892	13.8 %
February 2022	56,743	55,040	97 %	32,541.0	57 %	9,128	16.1 %	7,295	12.9 %
Total	727,259	668,648	92 %	363,148.0	50 %	113,453	15.6 %	94,200	13.0 %

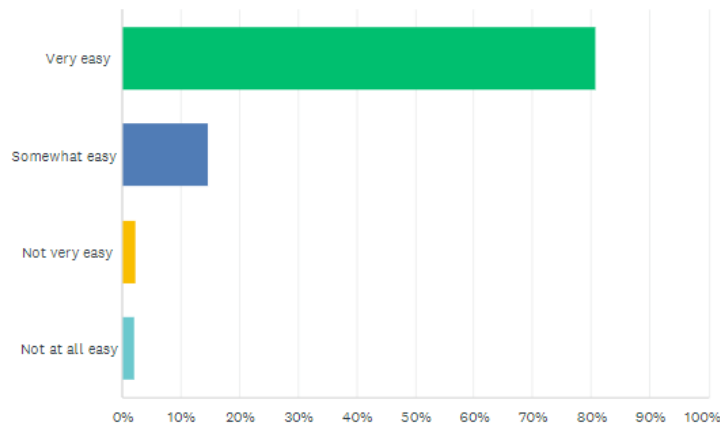
Survey Results

October 2021-February 2022 VBE

Duquesne Light Bill Analysis Survey

Q1 How easy was the bill explanation to understand?

Answered: 4,034 Skipped: 17

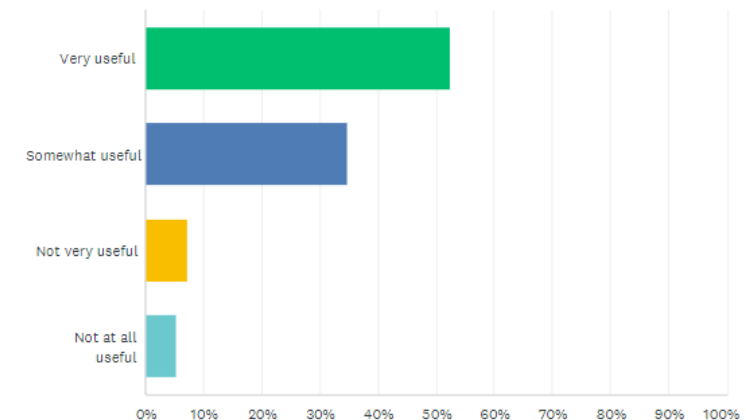


ANSWER CHOICES	RESPONSES	
Very easy	80.86%	3,262
Somewhat easy	14.70%	593
Not very easy	2.28%	92
Not at all easy	2.16%	87
TOTAL		4,034

Duquesne Light Bill Analysis Survey

Q2 How useful was the information presented in this video?

Answered: 4,035 Skipped: 16



ANSWER CHOICES	RESPONSES	
Very useful	52.54%	2,120
Somewhat useful	34.72%	1,401
Not very useful	7.34%	296
Not at all useful	5.40%	218
TOTAL		4,035

- 3855 answered Very Easy or Somewhat Easy (95.56%)
- 3521 answered Very Useful or Somewhat Useful (87.26%)

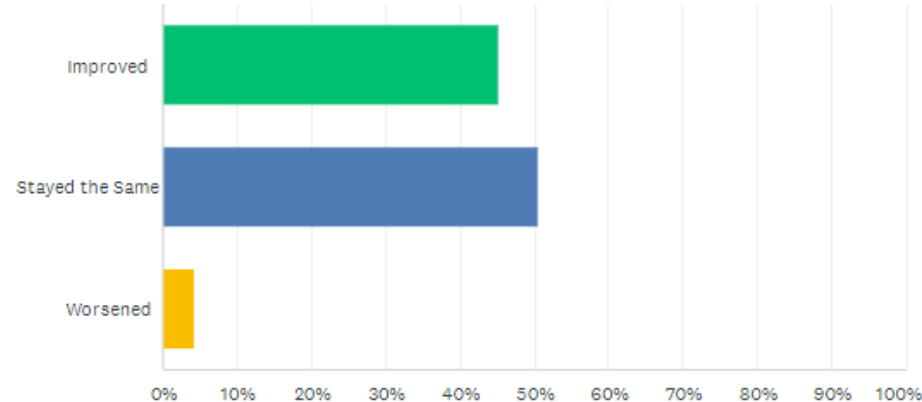
Survey Results

October 2021-February 2022 VBE

Duquesne Light Bill Analysis Survey

Q3 After watching this video, has your perception of Duquesne Light...

Answered: 4,023 Skipped: 28



ANSWER CHOICES	RESPONSES	
Improved	45.29%	1,822
Stayed the Same	50.51%	2,032
Worsened	4.20%	169
TOTAL		4,023

- 3854 answered Improved or Stayed the Same (95.80%)

Questions



Thank You!

Contact Us:

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