



Empowering Utilities for the Future

Creative Ways to Digitally Engage Customers and Maximize the Rewards

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Agenda

- High Level Overview
- Moments That Matter
- Moments of Truth
- Sharing Best Practices
- Engaging Current Customers
- 4 County EPA (Mississippi) WCBI News Story High-Level



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High Level Overview

The utility industry, especially over the last decade+, is one of dramatic transition, evolution

You are constantly managing key items

- Rates/rate cases, regulatory, competition, carbon footprint initiatives, and electrification
- Always making sure your customers have safe and reliable electricity and gas

Customers (even that word has changed) have choices

- Customers want to communicate via their channels of choice
- Customers have choices in products and services they need within their homes

The utility industry is best-in-class

- Spending time and resources helping customers save money, providing great programs
- Helping your communities (and others) whom you serve

You are the local, reliable, and trusted source of energy

High Level Overview

Over the last few years, at regional and national utility conferences, consistent key themes dominated the presentations and talk tracks

- Community Outreach, Customer Engagement / Awareness / Education
- Sustainability, Equitable Solutions

Some stats never go out of style...

70%

of customers who are moving contact their utility company first

6 min

The average customer spends just 6 minutes a year engaged with their utility

2 in 5

homeowners would face a significant financial struggle from an unbudgeted home expense of \$400; **nearly 60%** cannot cover a \$1,000 expense

According to the Energy Information Administration...

12%

air conditioning accounts for 12% of total household energy costs

17%

of electricity expenditures at the national level (EIA)



**How do you improve your
customers' awareness,
information, engagement?**

Moments That Matter

Xcel Energy (MN)

Their Customer Experience team has **four “Moments That Matter”** that cross all 'channels of choice' for their customers.

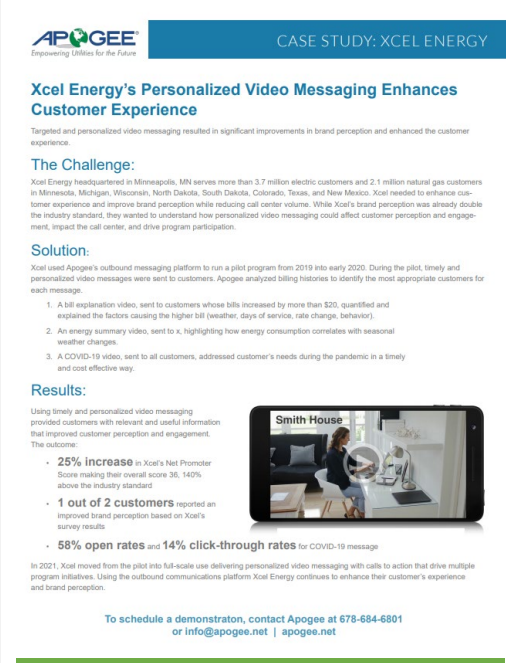
How can you enhance each MTM?

- Start My Service
- Pay My Bill
- Understand My Outage
- Manage My Energy

Xcel Energy / Apogee Case Study:

Using timely and personalized messaging, Xcel Energy...

- Saw a 25% increase in their NPS, with half of their customers who opened the video messaging saying it improved their perception of Xcel Energy
- One example...a 14% click-through rate for a specific message regarding the pandemic in 2020



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CASE STUDY: XCEL ENERGY

Xcel Energy's Personalized Video Messaging Enhances Customer Experience

Targeted and personalized video messaging resulted in significant improvements in brand perception and enhanced the customer experience.

The Challenge:
Xcel Energy headquartered in Minneapolis, MN serves more than 3.7 million electric customers and 2.1 million natural gas customers in Minnesota, Michigan, Wisconsin, North Dakota, South Dakota, Colorado, Texas, and New Mexico. Xcel needed to enhance customer experience and improve brand perception while reducing call center volume. While Xcel's brand perception was already double the industry standard, they wanted to understand how personalized video messaging could affect customer perception and engagement, impact the call center, and drive program participation.

Solution:
Xcel used Apogee's outbound messaging platform to run a pilot program from 2019 into early 2020. During the pilot, timely and personalized video messages were sent to customers. Apogee analyzed billing histories to identify the most appropriate customers for each message.

1. A bill explanation video, sent to customers whose bills increased by more than \$20, quantified and explained the factors causing the higher bill (weather, days of service, rate change, behavior).
2. An energy summary video, sent to x, highlighting how energy consumption correlates with seasonal weather changes.
3. A COVID-19 video, sent to all customers, addressed customer's needs during the pandemic in a timely and cost effective way.

Results:
Using timely and personalized video messaging provided customers with relevant and useful information that improved customer perception and engagement. The outcome:

- **25% Increase** in Xcel's Net Promoter Score making their overall score 35, 140% above the industry standard
- **1 out of 2 customers** reported an improved brand perception based on Xcel's survey results
- **58% open rates** and **14% click-through rates** for COVID-19 message

In 2021, Xcel moved from the pilot into full-scale use delivering personalized video messaging with calls to action that drive multiple program initiatives. Using the outbound communications platform Xcel Energy continues to enhance their customer's experience and brand perception.

To schedule a demonstration, contact Apogee at 678-684-6801 or info@apogee.net | apogee.net

Case-Study-Xcel-Energy.pdf
(apogee.net)

Moments Of Truth

- Outages / PSAs
- High Bills / Mid-Cycle Alerts
- Change of Services / Change Within the Home
- Life Events
- **Evergy and Hallmark (Kansas City)**
 - Evergy Partnership with Hallmark Cards
 - Send digital cards with various messaging
 - Thank you
 - Congratulations on your new home
 - Comfort for a loss of spouse



Sharing Best Practices

Using Digital Communications:

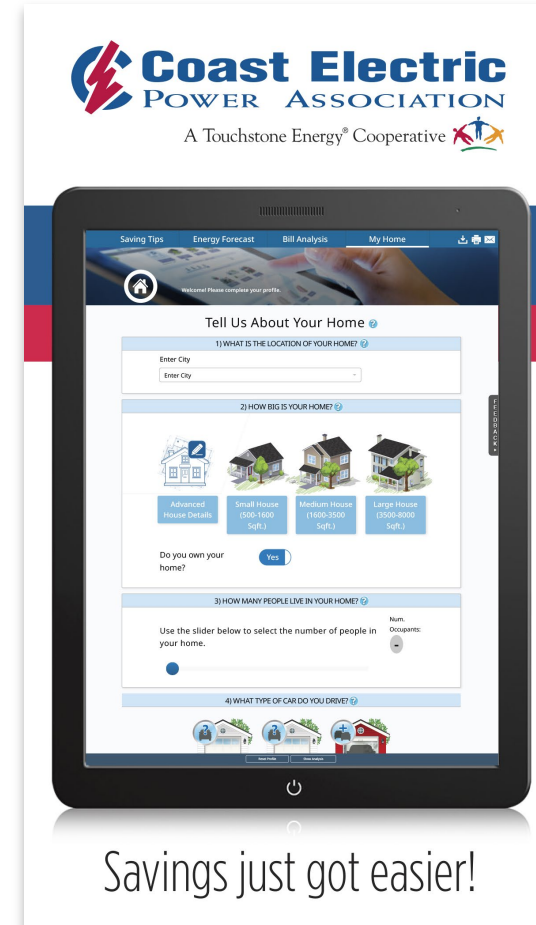
- Digital communications are the most important forms of communication
- Utilities are getting creative with their goals and Incentives
 - Eblasts with a prize drawing to receive \$50-\$100 of electric bill credits
 - Gas grill giveaway

Effectively Collecting Email Addresses: Horry Electric (SC) has 70% of their members email addresses

- Member service department works to gather email addresses when new members apply for service
- *South Carolina Living Magazine*

Engaging Current Customers

- Messaging
- Rates
- Business Cards w/QR Codes
 - Available...
 - Walk-in Centers
 - Drive-thru Windows
 - HQ Lobby
 - Technician Handouts



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4 County EPA (MS) WCBI News Story

4 County has a great relationship with the local media

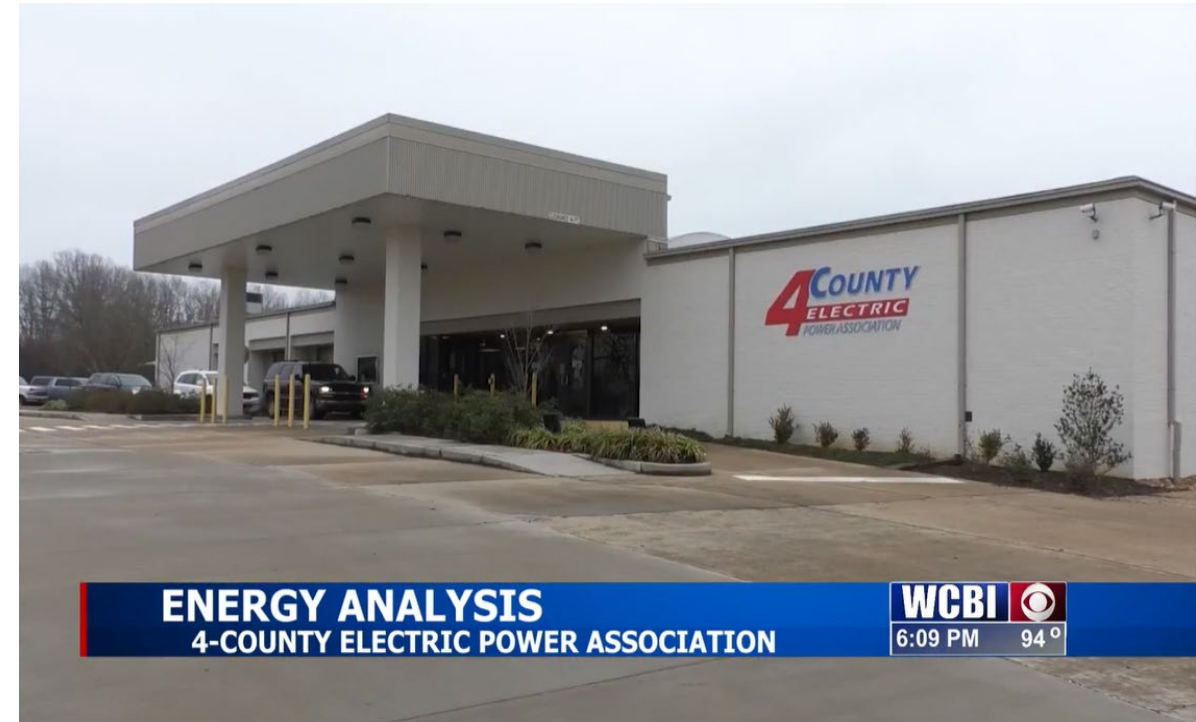
- Always available (good or bad)
- Providing resources and stories
- Making local media jobs easier

4 County has always been big into communication with its members

- Making sure the community knows exactly what is going on to improve member's lives

Lessons Learned:

- Do not wait
- Great early results with the Apogee pilot

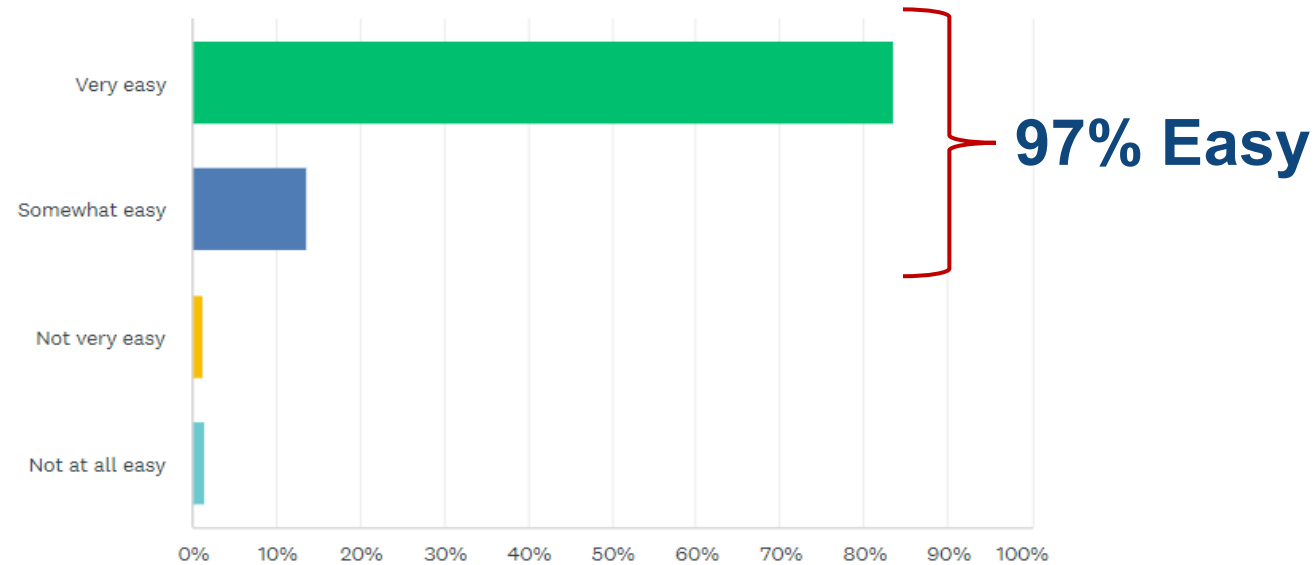


<https://www.wcbi.com/new-piloting-program-looks-to-explain-high-power-bills/>

Results from Pilot

How easy was the bill explanation to understand?

Answered: 1,195 Skipped: 9

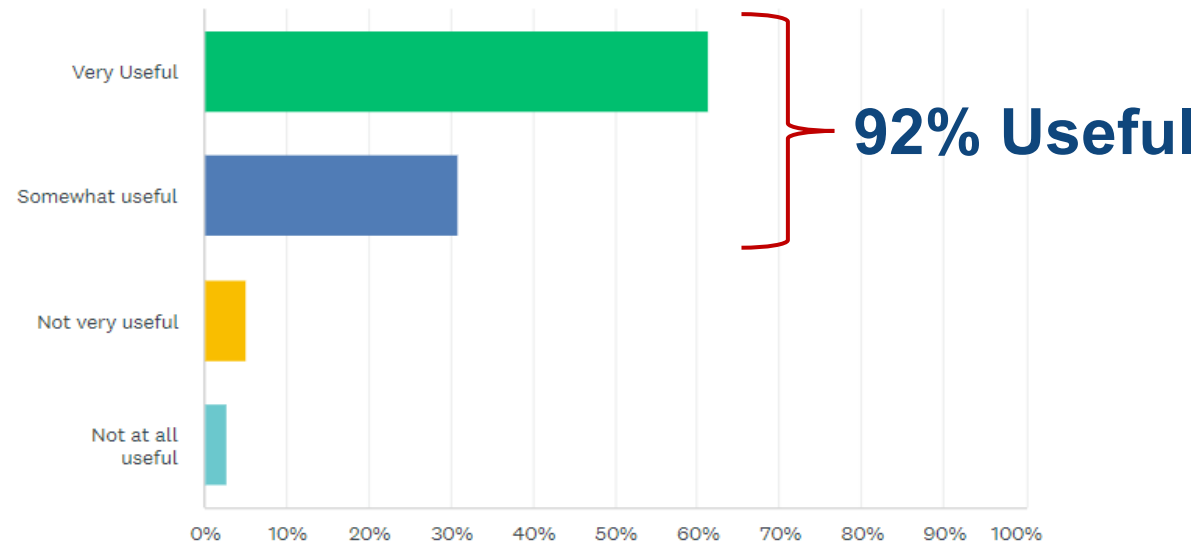


ANSWER CHOICES	RESPONSES
Very easy	83.51% 998
Somewhat easy	13.72% 164
Not very easy	1.26% 15
Not at all easy	1.51% 18
TOTAL	1,195

Results from Pilot

How useful was the information presented?

Answered: 1,199 Skipped: 5

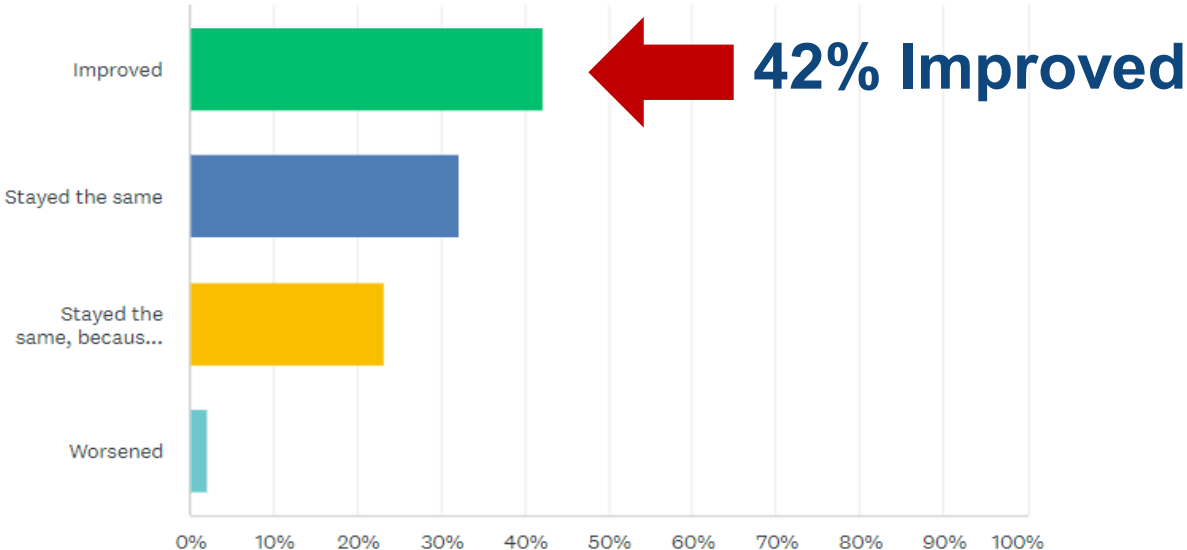


ANSWER CHOICES	RESPONSES
▼ Very Useful	61.30% 735
▼ Somewhat useful	30.94% 371
▼ Not very useful	5.09% 61
▼ Not at all useful	2.67% 32
TOTAL	1,199

Results from Pilot

After watching this video, has your perception of 4County...

Answered: 1,192 Skipped: 12

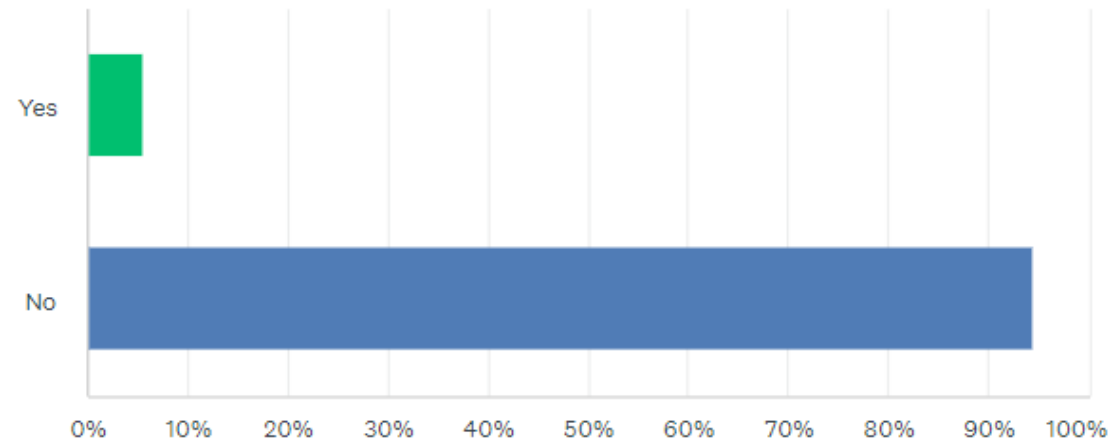


ANSWER CHOICES	RESPONSES
Improved	42.28% 504
Stayed the same	32.21% 384
Stayed the same, because I already have a good perception	23.32% 278
Worsened	2.18% 26
TOTAL	1,192

Results from Pilot

After watching this video, do you feel that you need to contact customer care about your bill?

Answered: 1,194 Skipped: 10



ANSWER CHOICES	RESPONSES
Yes	5.53% 66
No	94.47% 1,128
TOTAL	1,194

Apogee Conferences & Webinars

Upcoming 2023 Utility Conferences / Apogee

- TMAF (energysolutionscenter.org)
 - September 19-21; Salt Lake City UT
- E Source Forum (esource.com)
 - September 19-22; Denver CO
- Chartwell / EMACS (chartwellinc.com)
 - September 26-29; Phoenix AZ
- Member Engagement Summit Conference (cooperativeinsights.com)
 - September 27-28; Raleigh NC
- Texas Electric Cooperative Member Services and Communications (texas-ec.org)
 - October 17-20; Dallas TX

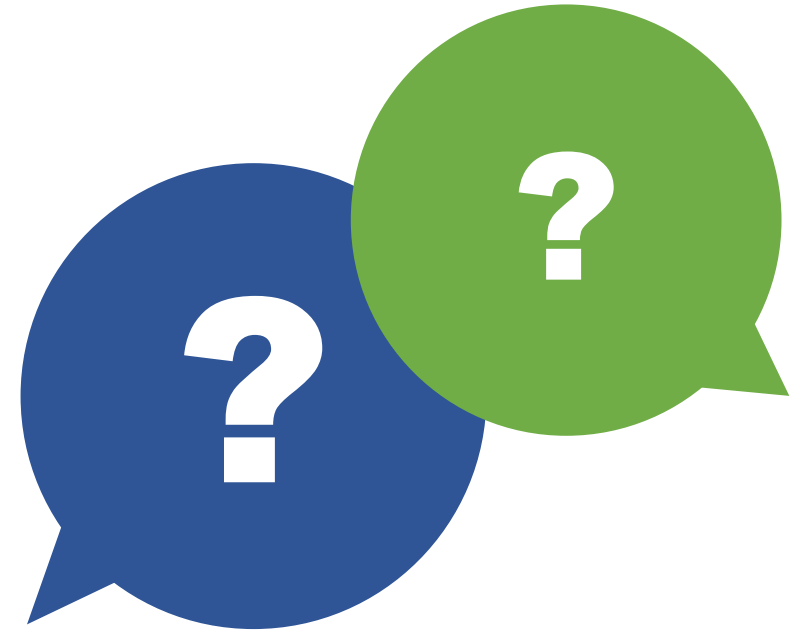
Upcoming Webinar

- Apogee / AIQUEOUS / energyOrbit...an overview of the new triumvirate
- Thursday, October 5
- Registration and additional details coming soon

Any Questions Apogee Reminders

Additional Information via Apogee.net

- Company
- Solutions
- Events / Case Studies / Webinars / News
- Updated rates, please email rates@apogee.net





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Thank You!