



Digital Strategies to Communicate Rising Energy Costs

Presented: August 3, 2023





Lynn Morris, Manager, Major Account & Client Success Team

Lynn supports several Major Accounts in CO, MN, AL, FL and VA in addition to working with a great team covering the US. Lynn has been in the Utility arena for over 16 years developing strong relationships and ensuring partner successes. She is from Columbia, SC, a graduate of the University of South Carolina and resides in Charlotte, NC.



Steve Bell, Key Account Manager

Steve helps Apogee's utility customers meet and exceed their initiatives in program participation and customer satisfaction.

With over two decades of utility market experience, Steve supports national sales of technology solutions that increase utility customer engagement and reduce operational costs.

Digital Customer Engagement Goals

- Increase Customer Satisfaction
- Educate on Energy Efficiency
- Promote Programs
- Empower Self-Service
- Reduce High Bill Calls
- Reduce Energy Audit Costs



- **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**

**Market Leader
in Customer
Engagement**

**Celebrating
30 Years
of Success**

Trusted Partnerships



Agenda ---

- Improve Customer Experience & Perception
- Highlighted Utility Successes
- Key Digital Engagement Tools & Capabilities

APOGEE
Empowering Utilities for the Future

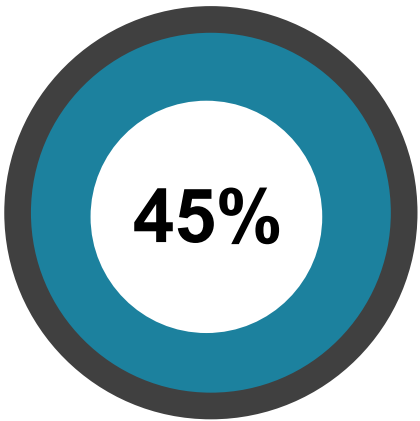
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Communicate, Communicate, Communicate...

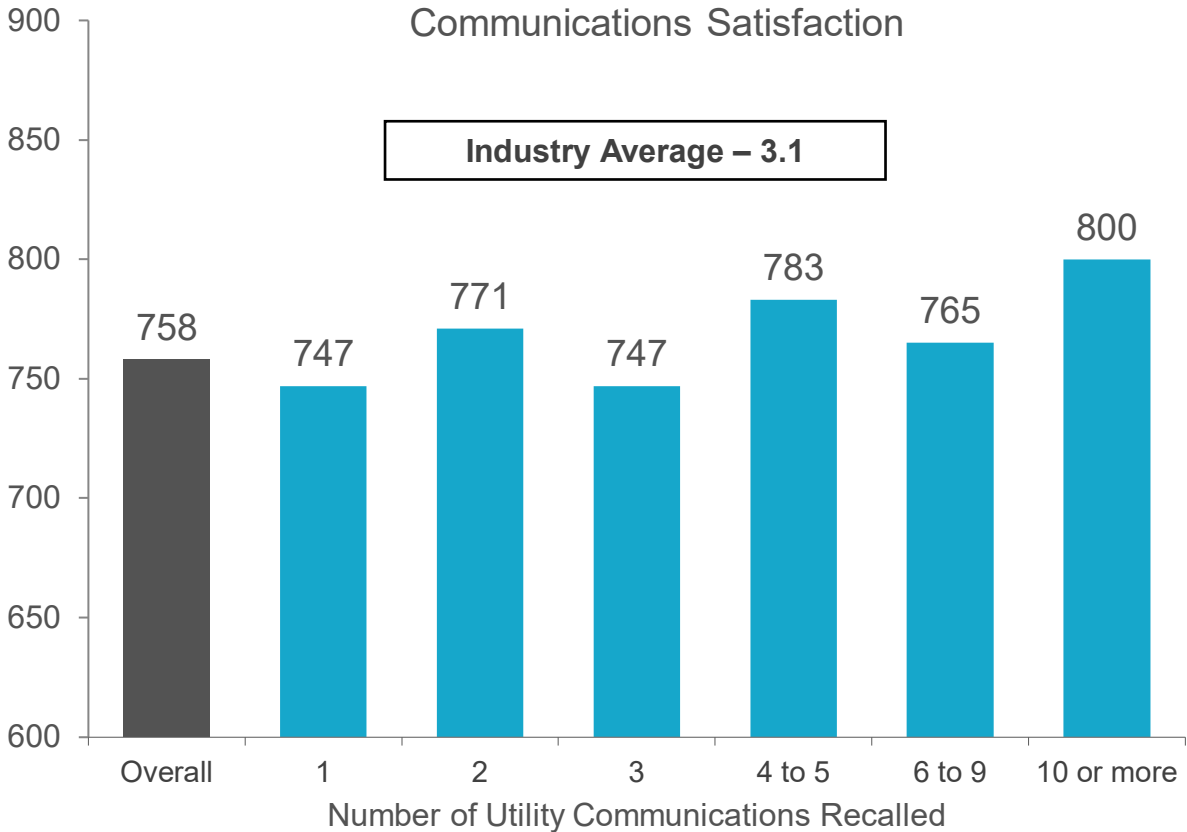
Overcommunicating does not lead to dissatisfaction



Percent of Customers that Recall 1 or more Communication from their Utility



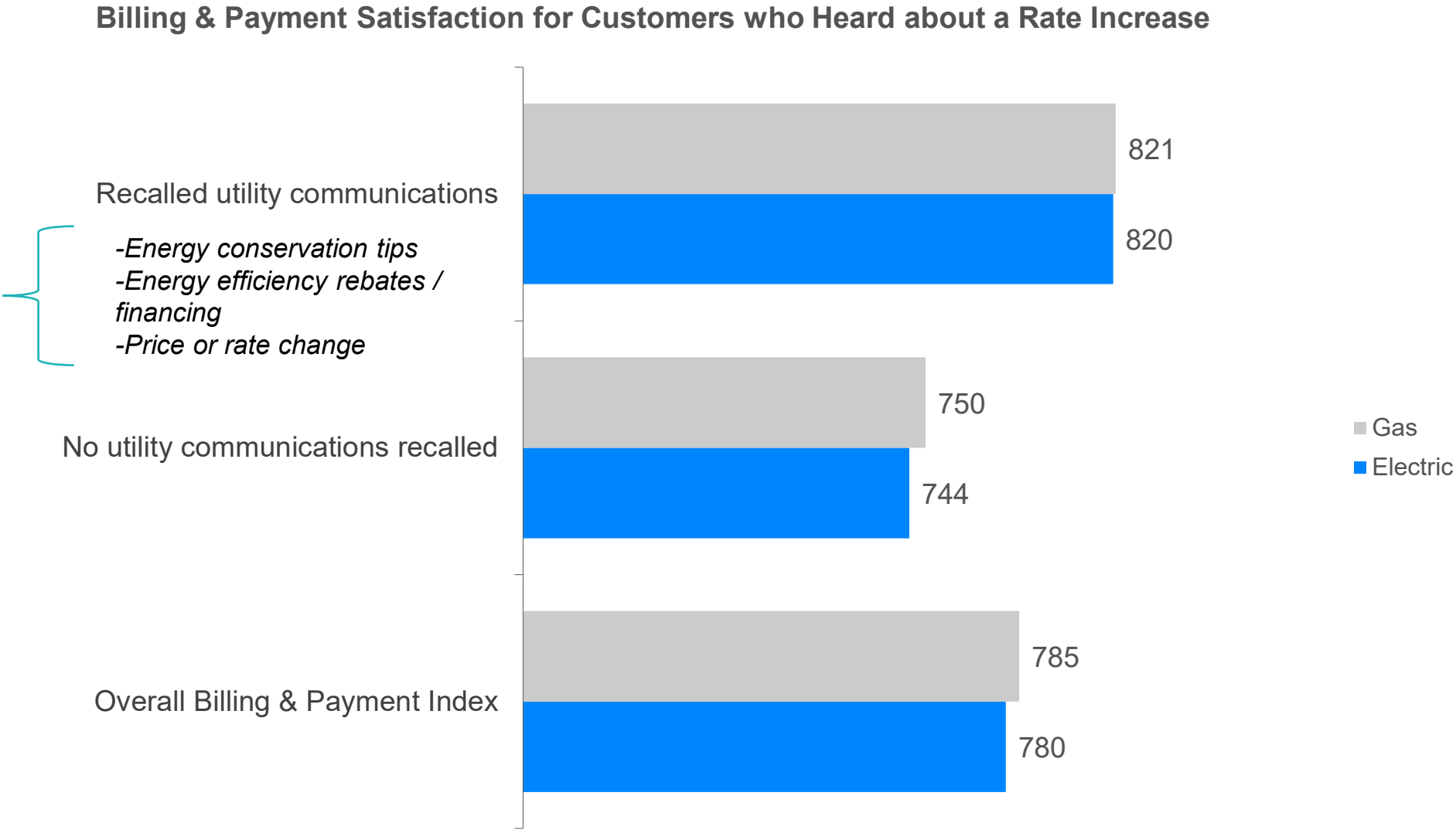
Top Large Brands	
Pacific Gas and Electric	50%
Pepco	49%
OG&E	49%
SMUD	49%
BGE	49%
Puget Sound Energy	49%
Top Midsize Brands	
Avista	57%
OUC	57%
Entergy New Orleans	56%
Imperial Irrigation District	54%
Louisville Gas & Electric	53%
Snohomish County PUD	53%



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

Communications need to be Relevant

Transparency re: rate changes and ways to save can provide a lift in satisfaction despite increases

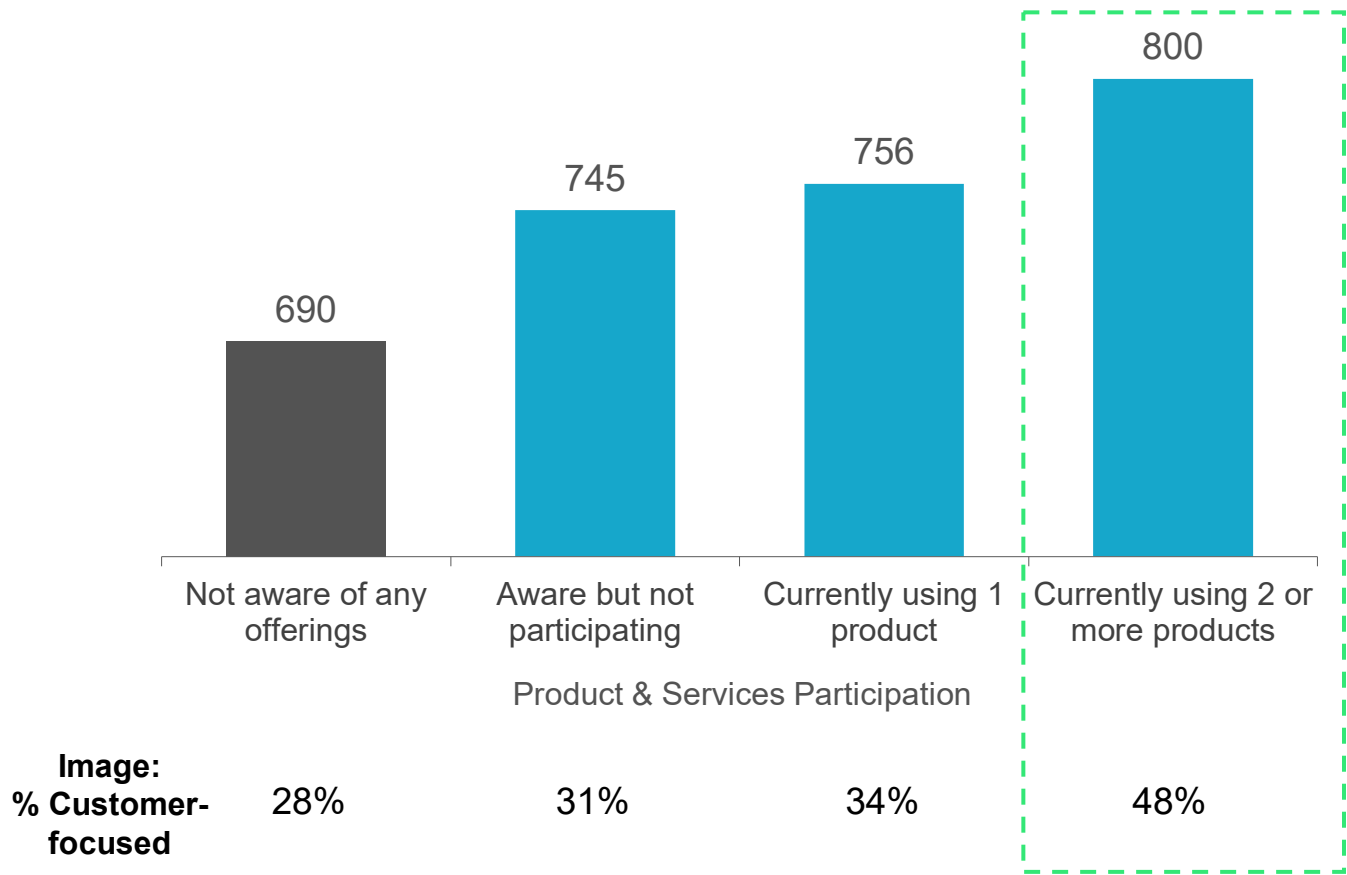


Source: J.D. Power Residential Customer Satisfaction Studies

Customer Engagement

More touchpoints can help drive higher satisfaction and change perceptions of utilities

Impact of Product & Service Offerings on Overall Satisfaction



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

Highest Participated Offerings

Home energy report	32%
Peak time savings	17%
Online energy calculator	15%

Offerings of Most Interest ('Aware' Customers)

HE lightbulb rebates	32%
Peak time savings	17%
Rebates on appliances / Home energy report	15%

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Key Engagement Statistics

10%

increase in
program
participation

15%

reduction
in high
bill calls

58%

had improved
brand
perception

15%

unique click-
thru rates of
more than 15%

\$239M

identified
energy savings



1.7M

metric tons of
carbon reduction



CASE STUDY: Fayetteville Public Works Commission

Challenge: Best US utility by 2027 with 20% poverty and 20% military moves

Solution: Implement a comprehensive platform of Apogee tools to digitally engage and educate customers

Results: An immediate uptick in customer satisfaction and remarkable improvements in their scores

- *Easy to Understand* 98%
- *Found it Useful* 97%
- *Did NOT need to contact customer care* 88%

CASE STUDY: XCEL Energy

Challenge: Enhance the customer experience and improve brand perception while reducing call center volume thru Personalized Video Messaging

Solution: Xcel used Apogee's outbound messaging platform to send customers timely and personalized video messages

Results:

- 25% increase in Xcel's Net Promoter Score (140% above the industry standard)
- 1 out of 2 customers reported an improved brand perception
- 58% open rates and 14% click-through rates

CASE STUDY: COMMONWEALTH EDISON COMPANY

Challenge: ComEd spent \$2.6 billion to upgrade their electric grid and reliability improved more than 60% since 2012. ComEd began sending Personalized Reliability Reports (PRR) to its customers via email/mail in 2020 but **needed to increase engagement and customer satisfaction!**

Solution: Implement Apogee's Personalized Reliability Report Videos.

Results: ComEd sent 2,113,393 PRR videos from March – April of 2022.

- *91% liked the video*
- *83% found the videos valuable*
- *98% thought the videos were easy to understand*
- *52% felt more favorable toward ComEd after watching the video*

Awarded Chartwell's Gold 2022 Best Practices in Communications!

CASE STUDY: OKLAHOMA ELECTRIC COOPERATIVE

Challenge: OEC has TOU rate member education campaign using blog posts, energy audits, social media, and website. However, with impending rate increases, ***OEC needed a way to deliver proactive and personalized energy use and billing data to educate members on ways to save energy and build strong member relationships.***

Solution: Implement Apogee's Energy Advisor and Envoy platform.

Results: An immediate uptick in customer satisfaction

- 42% in program participation
- 92% average email open rate
- 94% of members signed up for personalized email alerts

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- **Key Digital Engagement Tools & Capabilities**

APOGEE
Empowering Utilities for the Future

Digital Customer Engagement Platform

- Outbound Communications Platform
- Energy Advisor software tools
- Rate Comparison software tools
- Field Audit software tools
- Special Purpose Calculators tools
- Marketing Programs, Content and Resources

Outbound Communications Platform

Personalized Messaging Campaign Manager

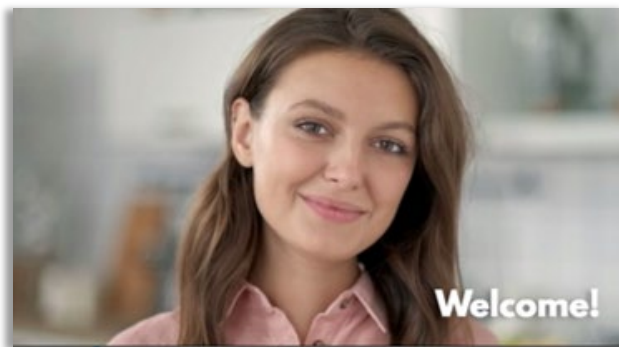
- Automated Welcome “New Customer”
- Annual Summary and Seasonal Messages
- Bill Explanation Video, can include water analysis
- Mid-Cycle Notifications
- Targeted Video- Programs and Rebates



Welcome Series

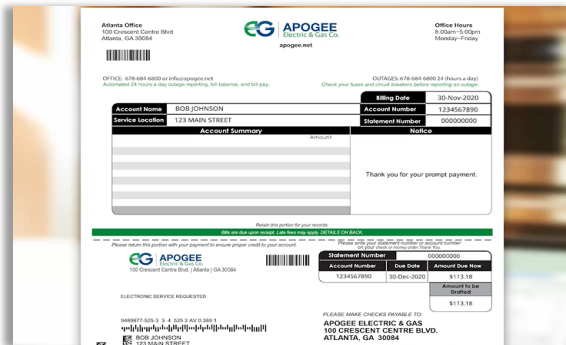
Automated messaging options from start of service.

7-10 Days After Service Started:
“Welcome to Consumers Energy”



Play Demo

3-4 Days After Receiving First Bill:
“Understanding Your Bill”



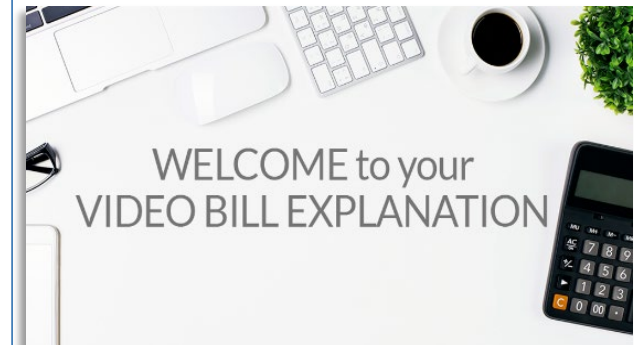
Play Demo

3-4 Days After Receiving Second Bill:
Program Promotions



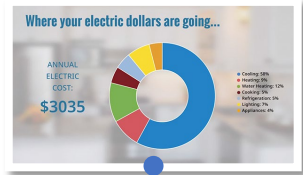
Play Demo

3-4 Days After Receiving Third Bill:
General Video Bill Explanation

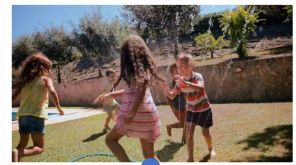


Play Demo

Annual Messaging Campaign



Annual Summary Video



Prepare for "Summer" Video



Prepare for "Winter" Video

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Bill Explanation Video

Targeted Campaigns

Paperless Billing

Budget Bill

Clean Energy

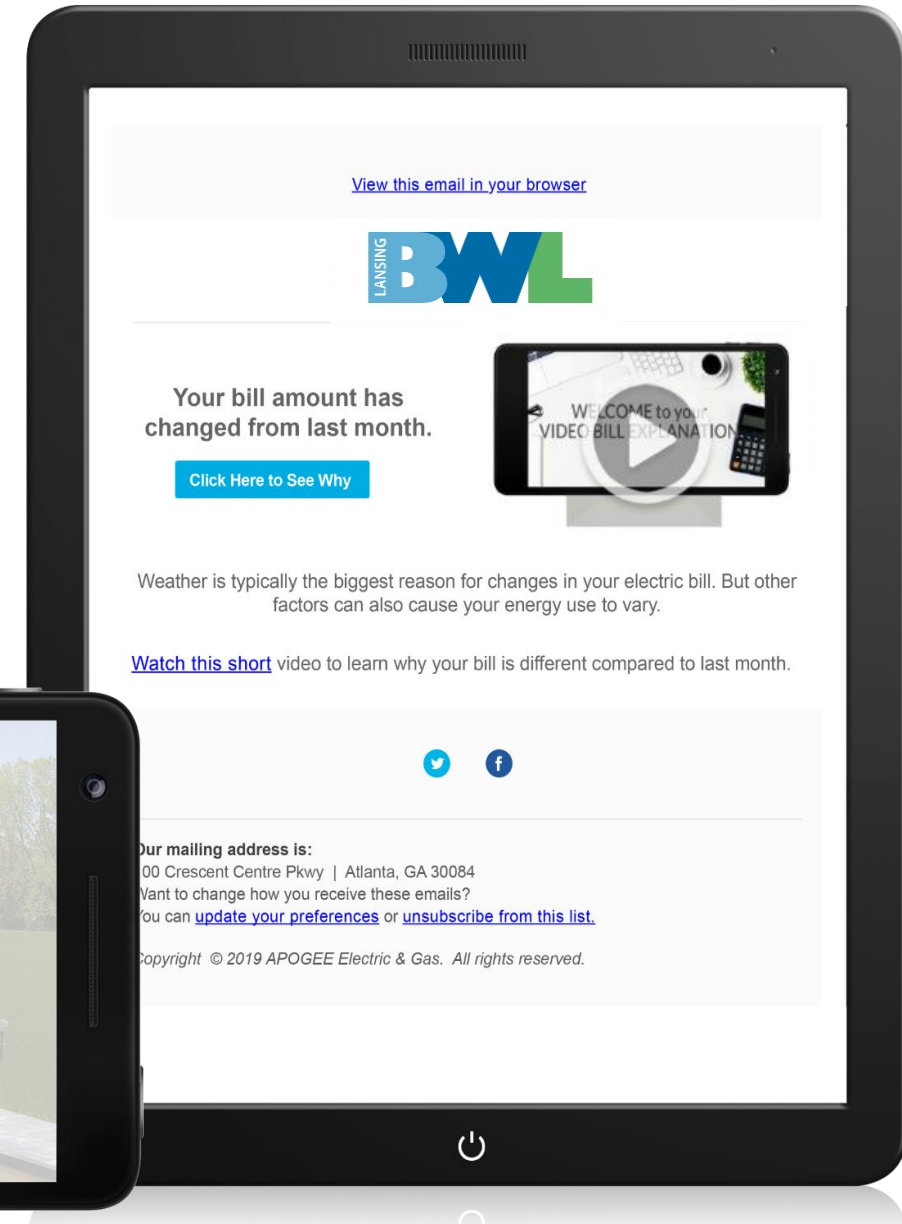
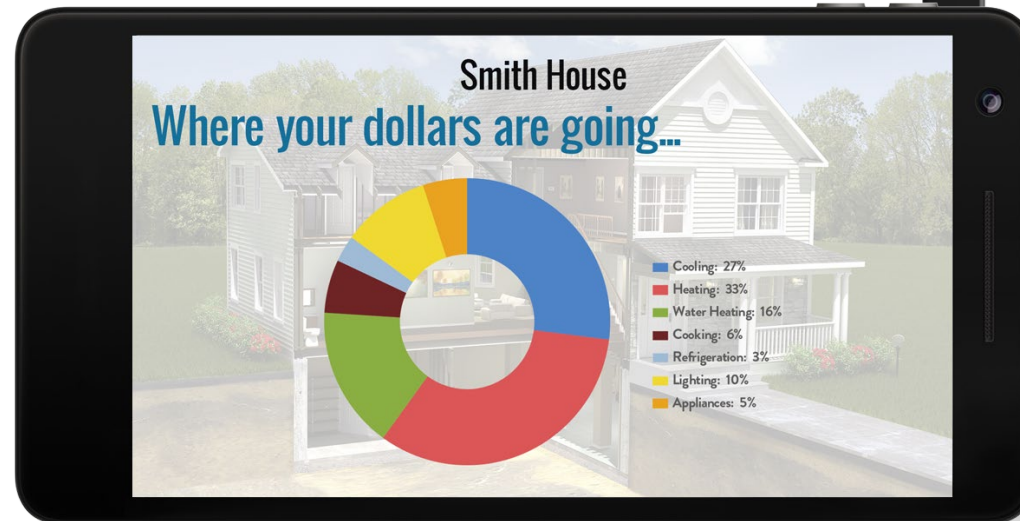
EVs

Customer Online Portal

Rebates

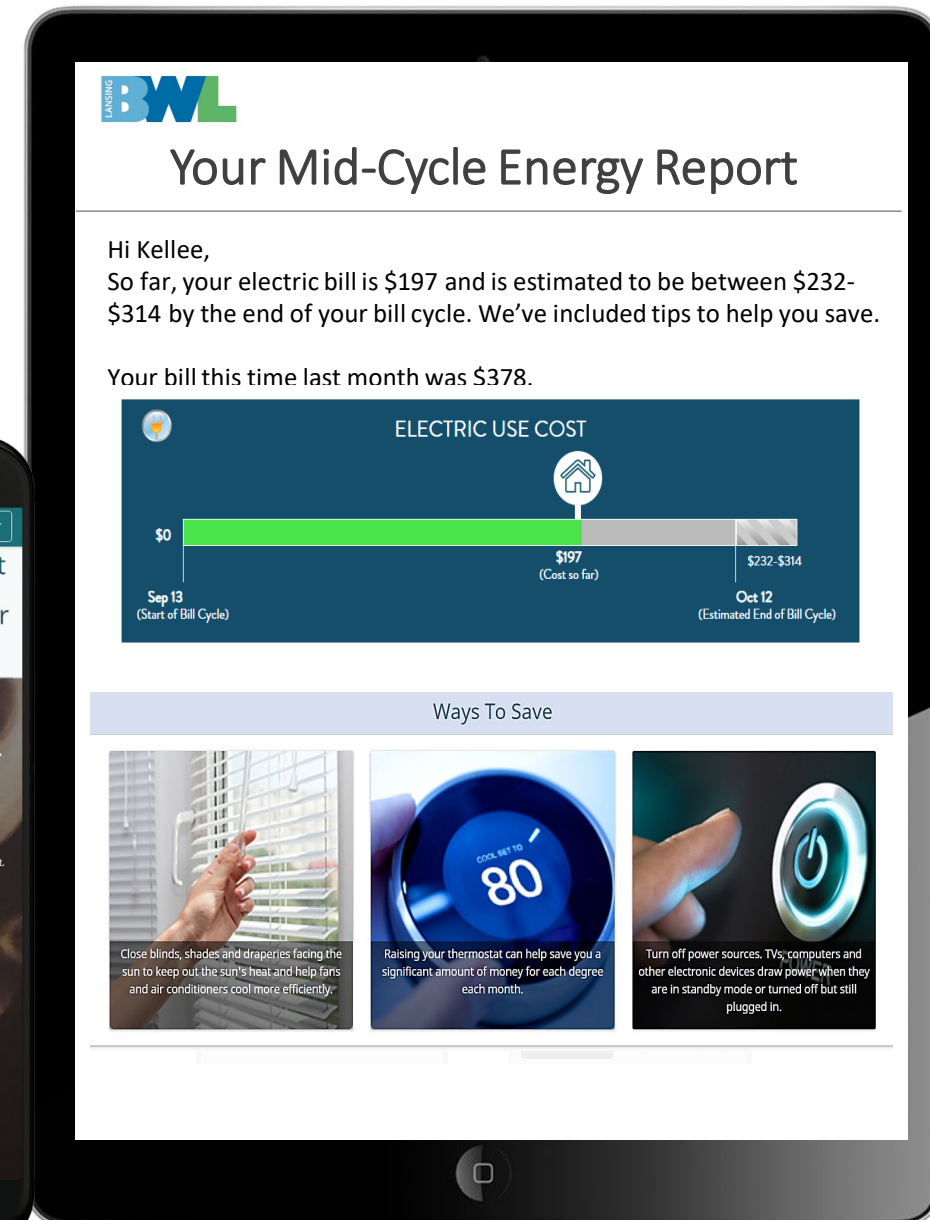
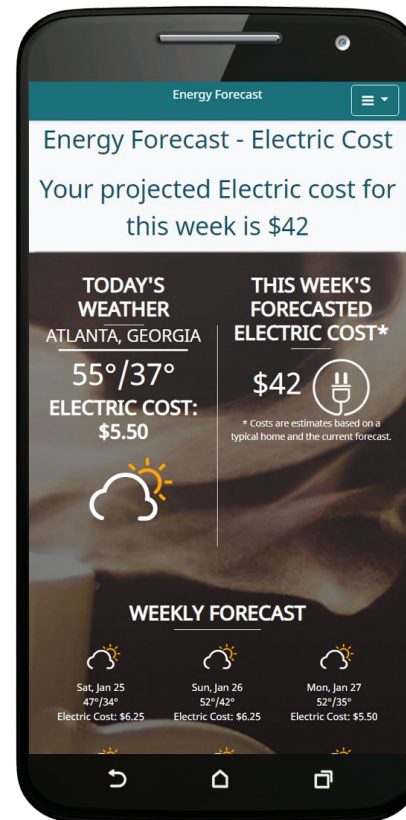
Video Bill Explanation

- Lower incoming high bill calls to call center
- Informs customers as to why the bill increased or decreased
- Educates customers how to save money on electric bills
- Lead customers to the Energy Advisor application or to you EE programs and rebates



Mid-Cycle Alerts

- Notification sent on each customer's 16th day of bill cycle
- How much their bill is now and how much it is forecasted to be at end of bill cycle
- Behavioral tips to save on energy bills
- Promote Lansing initiatives and programs



Energy Advisor Enterprise

Online, Self-Service Applications

- **Behind Customer Portal-** no additional log-in required. Can also be placed on website
- **Create** a home profile to learn ways to be more efficient and where energy dollars are going
- **Targeting-** access home profile data used to segment and communicate
- **Savings Tips-** integrate utility programs and rebates for easy access and participation

See Demo



Special Purpose Calculators

For Tips & Ways to Save Page

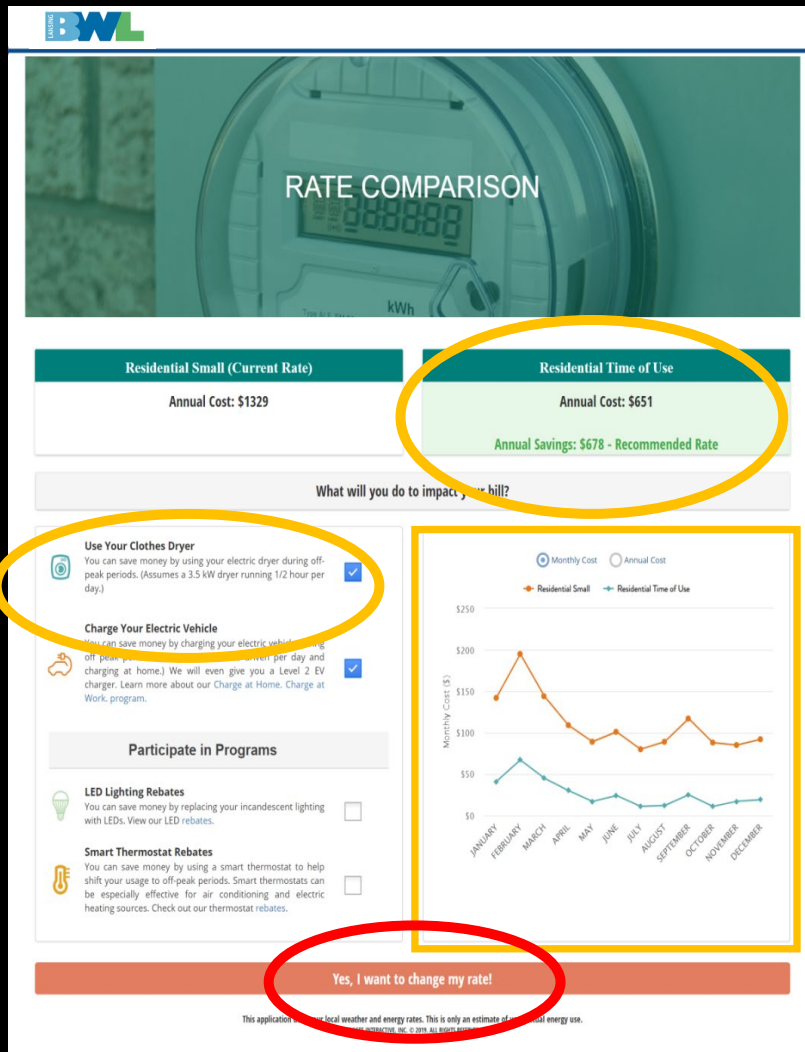
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- › [Water Heater](#)



Rate Comparison Tool

Internal & Customer Facing Options

- Provides an *easy* way to understand the **rate impact** based on energy use
- Allows customers to *knowledgably* select the rate plan **they prefer**
- Links the customer back to the **program adoption** page

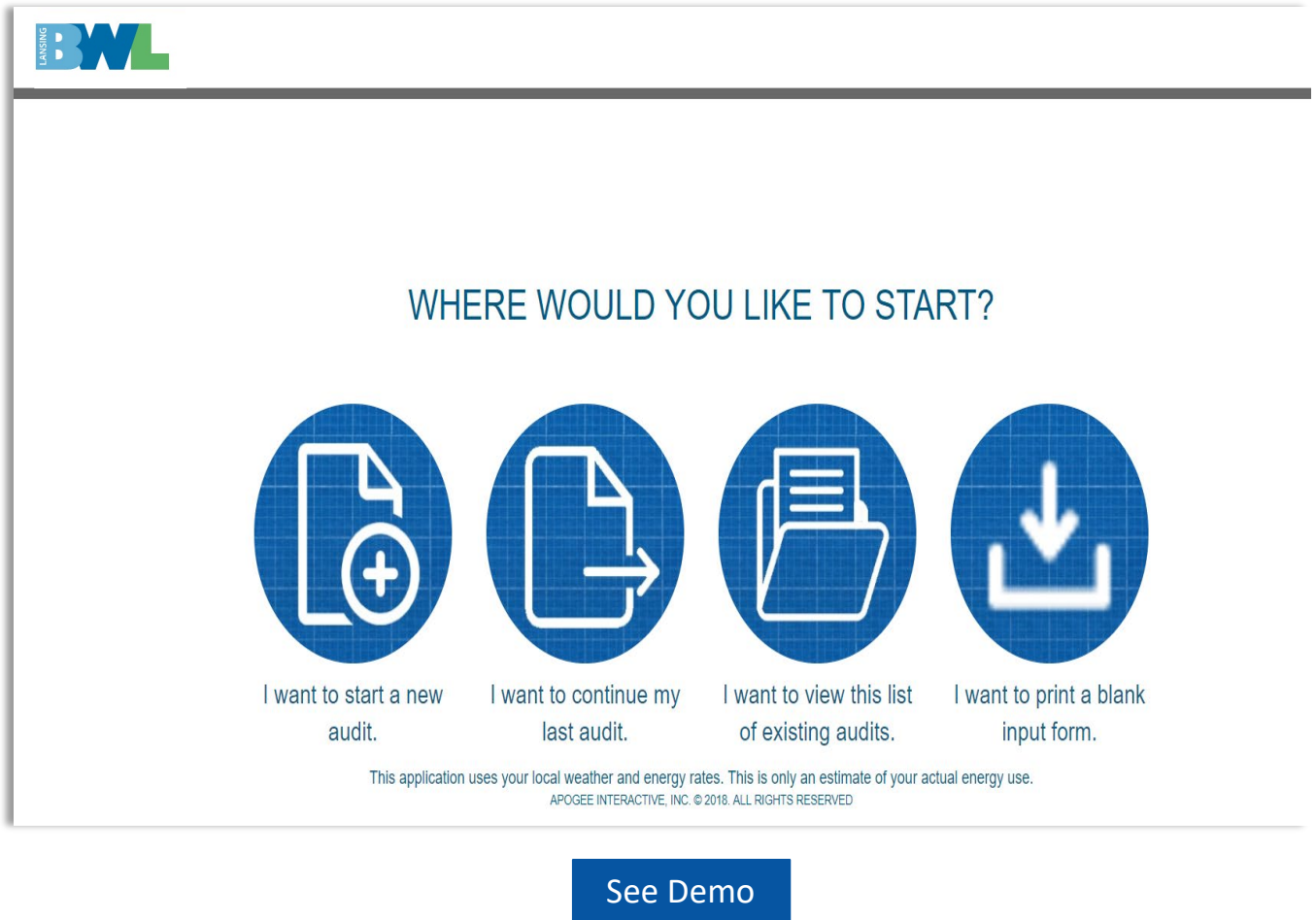


Play Video

See Demo

Field Audit

- **Admin and Individual access-** keep track of current and previous audits from different team member
- **Consistency** between customer facing self-audit and in-home audit
- **Prerequisite-** use this tool to prequalify customers prior to In-Home Audit
- **Generate Reports-** Provide personalized recommendations and include rebate programs links and tips after audit is complete



Marketing Resources

Printer Ready:

- Brochures
- Bill Inserts

Customizable Graphics for:

- Websites
- Social Media Campaigns
- Emails

Energy Advisor Promotional Video

Your Utility Logo

Energy is as easy as 1...2...3!

1: After c receive consur and gre dollars change

2: Learn how to save energy and money with our new online **ENERGY ADVISOR** www.yourutility.com

3: Find easy ways to save

Discover opportunities for improvement with customized energy-saving **recommendations** resulting from your survey responses. All of the tips are easy and cost little or no money to implement. Best of all, Energy Advisor will tell you exactly how much you stand to save!

Ready to Start Saving?

Utility Logo Visit our website at www.utilitywebsite.com and click on Energy Advisor.

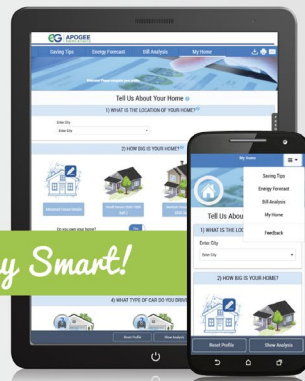
Just visit our website at www.yourutility.com to complete your personalized energy profile. From our homepage click “My Energy Account” and select “Pay Your Bill Online.” On the next page click “My Usage” and select “Analyze My Bill” to access your personal bill analysis.

It's that easy!

Get Energy Smart!



YOUR UTILITY LOGO



Virtual Energy Assessment from the comfort of your home!

Helping you find ways to save!

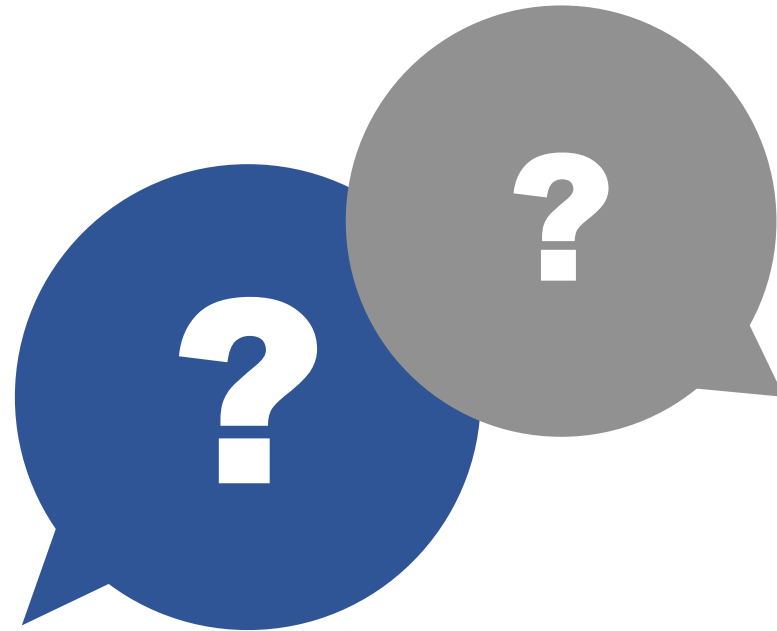
FREE Energy Assessment

FREE Energy Assessment

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- Promote **Programs**
- Empower **Self-Service**
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Questions?



Upcoming Events

WEBINARS

- **Creative Ways to Digitally Engage Customers**
- **Please join us: August 31, 2023**
- **Additional Webinars**
 - **To Be announced**

CONFERENCE

Sept. 19-22

E Source; Denver

Sept. 25-28

EMACS, Phoenix