



CUSTOMER COMMUNICATIONS AMID RISING INFLATION & INCREASING RATES

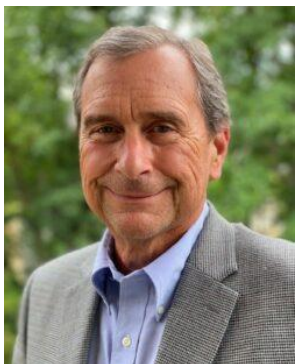
February 14, 2023





Carolyn Justice-Hinson, Communications/Community Relations Officer, Fayetteville PWC

Carolyn has 33 years experience in the communications field and 26 years in utility Communications. She has managed external and internal communications at PWC since 1997 when she established PWC's first Public Information office. Over the years, PWC's traditional customer communications has grown to also include an extensive digital communications and community engagement programs. PWC's monthly customer communications includes print & digital newsletters, a TV show, podcast, advertising and numerous regular radio shows. PWC is continually seeking new ways of engaging customers, meeting customer's increased expectations for information and achieving the highest level of customer satisfaction.



Mike Mozingo, Director of Marketing, Hometown Connections

Mike directs marketing efforts at Hometown Connection which is a not-for-profit advocate for public power. Before joining Hometown Connections, Mike served as Manager of Communications and Key Accounts Manager for ElectriCities of North Carolina. Mike has worked in key accounts and communications for a total of 45 years, 25 of those in Public Power.

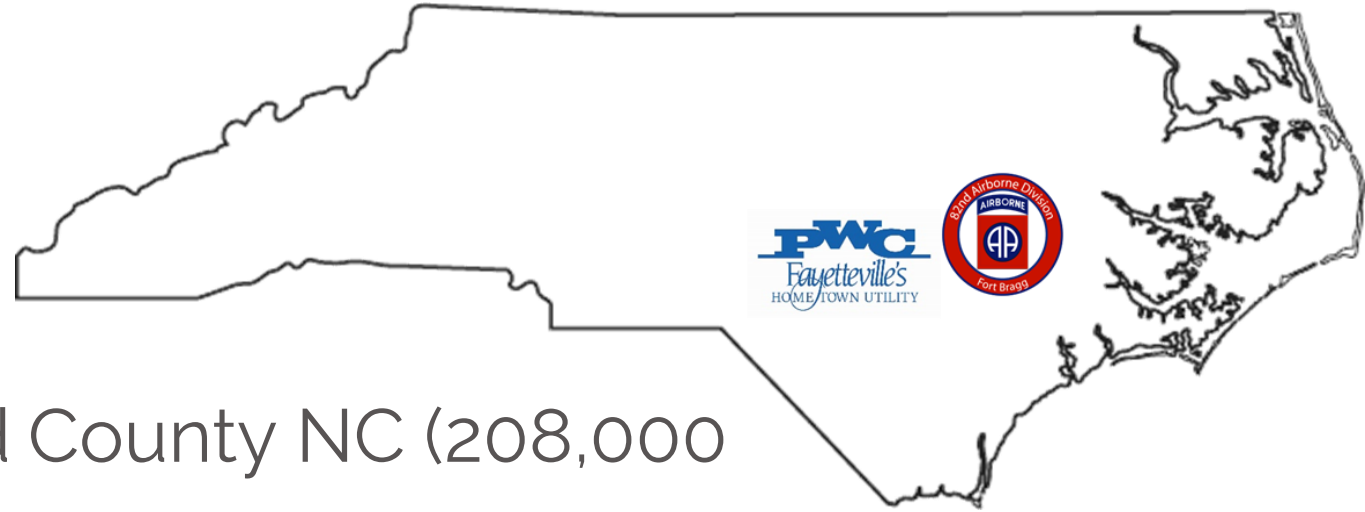


Kim Johnson, Key Account Manager, Apogee Interactive

Kim Johnson has spent the last 25 years in technology sales and currently serves as a Key Account Manager for Apogee Interactive. Kim currently manages the relationships with Apogee's clients such as Fayetteville PWC, Con Edison, ComEd, Eversource, PNM, and Duquesne Light Company, helping them plan and execute their digital customer engagement strategy. Kim is a thought leader on the topic of Digital Customer Engagement and has spent a lot of time this past year speaking at energy industry conferences.

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

ABOUT FAYETTEVILLE PWC



Serve Fayetteville/Cumberland County NC (208,000 population)

120,000- Electric, Water, Wastewater customers (83,000 electric)

Low Wealth Community (20% of population in poverty)

Home of Fort Bragg (transient/military community)

High customer turnover (20% annually)

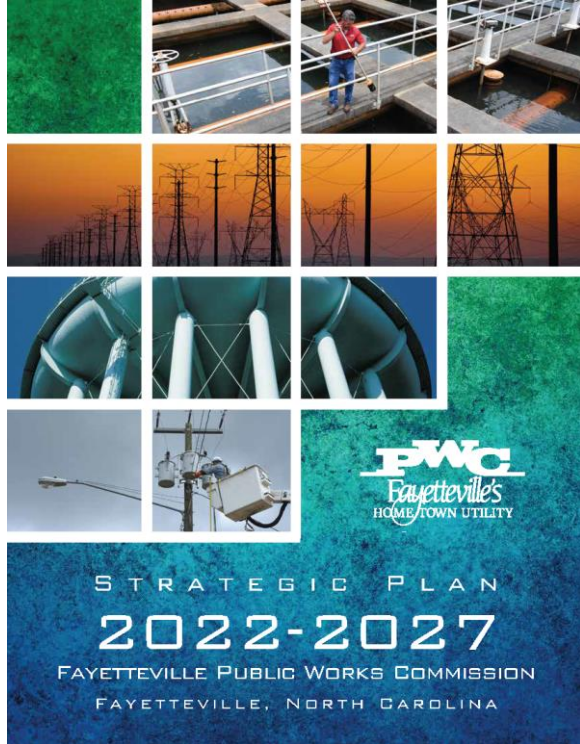
OUR VISION

We aspire to be recognized as the best utility in the United States.

- Strategic Priorities
- **Customer Satisfaction**
- Operational Excellence
- Financial Health
- Engaged Employees
- Community Engagement
- Conservation
- Economic Development

Goal: Achieve top quartile Customer Satisfaction as measured by Escalent Residential and Business Electric and Water Customer Satisfaction Survey

Benchmark customer satisfaction against 15 top performing public power & investor-owned utilities (including Duke Energy, Southeast Electric Utilities)



ABOUT PWC RATES/BILLS

Electric Rates the lowest in Fayetteville, among the lowest in the state

Mandatory Electric Time of Use Rates all residential customers (Peak/Off Peak Hours)

Last electric rate action was a 4.7% off-peak decrease in 2020


PWC is one of 4 electric providers in Fayetteville (1 IOU, 2 Co-ops)

Multiple services-creates wrong comparisons to other electric providers (75% multiple services)

High turnover/transient customer bases makes education challenging

Offer host of programs and received high scores for conversation/payment option information

Sought out new resources to help customers better understand their utility use



RESIDENTIAL ELECTRIC RATES		(1,000 KWH)
Duke Energy Progress		\$126.59
South River EMC		\$124.30
Lumbee River EMC		\$123.00
PWC (May 1, 2020)		\$111.67

APOGEE SOLUTION

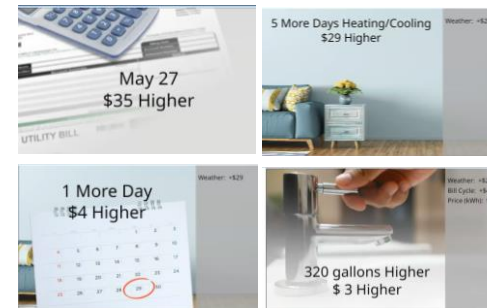
ENERGY RESOURCE CENTER

- Energy Advisor
- Energy Forecast
- Bill Analysis
- Special Use Calculators



VIDEO BILL EXPLANATION

- Emailed monthly if total bill has \$25 increase/decrease



NEW CUSTOMER EMAIL WELCOME SERIES

- 3-Part New Customer Video Series



APOGEE RESULTS SO FAR: First Seven Months

Energy Resource Center Use (7 months- 1,185 Audits)

Video Bill Explanation

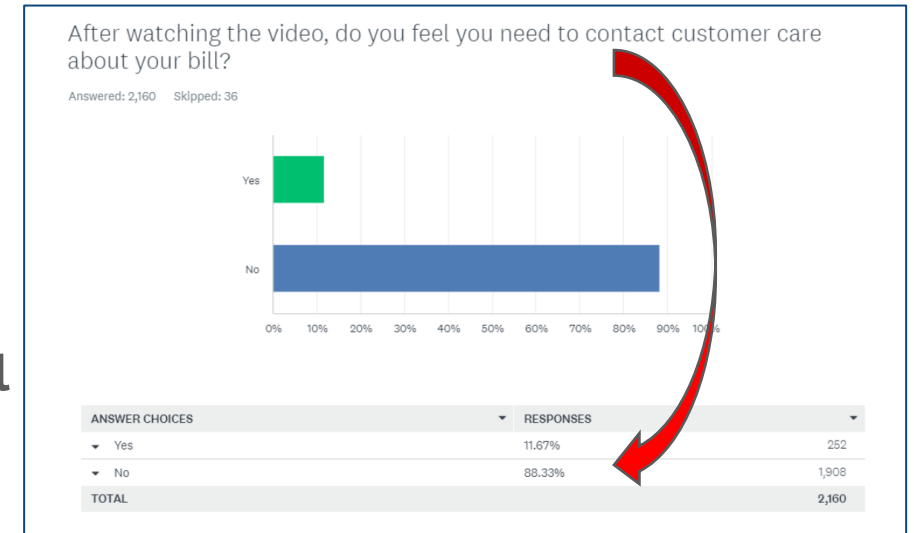
- 63,000 opens (repeat opens/forward for others to open)
- 57% (35,500) Unique opens
- 11.5% (7,200) Unique clicks (industry standard 3.5%)
- Video was easy to understand: **98% Very Easy**
- How useful was information presented: **96% Very Useful**
- **88%- No need to call customer service**

Extremely positive customer comments:

- Appreciative, useful, keep sending, very educational, sharing

Great CSR Tool:

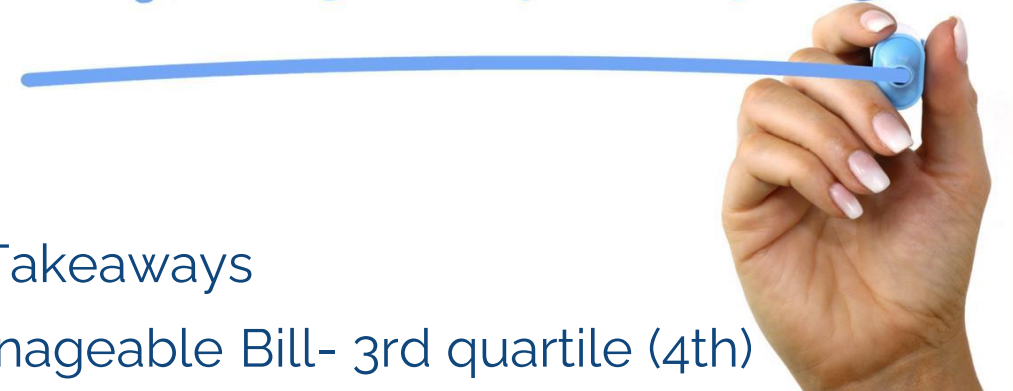
- Use as tool
- Easy tool to offer for customers eager to find ways to save
- Easy to get them to try because they can do it at their convenience and go as deep as they want
- Great for upset customers: helps them see where they can take responsibility for energy usage



IMPACT ON CUSTOMER SATISFACTION

- Latest survey (November 2022)
- Appox 6 months of Apogee/Video Message launch, one month of Welcome
- 81% Overall Satisfaction (all customers) +4
- 79% Overall Favorability +4
- Overall Satisfaction - 3rd quartile (4th)
- 1st Quartile- 21 benchmark areas (9 previous)
- 4th Quartile –0 benchmark area (6 previous)

RESULTS



Key Takeaways

- Manageable Bill- 3rd quartile (4th)
- Reasonable rates -3rd quartile (4th)
- Cares about Customers- 1st quartile (3rd)
- Next wave of surveys (will reflect 1 year of Apogee services.)



- **Serving Hundreds of North American Utilities**
- **Reaching Tens of Millions of Customers**
- **Providing Software as a Service (SaaS)**
- **Delivering**
 - ✓ Increased Customer Satisfaction
 - ✓ Heightened Customer Engagement
 - ✓ Energy Efficiency and Revenue Generating Program Promotion
- **Distinctive: Top-Rated Data Analytics and Predictive Modeling**
- **Industry's Most Comprehensive Customer Engagement Platform**
- **Consistency Creates Customer Trust**
- **Certified Woman Owned Business**

Market Leader in Customer Engagement

Celebrating 30 Years of Success

Trusted Partnerships



PERSONALIZED VIDEO BILL EXPLANATION

Proactively delivering personalized videos to those customers who have a bill change of a designated threshold up or down. (PWC-\$25)

4 elements detailed in short, concise video:

1. Weather
2. Days of Service
3. Rate Change (optional)
4. Behavior



TARGETED VIDEO BILL EXPLANATION

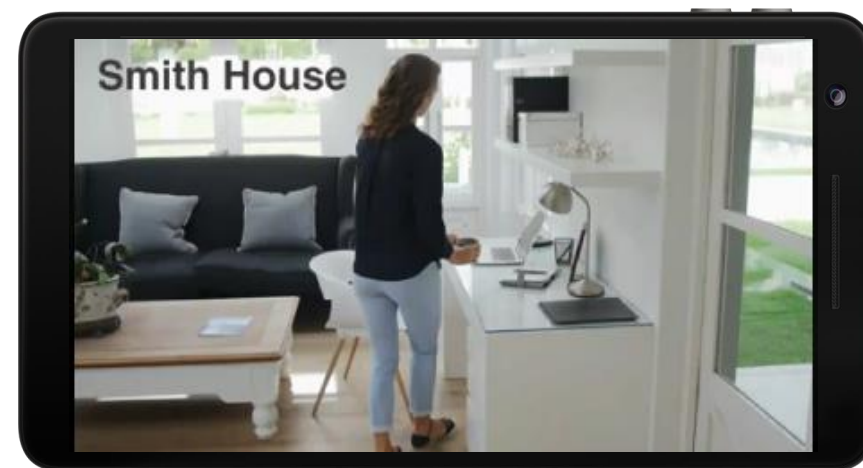
Bill is abbreviated to allow for targeted ending

This example promotes **Paperless Billing** – Click to Enroll at end >>>

Clients have reported up to 10% increase in program participation

Now offer 30 different video endings promoting:

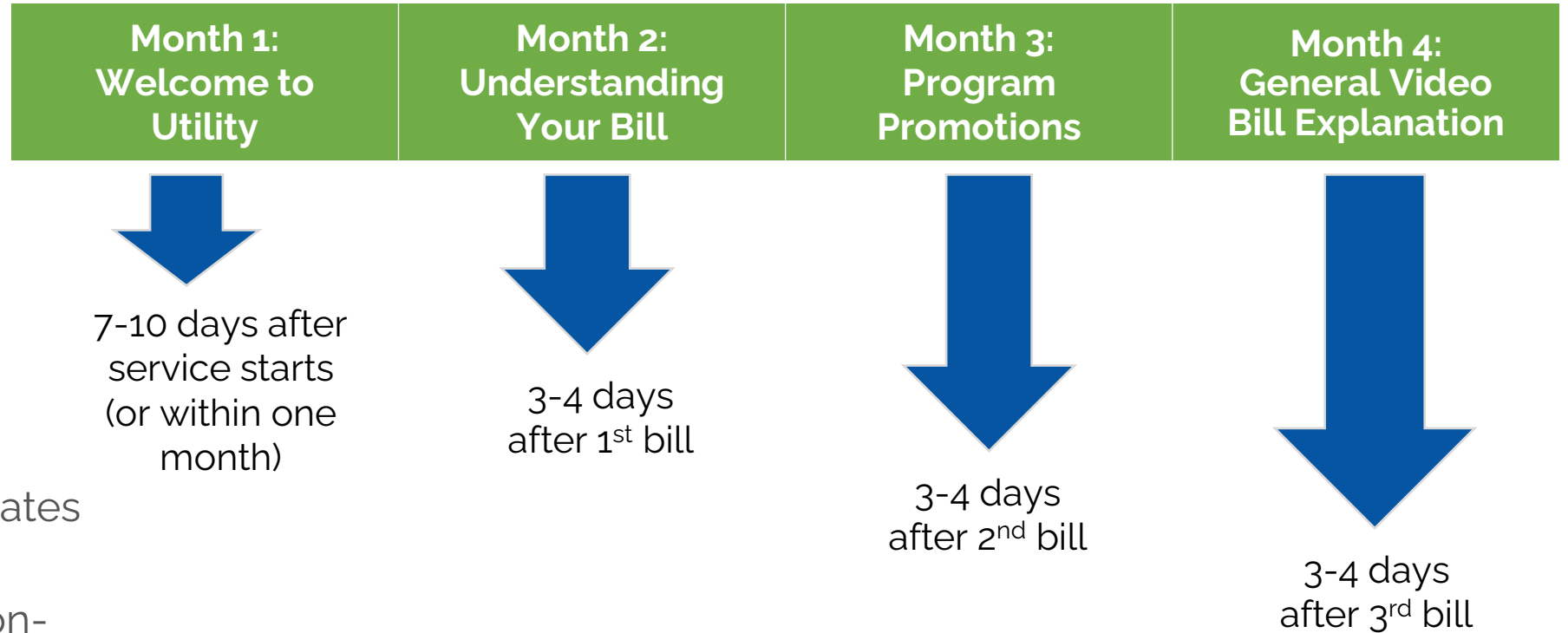
- New rates
- Paperless billing
- EE Program Promotion
- Rebates
- Directing to online audits
- Tips and reminders (prepare your HVAC system for coming season)



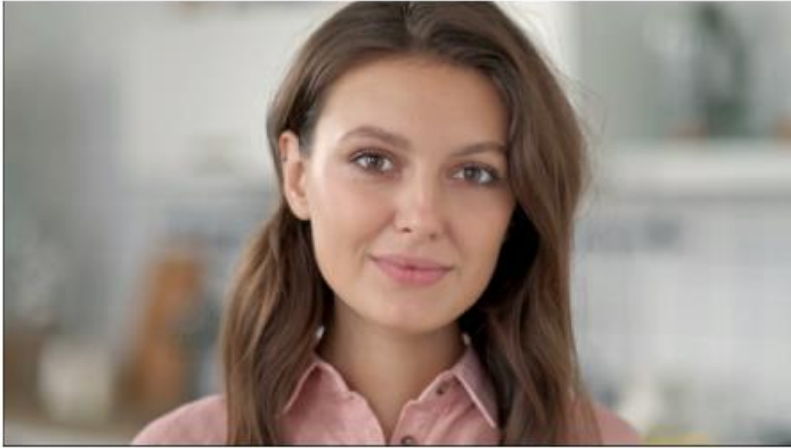
**Shortened Version Bill
Explanation with
Paperless Billing**

AUTOMATED NEW CUSTOMER WELCOME SERIES

- ✓ Engage new customers early.
- ✓ Learn how to read the bill.
- ✓ Sign up for portal/e-bill.
- ✓ Make new customers aware of resources such as Energy Advisor or Rebates and Programs.
- ✓ Smooth transition to on-going monthly communications.



NEW CUSTOMER SERIES EXAMPLES



#1 Welcome New Customer



#2 Understanding Your Bill



3 Rebates and Programs



#4 First Video Bill Explanation

QUESTIONS?



UPCOMING WEBINARS

Tuesday March 28, 2023 – 2:00PM EST

Electric Vehicle Solutions

Presented by:

Apogee Interactive, Inc. and GreatBlue Research

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