



Countering the Impending Communication Crisis

Presented by
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August 30, 2022

Welcome!



Countering the Impending Communication Crisis:

Six Critical Elements for Building Strong, Effective,
Ongoing Customer Relationships



Energy Bills are Surging

- JD Power Scores Q2 dropped 26 points
- According to research cited:
26-point drop = \$75MM higher operating costs for typical major utility
- 2018 – 2020 Customer Sat rose 15 points at utilities achieving good digital engagement.
- *Fell* 8 pts for those not digitally engaging
- Six Critical Elements of Effective Digital Engagement



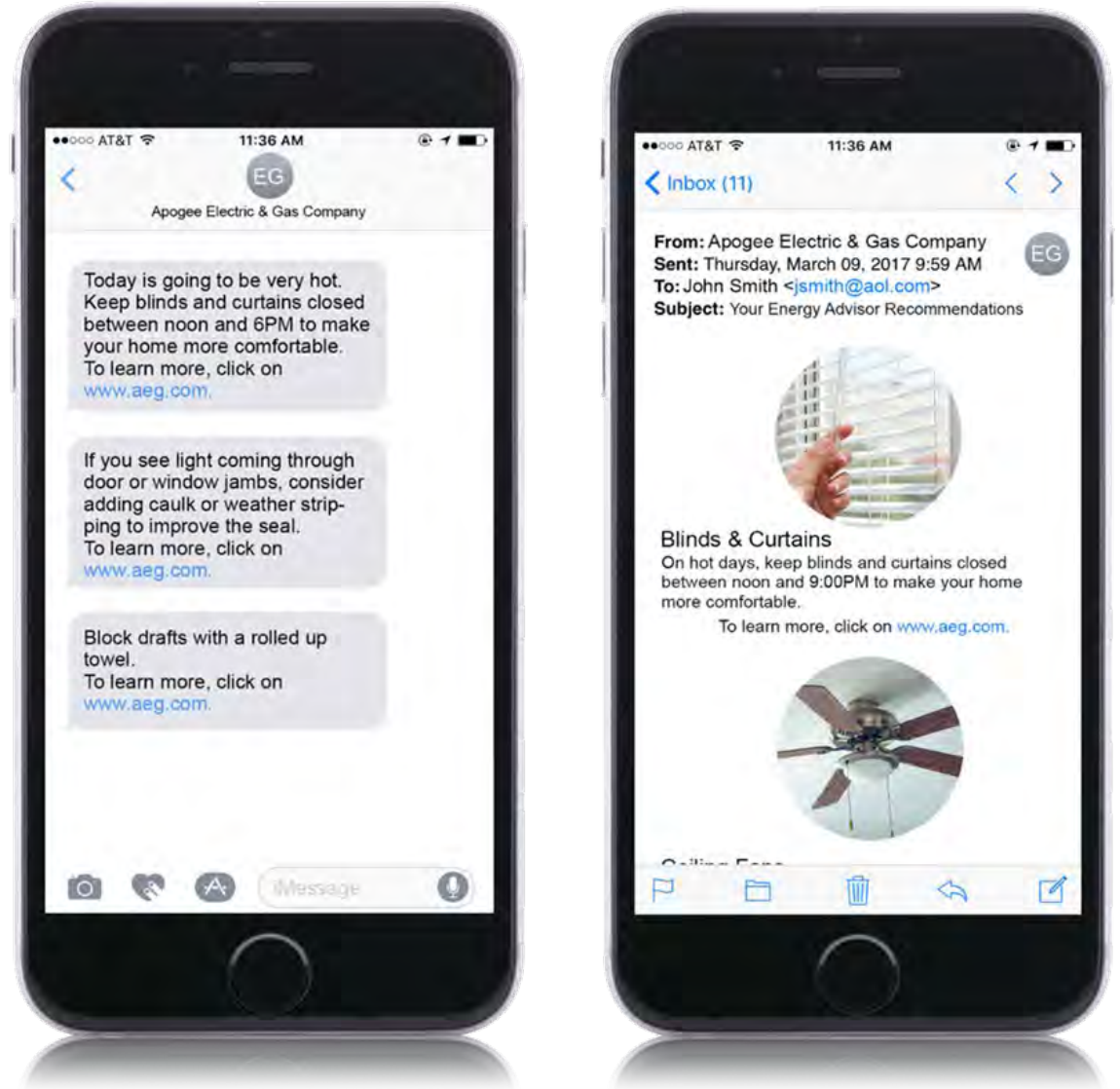
Late Breaking News!!!



Critical Element #1

Meet Customers Where They Are

- Learn customer's preferences
- Most prefer email
- Segment: some only text
- Send only messaging appropriate for that customer
- For example, low income and renters don't replace the HVAC



Treat Every Customer Like a VIP

- Welcome NEW Customers
- Make a GREAT First Impression
- Help Them Understand First Bill
- Present program suited to them

Watch Video ►

YOUR UTILITY

123 Main Street, Anytown, USA
800-123-4567 www.yourutility.com

ACCOUNT NUMBER	NAME	RATE	SERVICE ADDRESS	LOCATION NUMBER	METER NUMBER
12345678-910	BOB JOHNSON	B1-LG	555 MAIN STREET	007	A4567890

SERVICE		NO. DAYS	REG. CODE	READING	PRESENT	MULTIPLIER	KWH USAGE	CHARGES
01/11/2019	02/12/2019	33	09	2286	24501	1.0	1636	

Vist our website for more information about your utility and find more ways to save energy and money on your next bill.

Your Electricity Use Over the Last 12 Months

PREVIOUS BALANCE	193.00
PAYMENTS - THANK YOU	-193.00
CURRENT CHARGES	135.00
ELECTRIC SERVICE	1,000 kWh X 0.082 1,216 kWh X 0.0795
BASE CHARGE	28.00
POWER COST ADJUSTMENT	2,216 kWh X -0.014635 -22.43
TAXES	9.83
TOTAL DUE	150.40

*IF UNPAID BY DUE DATE, SERVICE WILL BE DISCONNECTED 03/05/2019

CYCLE	DAYS OF SERVICE	TOTAL KWH	AVG. KWH/DAY	COST	TOTAL DUE NOW
CURRENT BILLING PERIOD	33	1636	49.57	4.09	\$150.40
PREVIOUS BILLING PERIOD	31	1763	56.00	4.89	
SAME PERIOD LAST YEAR	32	2217	69.28	6.14	\$157.92

SIGN UP FOR PAPERLESS BILLING AND PAY YOUR BILL ONLINE. IT'S FREE! VISIT OUR WEBSITE AND CLICK ON BILLING AND PAYMENTS TO SIGN UP PAPERLESS BILLING NOT ONLY SAVES TIME, BUT IT HELPS THE ENVIRONMENT.

TO REPORT AN OUTAGE, PLEASE CALL 800-123-4567 :: 24/7.

FOR STREETLIGHT OUTAGES, VISIT OUR WEBSITE YOURUTILITY.COM/REPORT STREETLIGHT OUTAGE

IMPORTANT INFORMATION

*Current Month's Bill - Payment is due in the office on or before the due date. You may pay by mail or bring your payment to the office listed on our website. You may also pay your bill by bank draft or pay online at www.yourutility.com/paybill.

*Previous Amount Due - The due date indicated on this statement is for the current month's bill only and does not apply to previous months' due. Previous amounts due and past-due and may be subject to late fees and/or service disconnection.

*TO AVOID 5% LATE PAYMENT CHARGE, PAYMENT MUST BE RECEIVED BY 5 P.M. ON DUE DATE.

*TELEPHONE NUMBER - Please furnish a telephone number on return portion of your bill (not shown).

CODE DESCRIPTION

R - Regular Meter Reading
E - Estimated Meter Reading
M - Meter Changed

RETAIN THIS COPY FOR YOUR RECORDS

PLEASE DETACH AND RETURN THIS PORTION WITH YOUR BILL

USA091234

YOUR UTILITY

123 Main Street, Anytown, USA, 12345
ADDRESS SERVICE REQUESTED

CASHIER'S RECEIPT			
CI	ACCOUNT NUMBER	INVOICE#	AMOUNT DUE
	12345678-910	BJV000	\$150.40
DUE DATE	BILLING DATE	CYCLE	AFTER DUE DATE PAY
3/5/2019	2/11/2019	01	\$157.92
	TELEPHONE NUMBER	ENTER AMOUNT PAID	
	555-123-4567		

***AUTO ***AUTO**5-DIGIT 12345

BOB JOHNSON
555 MAIN STREET
ANYTOWN, USA 12345

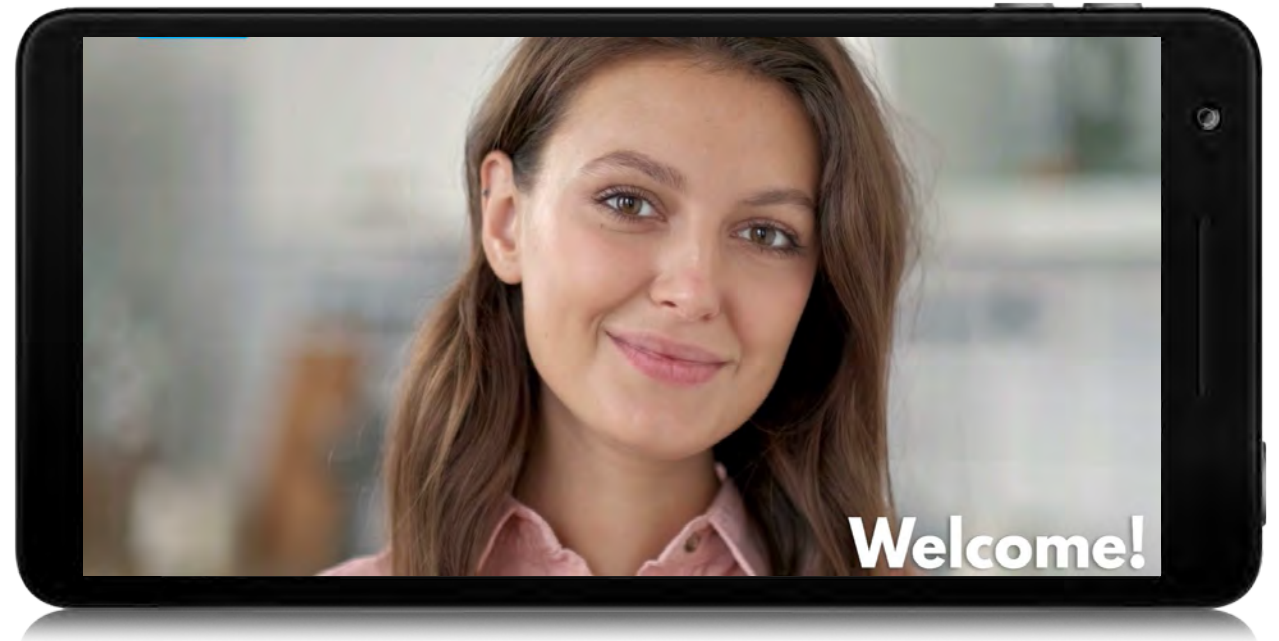
Your Utility Co.

YUTC
P.O. Box 1234
ANYTOWN, USA 12345-6789

As You Welcome New Customers...

- Tell them what is special about the utility
- IOU, Cooperative, Public Power – Explain
- Offer helpful programs

Watch Video ►



Welcome Series Automation

1st Video:

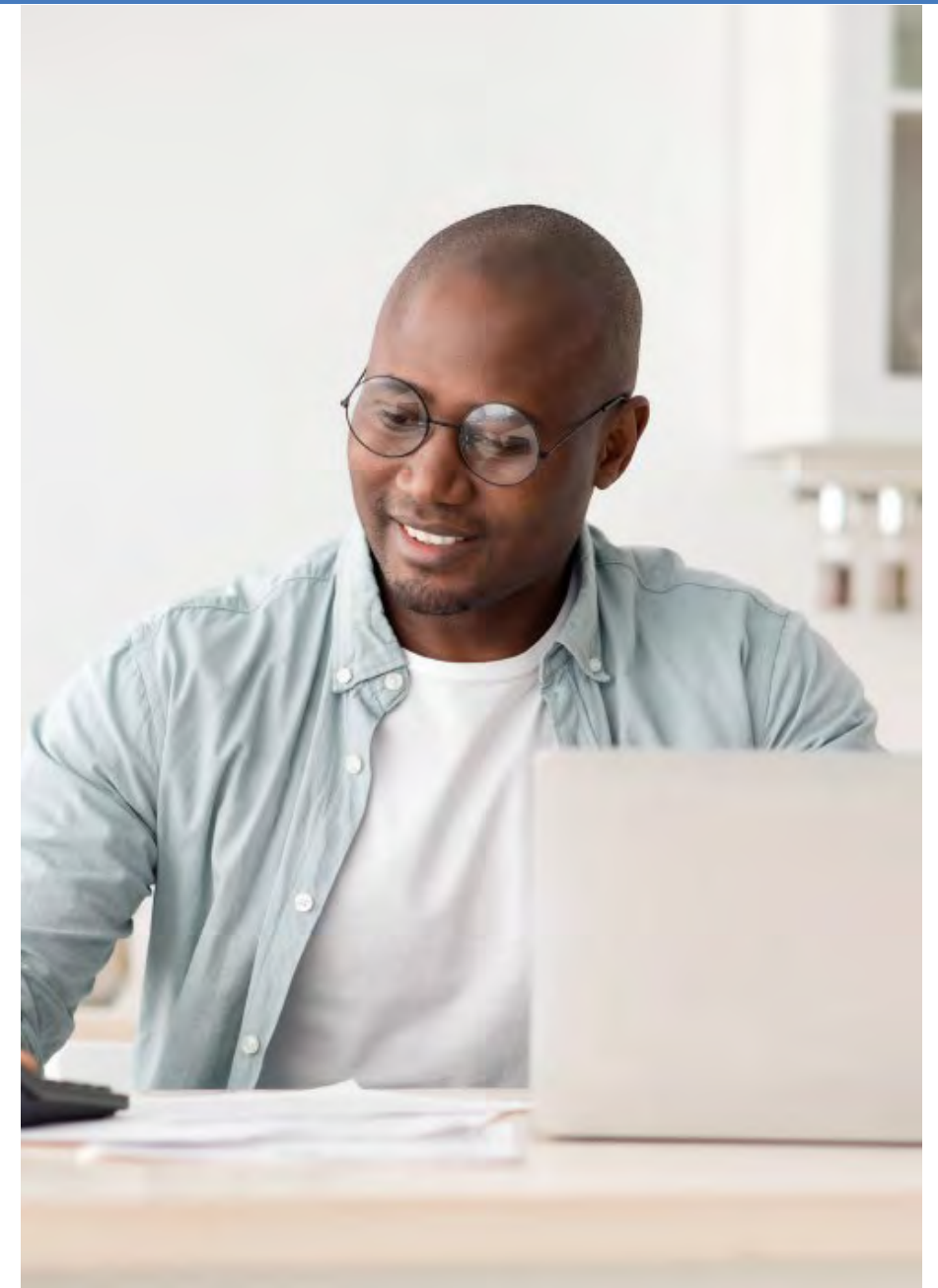
Introduce Utility, Links to Payment Options

2nd Video:

Explain Bill, Link to Paperless Online Bill Pay

3rd Video:

Analyze Bill, Monetize Savings Options,
Links to Rebates



Critical Element #3

Delight Customers at Every Interaction

Use Personalized Videos to

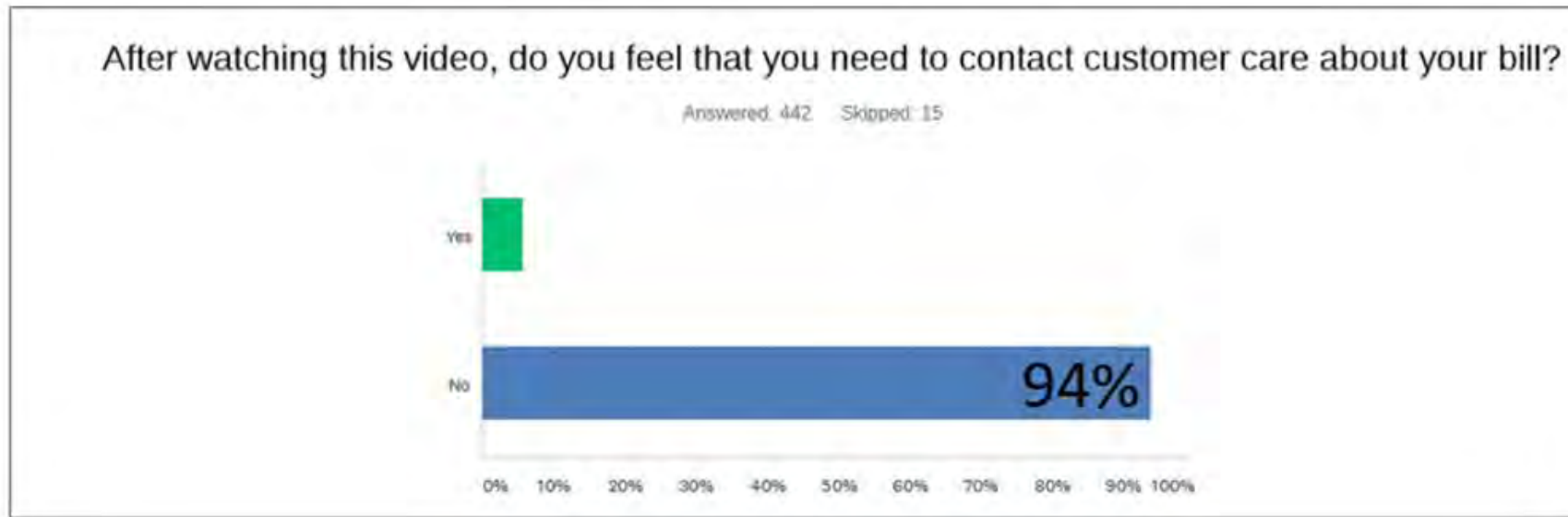
- ✓ Promote Programs
- ✓ Budget/Paperless Billing
- ✓ Offer Payment Plans
- ✓ Suggest Ways to Save
- ✓ Example: Listen for Impacts of
 - ✓ Weather,
 - ✓ Days of Service,
 - ✓ Rate Change,
 - ✓ Behavior
 - ✓ ~ 1 minute

Watch Video ▶



Collateral Benefit: Reduced Calls

Why call when you just heard your current bill explained?



Critical Element #3

Delight Customers at Every Interaction

Expect High Bill Compliments!

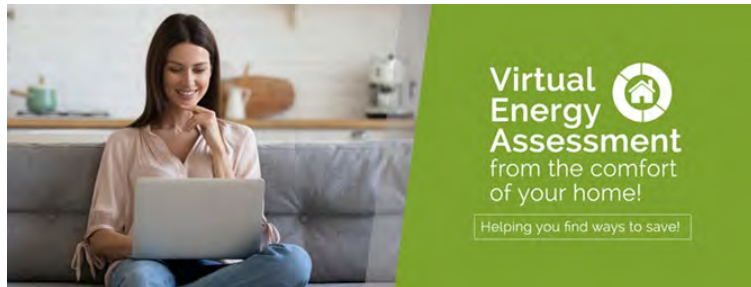
Play Audio



Critical Element #4

Enable & Empower Employees

- ✓ Offer Virtual Energy Audits



- ✓ Use Automated Marketing
- ✓ Drive Traffic to Online Tools
- ✓ Reduce Calls



Enable CSRs to Use Digital Tools to Answer Customer's Questions



Automated Marketing Leverages Employees' Time



Videos Drive Traffic to Online Tools or Programs

Watch Video ▶



Estimate the Annual Costs of your Home Heating Energy Use

DESCRIBE YOUR HOME

Select your home type: Single Story

Slide the bars below to match your home

1. Home Size (Sq ft): 1800

2. How air tight is it?

GoodOKPoor/Drafty

3. Average Heat Setting(Degrees): 70°

ADJUST YOUR FUEL RATES

Natural Gas \$/Therms

- \$ 0.800

+

Propane \$/Gallon

- \$ 2.150

+

Electric \$/kWh

- \$ 0.120

+

Fuel Oil \$/Gallon

- \$ 2.800

+

Annual Home Heating Costs

Fuel Type	Annual Cost
NATURAL GAS - 92% AFUE	\$887
NATURAL GAS - 80% AFUE	\$1020
HIGH EFF. HEAT PUMP	\$2154
HEAT PUMP	\$2330
PROPANE	\$2993
FUEL OIL	\$2746

Critical Element #5 Be Timely, Relevant, and Useful

Timely:

Hurricane Alert

[Watch Video ►](#)



Beat the Peak Alert
(Demand Response)

[Watch Video ►](#)



Relevant

Winter is Coming

[Watch Video ▶](#)



High Bill Coming

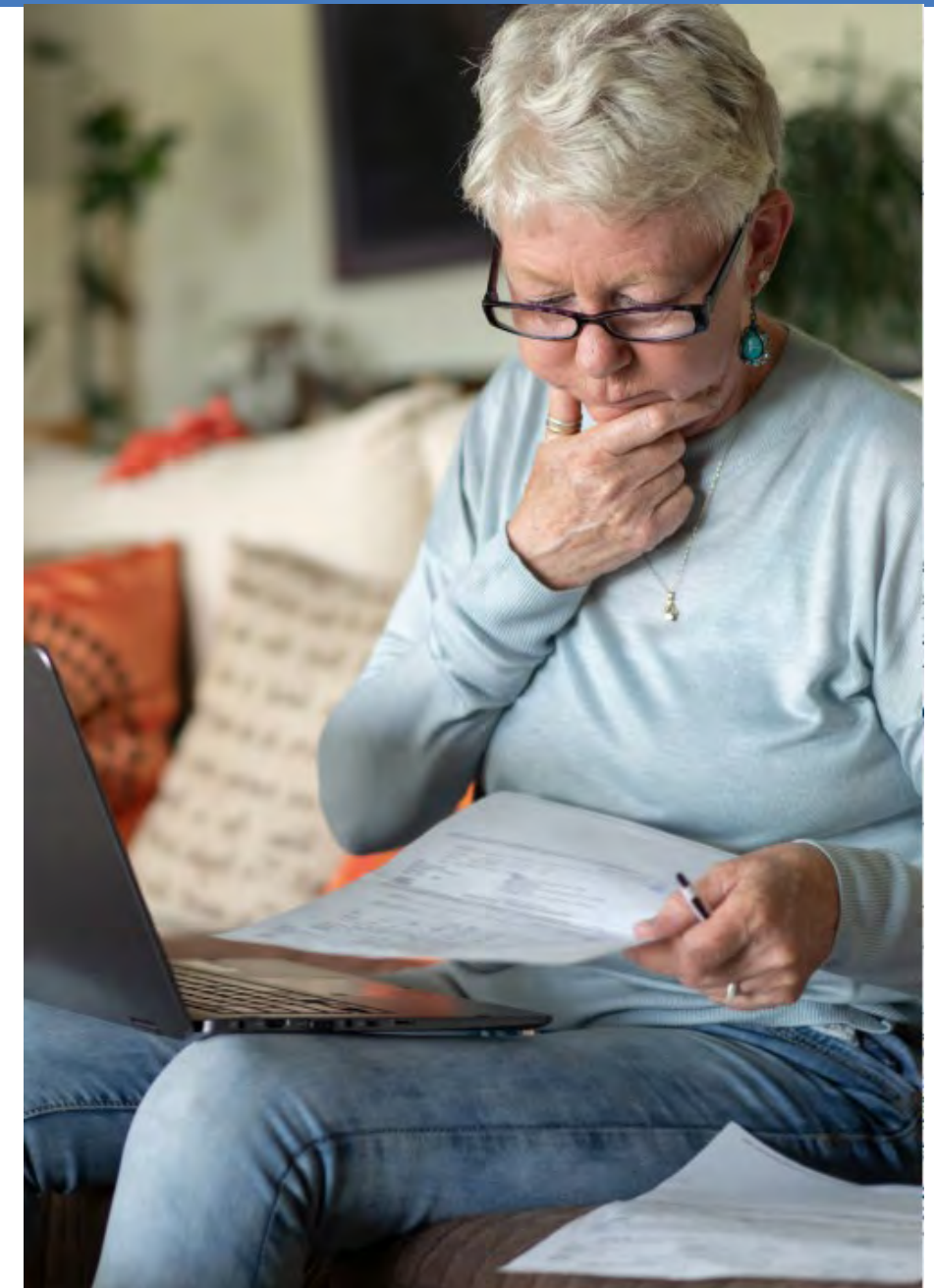
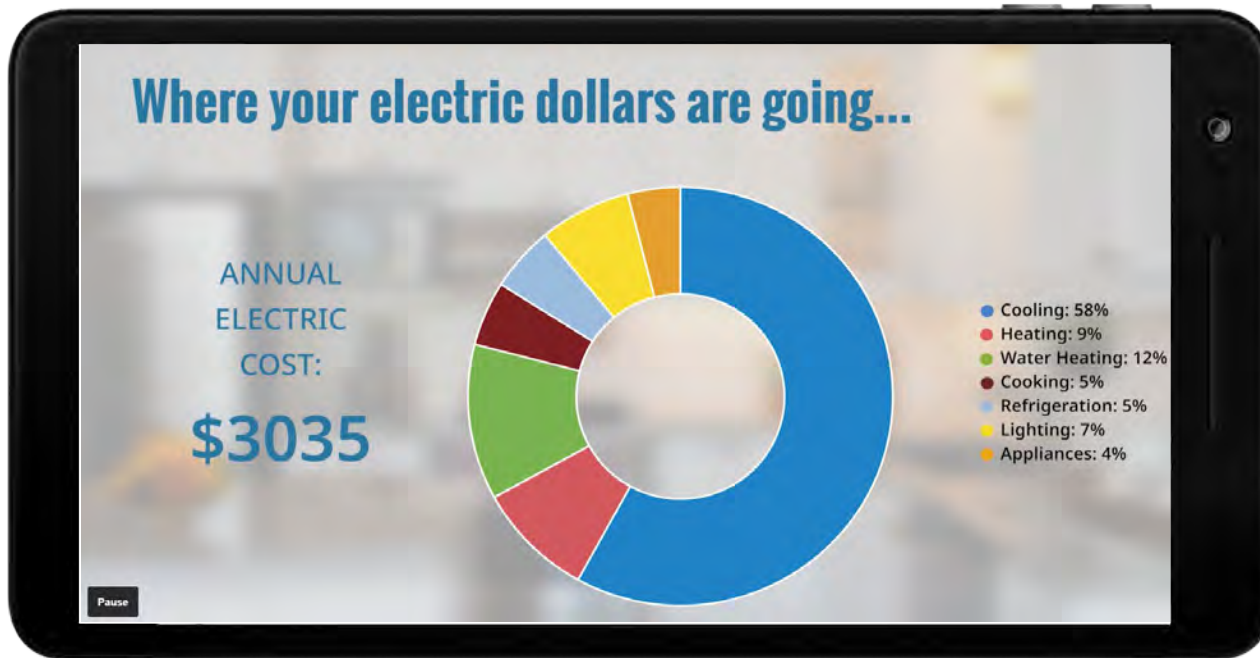
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Useful

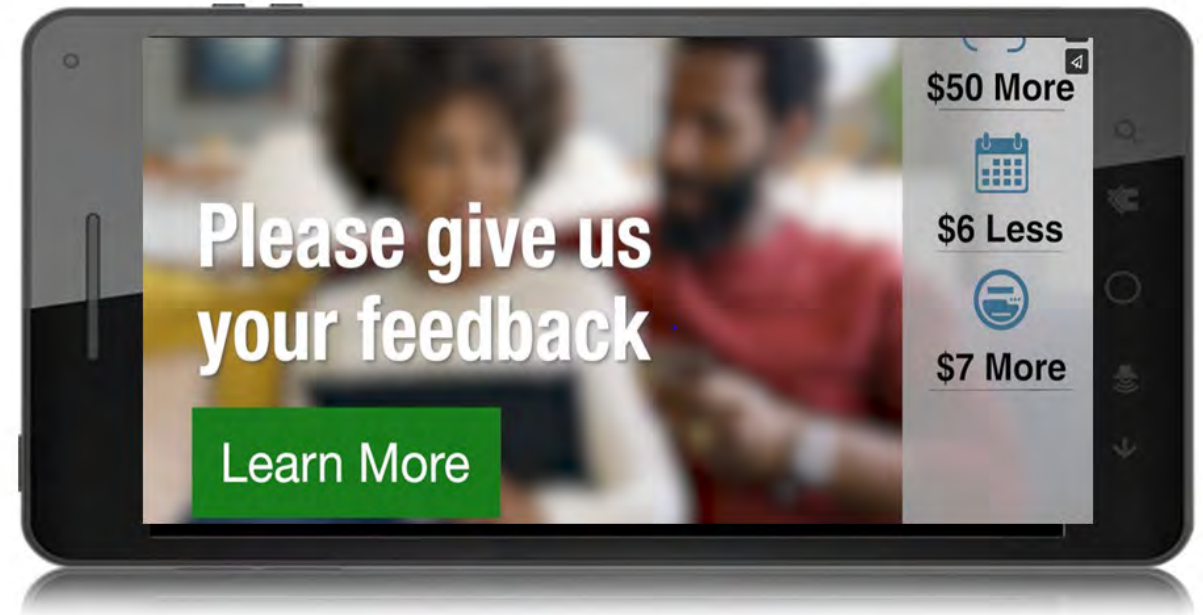
Annual Energy Report

Watch Video ►

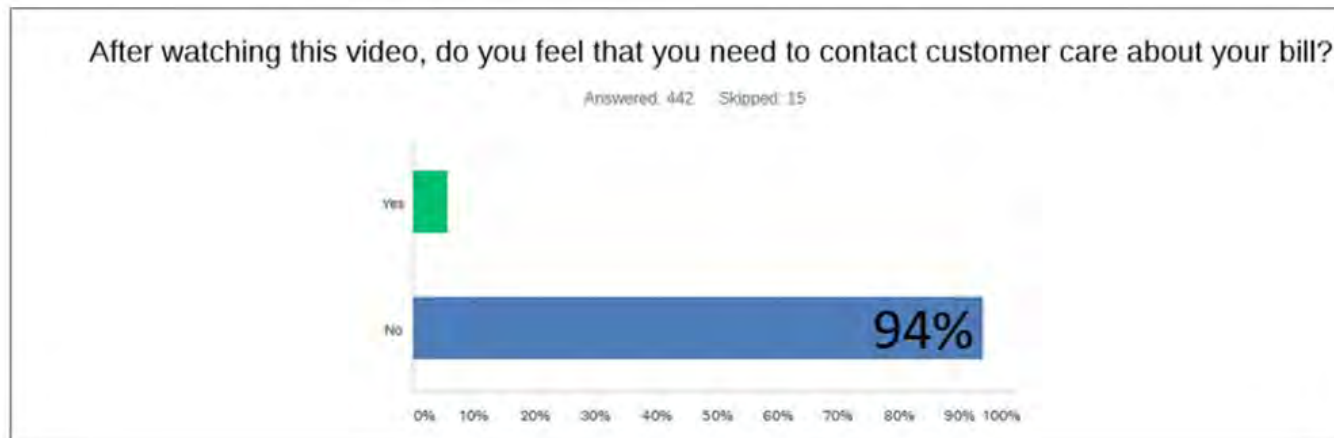
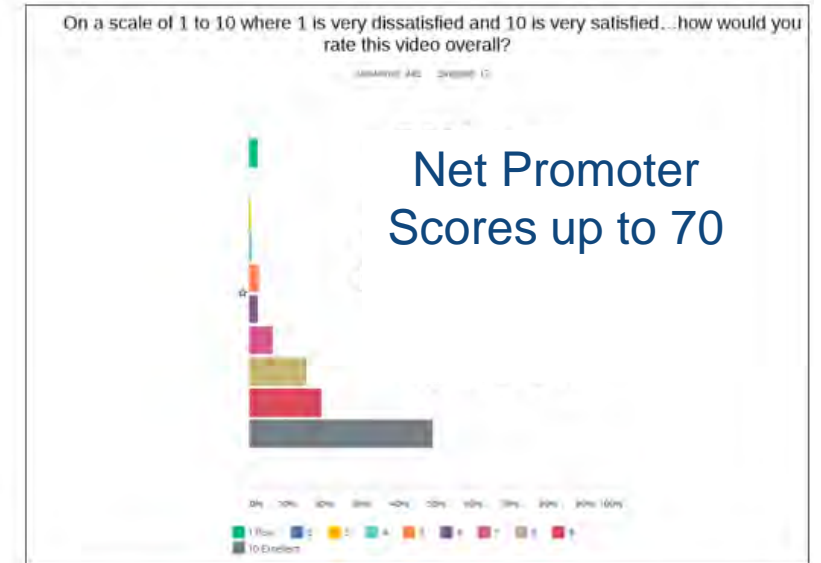
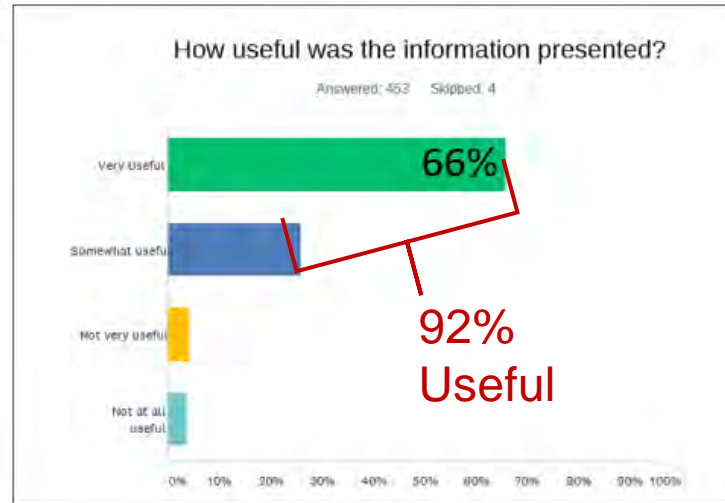
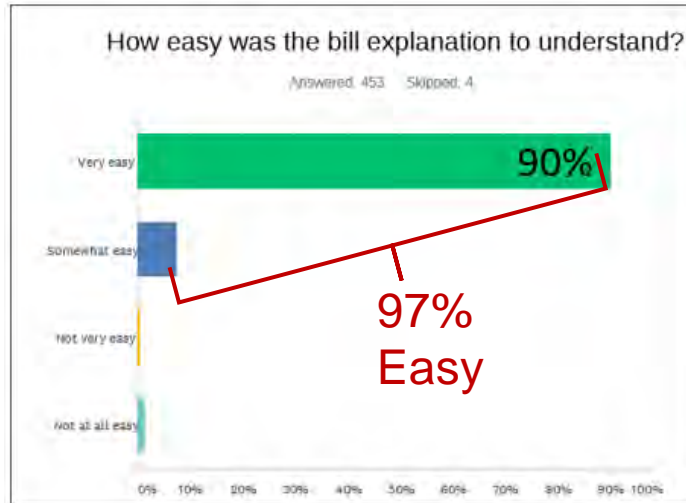


Critical Element #6: Monitor, Evaluate, Refine, and Evolve

- Watch Opens & CTRs
- Offer Feedback
- Ask for Ratings of...
 - Usefulness
 - Easy to Understand
 - Continue Receiving?
 - Net Promoter Score
 - Verbatim Comments
- Track trends
- Change it up

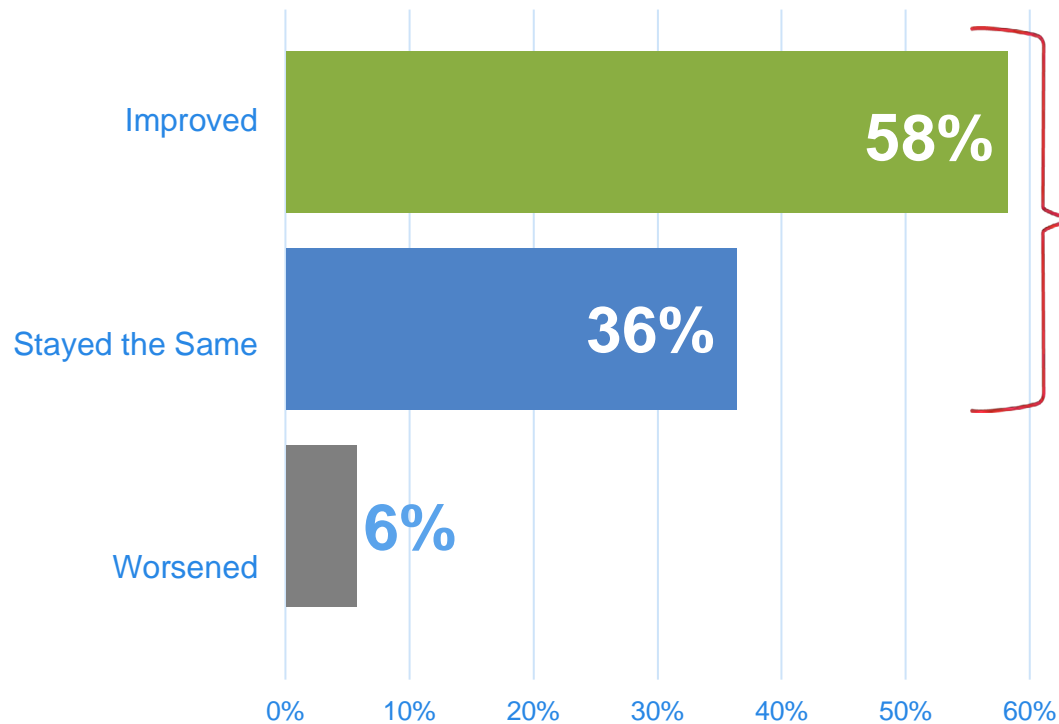


How Do Recipients Rate Videos?



Perception Impact

After watching this video, has your perception of your utility...



94% Improved or Unchanged

~10x more improved (58%) vs. (6%)

Verbatim Comments Say It ALL

AMAZING! How Did You Do THAT? Really Cool.

Thank you for this! This was excellent!



Please provide this video every month. Great individualized explanation.

Impressive!

I would give it a 10 on a scale of 1 to 10. Well done!

Thank you for providing the closed caption

Nice

This video presentation is VERY EFFECTIVE. Please continue to provide this critical information about my usage and affecting factors and how to alleviate additional costs. Extremely Pleased!

This is helpful for me because we have been financially impacted by COVID-19. Thanks for the info.

This was great and confirmed my thoughts about the bill increase. Thank you so much for sending this!

The video is easy to understand and contains useful information.

Please continue to send.

Great way to show the customers what affects your monthly bill.

Wow - this video is great! Very helpful.

Explain why changing the thermostat effects my bill.

The Digital Engagement Numbers

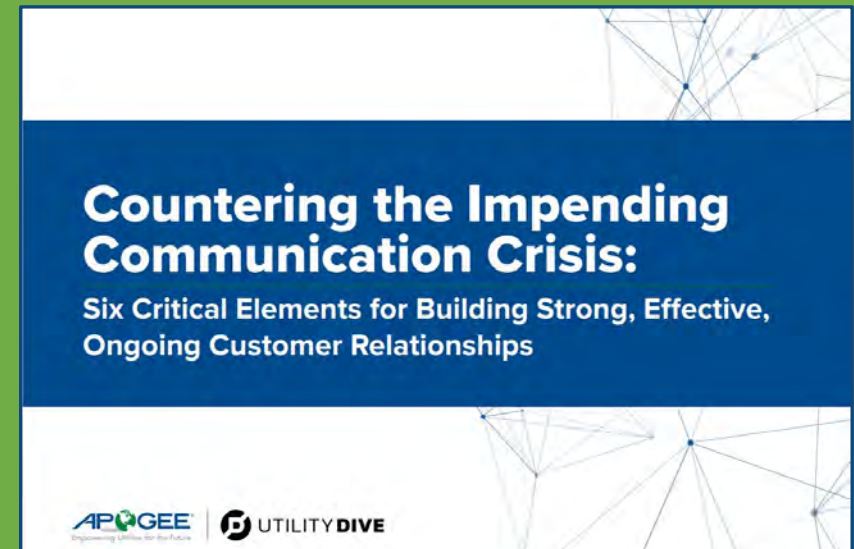
- 5x Greater Program Participation
- **Personalization + Video = 15x** Higher than Standard CTR (30 vs. 2)
- 15% Reduction in High Bill Calls
- 99% Request Continued Receipt of Videos
- 58% Report Improved Perception of Utility
- 11 to 100 pt. Boost in JD Power Score Customer Sat
- Pennies or *Fractions* of a Penny per Message at Scale

In Summary

- #1. Meet customers where they are
- #2. Give VIP treatment
- #3. Delight them in every interaction
- #4. Empower employees
- #5. Messaging: timely, relevant, useful
- #6. Monitor, evaluate, evolve

Let us know if you'd like ...

- copy of this presentation
- or the playbook



Thanks to our Clients



Questions?

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apogee.net

IT JUST WORKS!



Upcoming Events

Next Webinar 2:00 p.m. Sept 22

New Applications Available from Apogee

- EV and advanced rates analyzer
- Marketplace integrated with online audit
- Energy Monitor to flag irregular use

Major Conferences:

Sept 13 - 16, E Source, Denver

Oct. 17 – 20, EMACS, Orlando

Nov. 13 – 16 APPA Connections, Minneapolis



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