

APOGEE[®]
INSTITUTE

ENERGY
WEBINAR

Marketing Resources: Successful Communication Strategies for Utilities

Karen Morris | Jordan Reeves | Danny Watkins

December 13, 2022

PRESENTERS



Karen Morris
Marketing Manager



Danny Watkins
Account Manager



Jordan Reeves
Account Manager

Apogee Provides Marketing and Communications Support

Apogee's applications and digital strategies include ongoing support throughout the year...

We encourage our clients and guide them with marketing support to:

- Establish goals and measurable metrics of success
- Monitor impacts and customer feedback
- Use multiple communications channels to meet the customer where they are

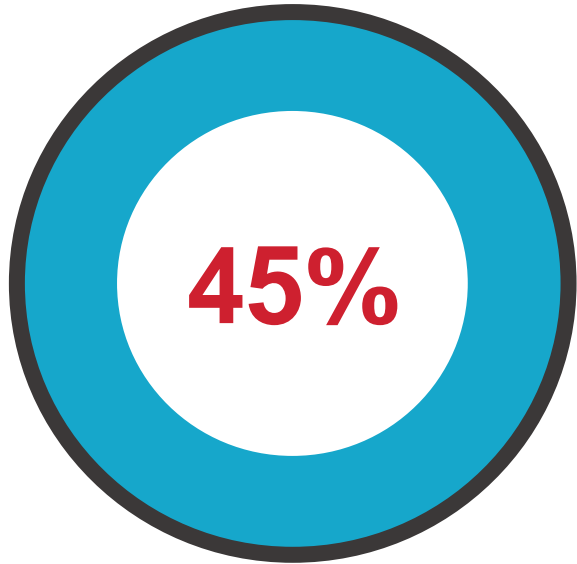


Customer Communication

Customer Satisfaction:

J.D. POWER

- It's hard to over communicate J.D. Power
- Improved Revenue and Operational Efficiency
 - **15% reduction** in high bill calls
 - Positive regulatory outcomes – J.D. Power
 - Support for investments in customer experience – J.D. Power
- Increases Program Participation
 - **10% increase** with Welcome Series
- Improved Brand Perception
 - Reliability video **52% improved perception**



**Percent of Customers
that Recall one or more
Communications from
their Utility**

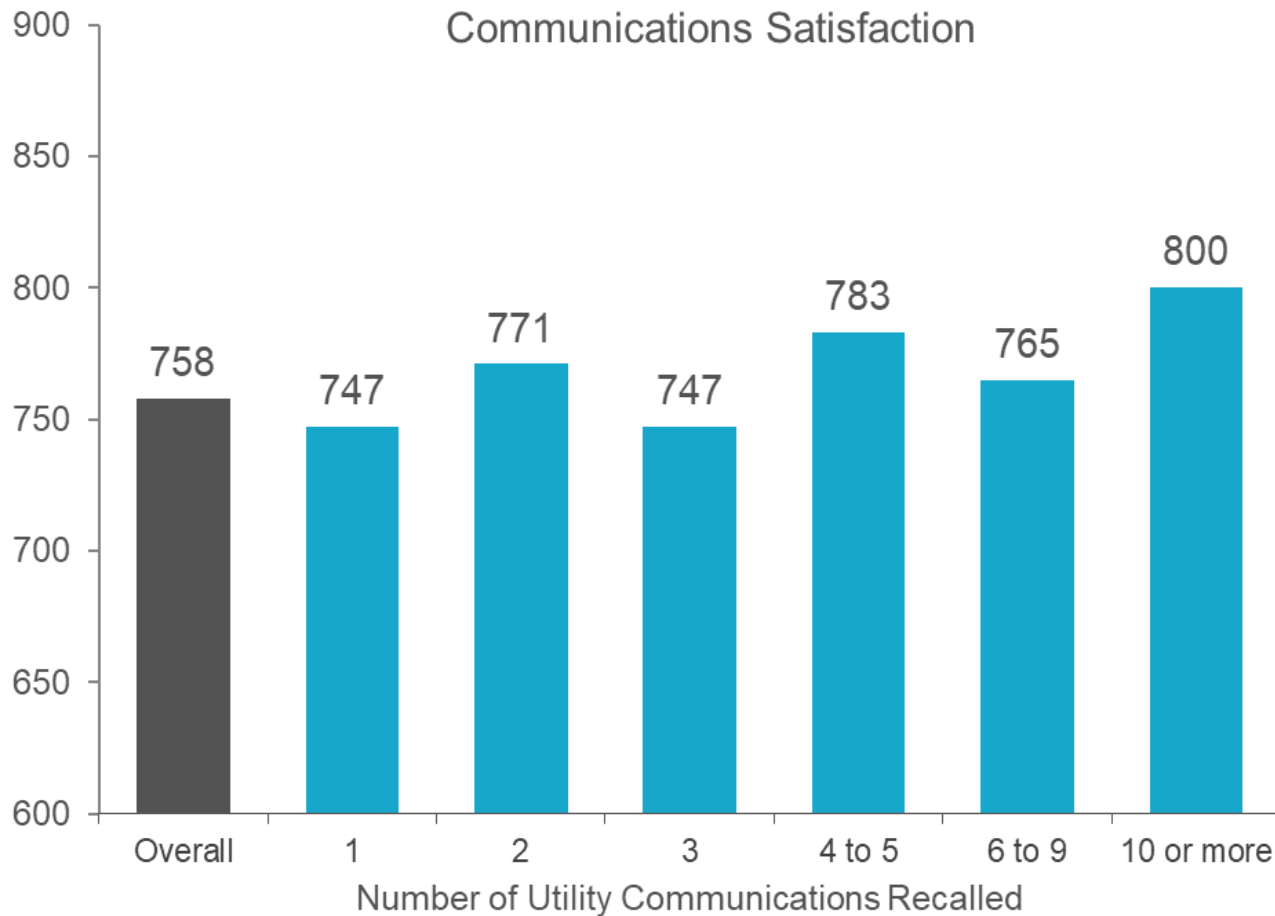
J.D. POWER

According to J.D. Power's Executive Managing Director, Global Business Intelligence, Jeff Conklin,

"We have not seen a decline in customer satisfaction based on too many messages as long as the messaging is timely, relevant, and useful."

Mention the value of marketing support throughout the year.

Communicate, Communicate, Communicate...



J.D. POWER



*Overcommunicating **does not** lead to dissatisfaction*

Source: J.D. Power Residential Electric Utility Customer Satisfaction Study

Effective Marketing Resources Increases Results


- Print Ready Material, Website Placement and Web Banners
- Videos for Website/Social Media Outlets
- Results from Successful Social Media Promotions
- Reliability Report Strategy
- Social Media Campaign
- Annual Messaging Campaign
- Survey Results



BE ENERGY WISE.
Learn how you can save energy and money with Lumbee River EMC's **free** Energy Advisor and Energy Resource Center.

ENERGY ADVISOR IS AS EASY AS 1...2...3...

- 1 Take a quick survey
- 2 Explore your energy use
- 3 Find easy ways to save



ComEd powering lives
An Edison Company

Your 2021 Personalized Reliability Report | 123 ComEd Way

Dear ComEd Customer,
ComEd is committed to providing you with safe, reliable energy to power your home and life. During the pandemic, ComEd employees are working around the clock to minimize the impacts from severe weather and other events that can cause interruptions.

This commitment, along with investments to make the grid more resilient, has resulted in best-in-class reliability for ComEd's customers. In the last year, that has helped families to live, work and attend classes from home.

What you'll find in this report is a summary of your home's power outage history and other reliability information for the previous year. For more information on grid improvements taking place in your community, visit [ComEd.com/Community](#).

Terry Donnelly
President & Chief Operating Officer

Category	Value
Electric Service Reliability	98.65%
Your Home	98.65%
Your Town	99.97%
ComEd	99.94%

Electric Service Reliability

Category	Value
Year Reliability	98.65%
Power Outages	4
Last Power Outage	AUG 10

Power Outage(s)

Your home experienced 4 power outage(s) during 2021.


Date	Reason for Outage	Duration (of 10/10)
6/10/21	August 10 Storm	27.6 Hours
4/9/21	Equipment Issue	13 Minutes
3/26/21	Emergency Repairs	10 Minutes
3/14/21	Emergency Repairs	2 Hours

How to Report An Outage Or Devised Power Line

Use the free ComEd mobile app to report **OUT** to 20633 (COMED) if you're already subscribed to Outage Alerts.


Call 800-334-7861. During storms, our Call Center may experience high wait times.

Log on to Twitter @78606 or report an outage.



We have more ways to help you save!

Visit our website and start saving



Virtual Energy Assessment
from the comfort of your home!

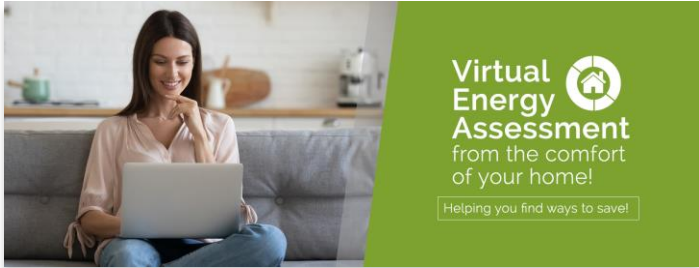
Find Ways to Save

Print Ready Material and Website Placement

✓ Bill Stuffers

✓ Brochures

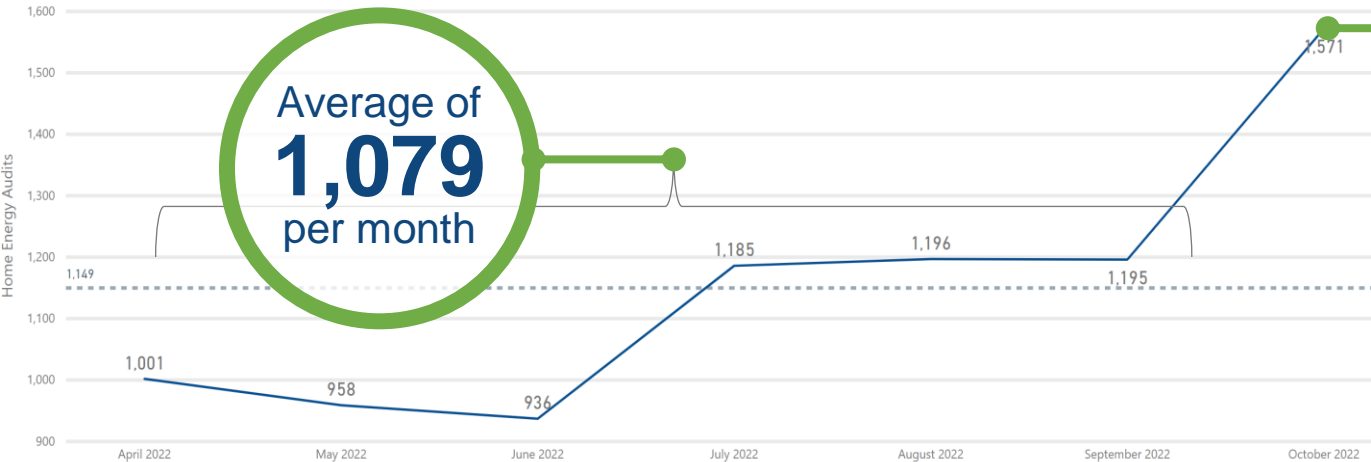
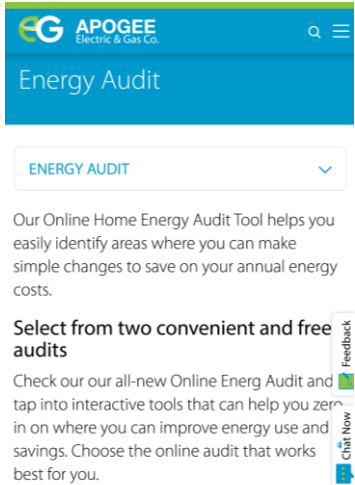
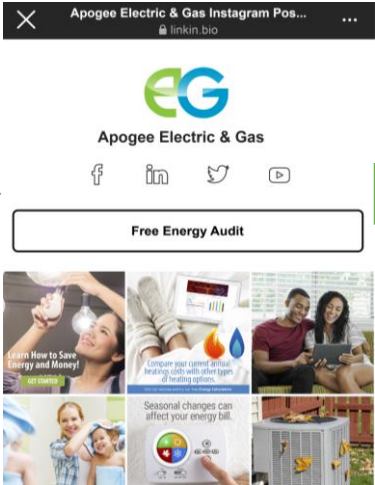
✓ Web Banners



Energy Dollars Video



Results from Successful Social Media Promotions



Average of **1,079** per month

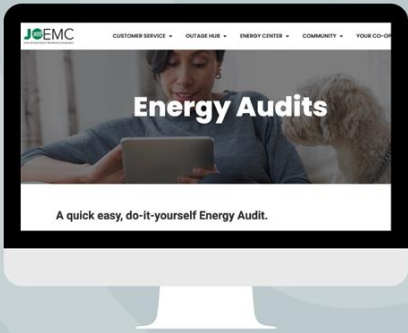
Jumped to 1,571 **69%** Increase

Results from Successful Social Media Promotions



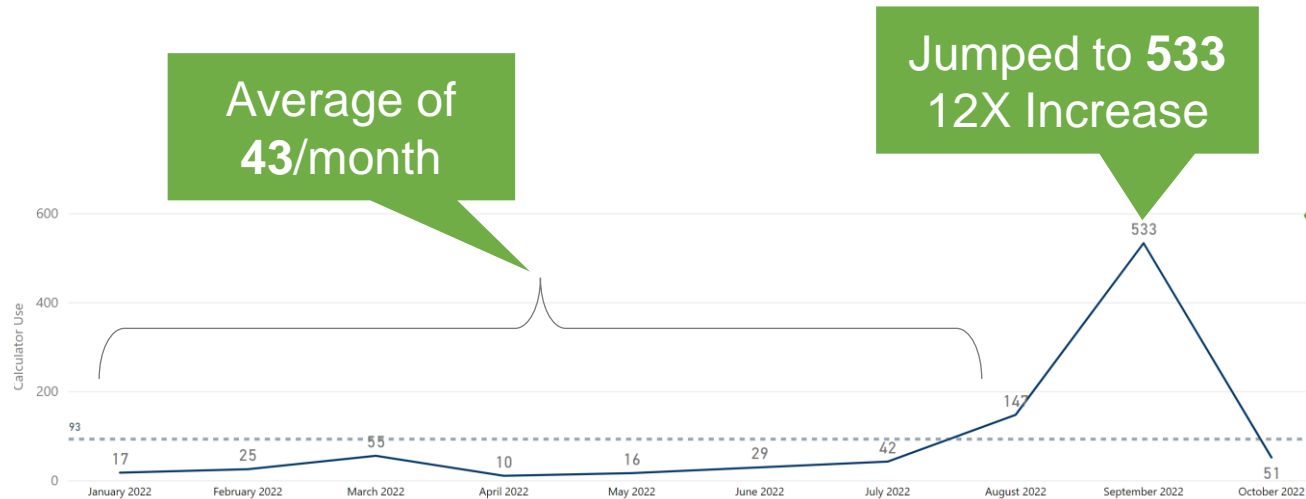
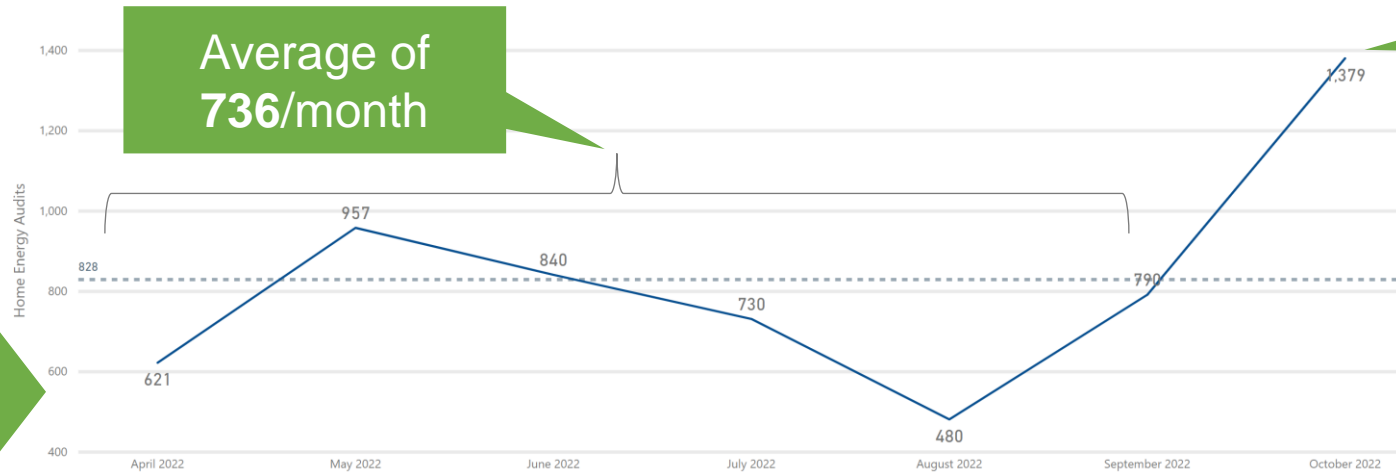
A QUICK EASY, DO-IT-YOURSELF ENERGY AUDIT

It's Time to Calculate some Savings



JOEMC.COM/ENERGYCENTER

If you have a few minutes and at least 10 months of billing history, click the [Analyze My Energy Use Calculator](#) and input information for your home's profile. The profile is saved and the calculator then breaks down your energy usage using your bills! This tool provides bill-specific ways to save.



How much does it really *cost* to use your appliances?

Visit our website and check out the [Appliance Calculator](#).

Reliability Report Video

Yearly Reliability Report

2021

▶ **Your Reliability**



▶ **Power Outages**

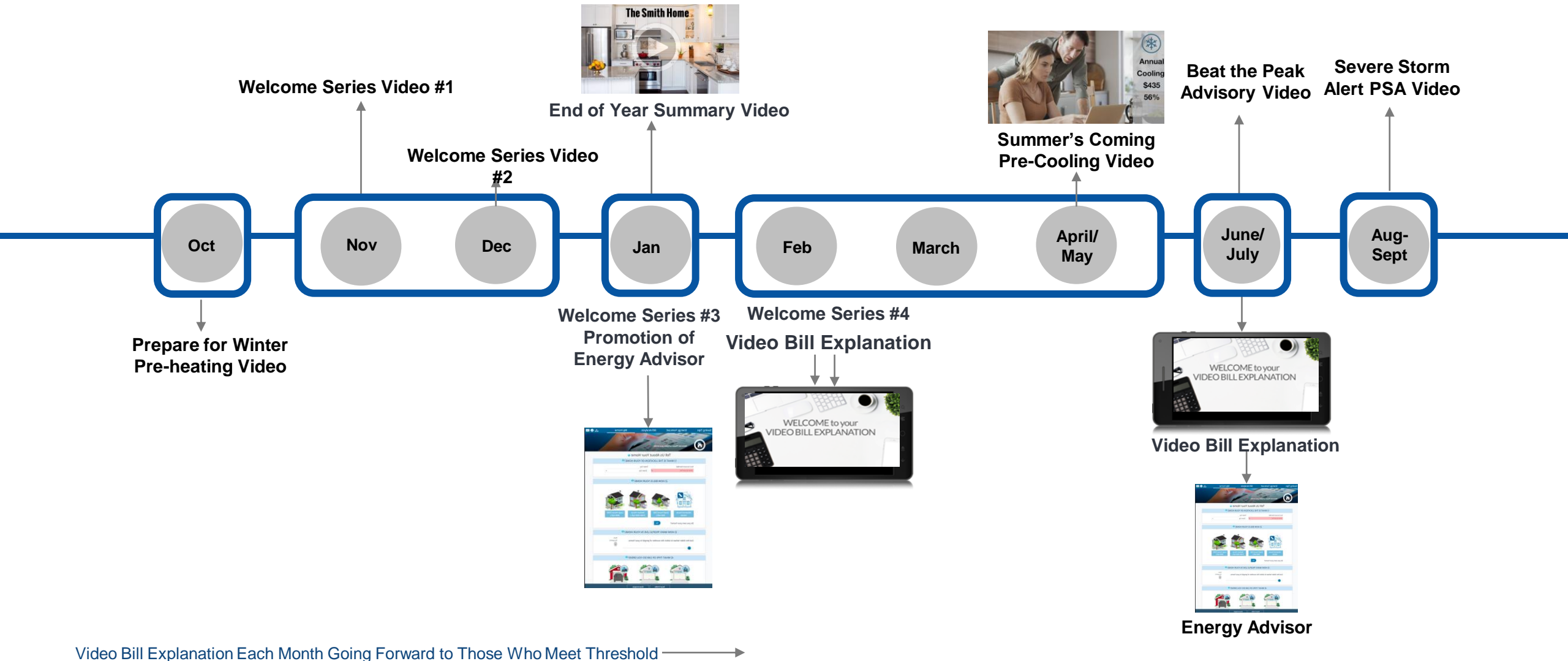


Social Media Campaign



MONTH	FEBRUARY			MARCH					APRIL			
Week	10 th	17 th	24 th	2 nd	9 th	16 th	23 rd	30 th	6 th	13 th	20 th	27 th
Call to Action	Appliance Calculator	Home Energy Calculator	Lighting Calculator	Home Energy Calculator	EV Calculator	Home Energy Calculator	Appliance Calculator	Lighting Calculator	Home Energy Calculator	EV Calculator	Appliance Calculator	Lighting Calculator
Graphic												
Social Media Posts	Ever wondered how much your household's appliances are costing you in electricity? Find out in just 30 seconds.	Want to find out more about your household's energy spending? Our personalized Analysis tool shows you where your energy dollars are going – and how to keep more of them in your wallet!	Explore the money you could save on lighting in your home by comparing the cost here?	The typical household's electricity spend is on heating, cooling, water heating, refrigeration, lighting, cooking, and appliances – in that order. Find out your home's personal use here.	Are you thinking about buying an electric vehicle? Visit our new EV Calculator and watch your savings grow!	Learn how our personalized energy analysis can show you where your energy dollars are going and guide you toward saving money on your bill.	Our new calculator tells you the energy price tag on your refrigerator, ceiling fans, and 50+ other appliances.	Replacing your home's five most frequently used light fixtures or bulbs with ENERGY STAR models can save your money. Learn more here.	Springtime is the perfect time to replace and clean air filters and vents. This improves the performance of your cooling system and can reduce cooling costs.	Click the video to get started exploring how much charging you EV will impact your electric bill.	How much does it really cost to use the appliances in your home? Check out our appliance calculator to get a feel for what your appliances cost to operate.	Explore the money and carbon you could save by replacing incandescent lights in your home with more efficient ones.

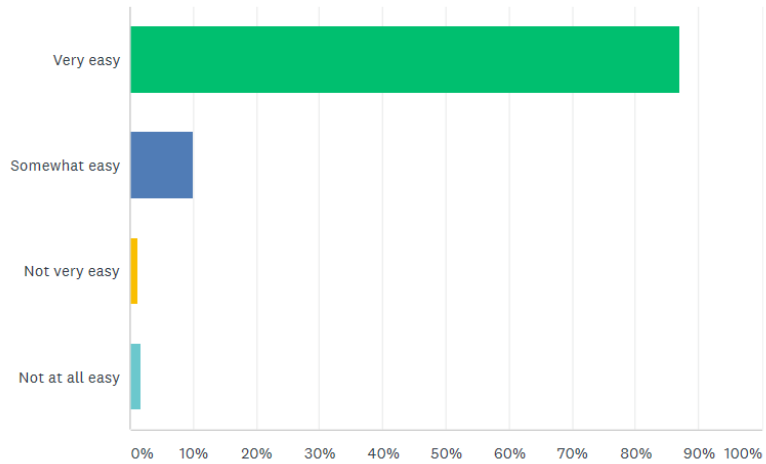
Annual Messaging Campaign - Envoy



Survey Results... Remarkable Customer engagement!

How easy was the bill explanation to understand?

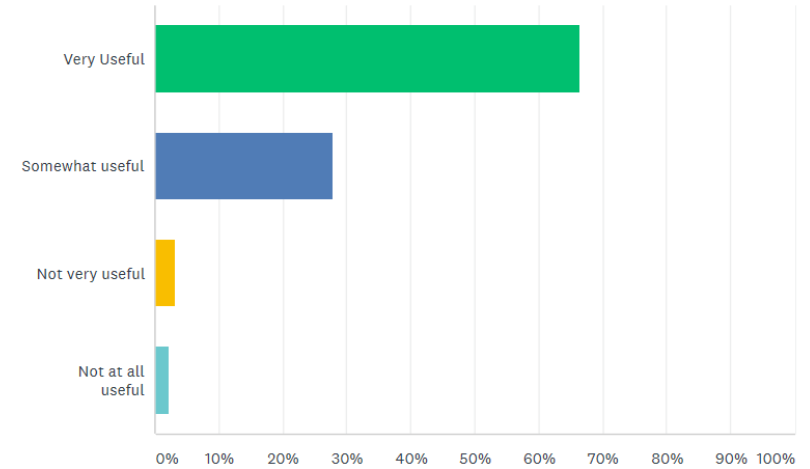
Answered: 2,453 Skipped: 11



ANSWER CHOICES	RESPONSES
Very easy	87.12% 2,137
Somewhat easy	9.99% 245
Not very easy	1.22% 30
Not at all easy	1.67% 41
TOTAL	2,453

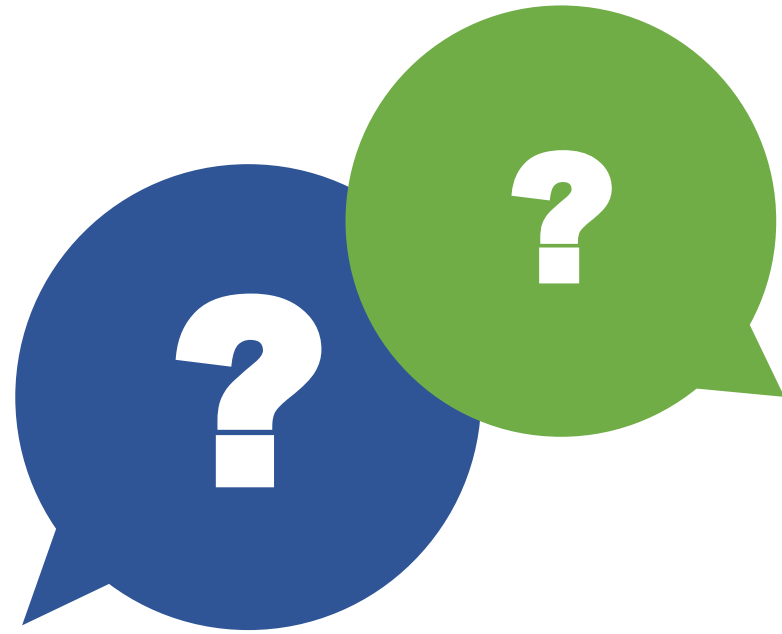
How useful was the information presented?

Answered: 2,450 Skipped: 14



ANSWER CHOICES	RESPONSES
Very Useful	66.53% 1,630
Somewhat useful	27.92% 684
Not very useful	3.22% 79
Not at all useful	2.33% 57
TOTAL	2,450

Any Questions



Upcoming Events

Webinar:

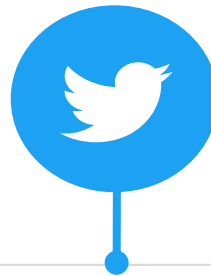
Jan. 31st Beneficial Gasification – Joel Gilbert

Conference:

Feb. 27 – March 2, AESP Annual Conference, New Orleans



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Thank You!