

APOGEE[®]
INSTITUTE

ENERGY

WEBINAR

Proven Strategies for Growing Email Lists

Brought to you by:

Ann Fracas, Director



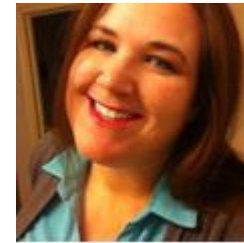
Keenan Samuelson,
Analyst, CCXP



Our Panelists:



Jackson EMC
Amy Bryan



PPL Electric Utilities
Susan Smith



LCEC
Joe Padgett

Duke Energy



Sandy Buzzard



Tamarah Delevan

Apogee Is...

- Software as a Service (SaaS)
- Focused on:



Customer Engagement



Customer Satisfaction



Program Participation

- Best-in-Class Data Analytics
- Known for Innovation



Entering our
25th Year

Serving
Hundreds
of Utilities

Achieving Extraordinary Client
Retention



E Source

E Source is the only research firm focusing on how consumers use energy and how utilities can best serve them.

OUR MISSION

To
advance
the
efficient use
of
energy



Headquartered
in Boulder, Colorado



EST.

1986



Our clients include
utilities and
solution
providers from
across the US
and Canada



Our utility
members
deliver

2/3

of all the
electricity
sold in the US



Esource

Esource upcoming study:

<https://www.esource.com/market-research?popup=marketing-survey>

Esource link to all our market

research: <https://www.esource.com/market-research>



JACKSON

ELECTRIC MEMBERSHIP CORPORATIONSM

Jackson EMC



10 counties from metro Atlanta, north to Gainesville
and east to Athens

- Fastest growing areas
- Megacorridor
- Dynamic growth center
- 225,000 meters
- 417 employees

Pilot Scope

[Click here to view this in a browser](#)



Your bill amount has changed from last month.

[Click here to see why!](#)

Welcome



Welcome to your first video detailing your monthly electric bill! We hope you enjoy this free service of Jackson EMC. Please take the short survey at the end of the video, we would really appreciate your feedback.

Weather is typically the biggest reason for changes in your electric bill. But other factors can also cause your energy usage to vary.

[Watch this short video](#) to learn why your bill is different compared to last month.

Learn more about how to save energy and lower your bill at [Save Energy & Money](#).

Our mailing address is:
Jackson Electric Membership Corp. - Jefferson, GA 30549
[unsubscribe from this list](#)

Energy Summary Report

Bill Explanation Video

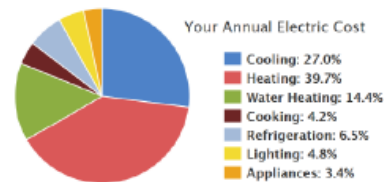
Having trouble viewing this email?
Click [here](#) for online version.



Your 2016 Year-End Energy Report

Dear *[NAME]*,

WE're working hard to provide you with tools and resources to use energy efficiently. Enclosed is your custom year-end energy report, including details on your annual energy usage and tips for saving energy and money on your power bill. Please [email](#) or call us with any questions: 800-462-3691.



What does this mean?

Learn more about your home's energy consumption with our free online Energy Checkup tool. You'll get personalized information using your actual electric bills and information about your home.

[GET STARTED NOW](#)

Ways to Save

Rebates, Incentives & Special Financing

HomePlus Loan Program

Through a strategic partner Jackson EMC offers low interest financing for energy efficient improvements.

Rebates

Jackson EMC offers rebates to encourage members to use highly efficient technologies

[START SAVING](#)

DIY Home Check-up Kit

DIY Power!

This Home Checkup Kit shows both big and small things you can do that can make your home more efficient and comfortable.

Complete with DVD and literature, the Home Checkup Kit walks you through a checklist to examine your home and identify potential energy-busters.

[REQUEST A FREE KIT](#)

Home Energy Evaluation

Let us help you save energy!

One of our representatives will come to your home and use state-of-the-art equipment to diagnose energy ailments in your home.

Call 770-822-3211 to schedule your evaluation!

[LEARN MORE](#)

Videos for More Ways to Save

Small changes around your home can make a big difference in preserving our environment and reducing your power bill. Watch these tips to see easy ways you can make energy-saving changes at home.

[WATCH & LEARN](#)

Get Peace of Mind with Budget Billing

Sign up for Budget Billing and pay the same amount on each month's bill. Average your monthly power costs over a 12-month period and level out the summer and winter energy usage peaks from seasonal temperature changes.

[LEARN MORE](#)

*This analysis uses your account and usage information to make assumptions about your home that are typical of most homes in Mississippi. It may not reflect the actual equipment or living preferences about your home cooking, lighting, etc. If you would like to refine this analysis to reflect the specifics of your home, please refer to the online Energy Checkup tool in the email and complete your home profile.

[Unsubscribe](#)
[Privacy Policy](#)

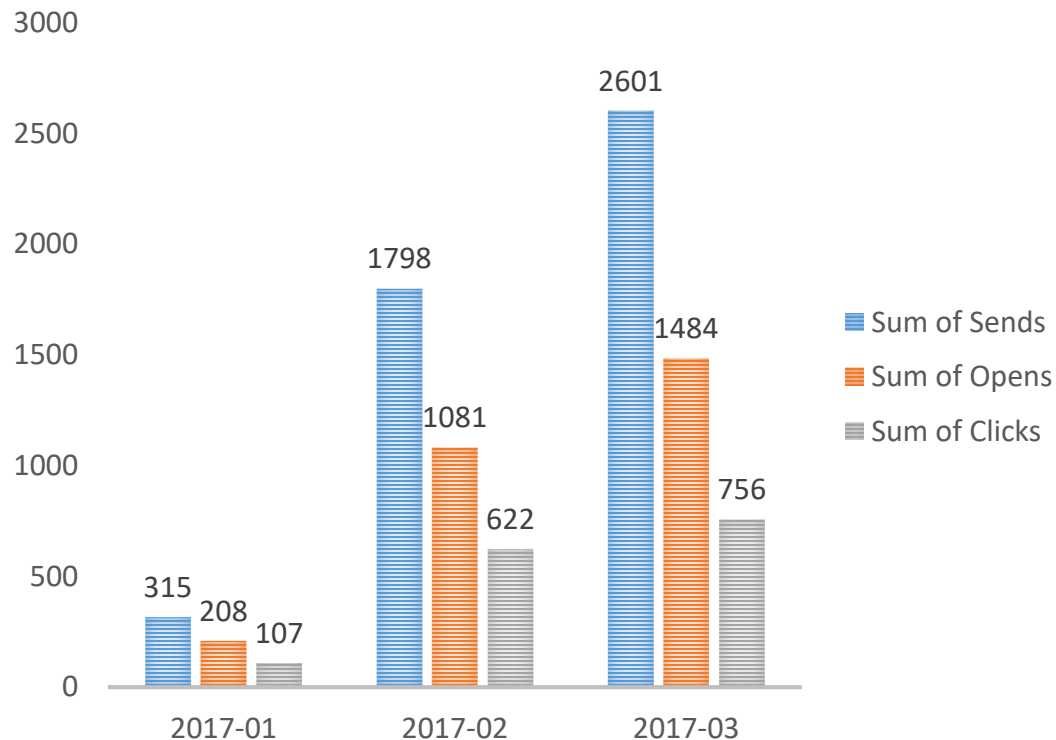
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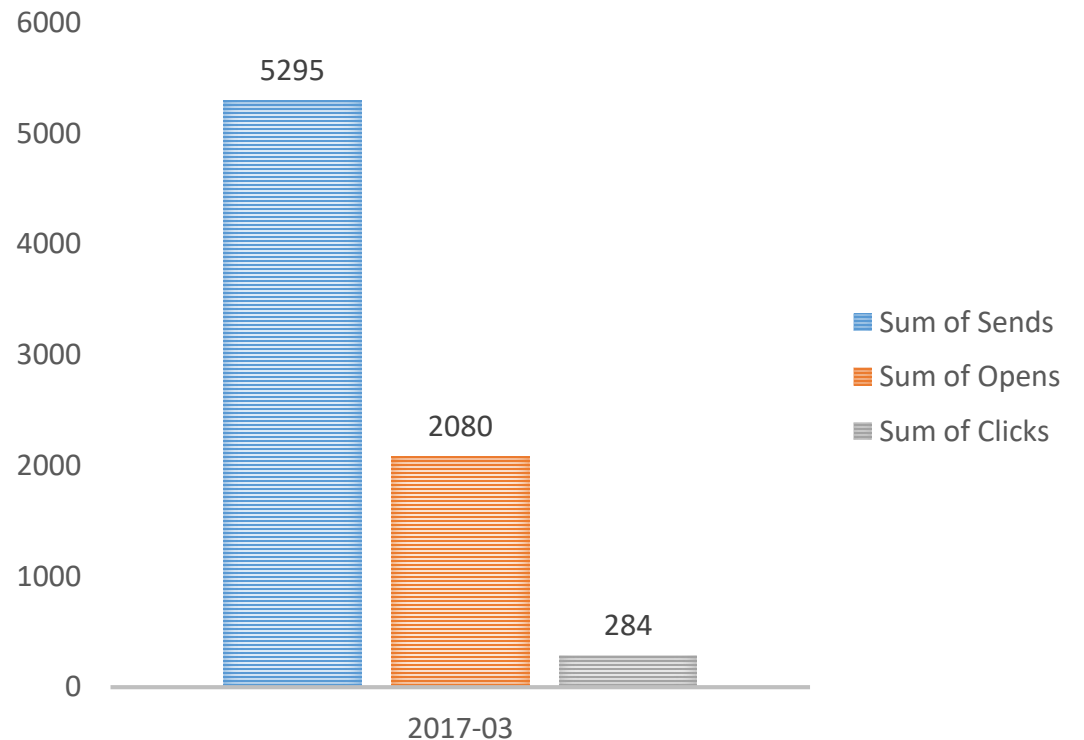
PVM and EOY Usage

Bill Explanation Videos



- Open rate: Jan 66%, Feb 60%, Mar 57%
- Click rate: Jan 34%, Feb 35%, Mar 29%
- Rates are surprisingly sticky, remain very good at the end of the pilot.

Energy Summary Reports



- 39.2% open rate
- Primary goal of opens achieved
- Call to action secondary hence low click-through

Satisfaction Survey

94% Very easy to understand

70% Very useful information

68% Requested to receive it monthly

93% Effective channel to receive communication on factors causing bill to change

“I like this video feature. I like that it shows the external weather factors.”

I think this is awesome!! so detailed and helpful!!!!!!!!!!!!!!

“I love it. Very easy to understand. Thanks for always improving.”

“I love it!! Cool way to communicate to customers”

Outreach



Dear Jackson EMC Member,

To provide you with personalized service, we will begin emailing you information designed to save you money and help you learn more about how you use energy.

An annual energy analysis, video bill messages and special rebates are among the messages members like you will receive from Jackson EMC or our strategic partners.

If you prefer not to receive this member benefit, you may [opt-out](#) now or at any time.

Jackson EMC values your privacy and your email address will only be used for Jackson EMC-approved programs.

Sincerely,

Amy Bryan, Jackson EMC
Director of Residential Marketing

Jackson Electric Membership Corporation
850 Commerce Road, Jefferson, GA 30549

You're receiving this because you are a Jackson EMC member.

Results

Month	Sends	Opens	Clicks	Open Rate	Clickthrough Rate
2017-01	315	208	107	66.0%	34.0%
2017-02	1798	1081	622	60.1%	34.6%
2017-03	7888	3565	1041	45.2%	13.2%
2017-04	3523	2049	1012	58.2%	28.7%
2017-05	3886	2125	924	54.7%	23.8%
2017-06	4170	2142	913	51.4%	21.9%
2017-07	4733	2416	975	51.0%	20.6%
2017-08	3285	1542	588	46.9%	17.9%
2017-09	1820	786	315	43.2%	17.3%
2017-10	27630	16224	8198	58.7%	29.7%
2017-11	29203	15874	6072	54.4%	20.8%
2017-12	15173	7768	3627	51.2%	23.9%
TOTAL/AVG	103424	55780	24394	53.4%	23.9%

Programs and Services

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- [Water Heaters](#)
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- [Home Automation](#)
- [Home Energy Evaluation](#)

[For Builders](#)

Ty Talks



TY TALKS
energy efficiency ideas

Join TV host and home expert, Ty Pennington, as he talks about energy efficiency.

[Water Heaters](#)



Home expert Ty Pennington gives a "Ty Talk" about your water heater, and how you can use technology to cut down on your energy costs.

[Smart Thermostats](#)



Home expert Ty Pennington gives a "Ty Talk" about your home thermostat, and how it's getting smarter.

[Lighting](#)



Home expert Ty Pennington shares his take on lighting, including information on LEDs - and how much money they could save you.

“Energy efficient living is about doing more while consuming less.”

– Ty Pennington

[Efficiency Resources](#)

You've seen the videos, now put these ideas to use. You'll be surprised how much you can save.

- [Rebates](#)
- [Home Energy Monitor](#)
- [Energy Guides](#)
- [Saving Tips](#)



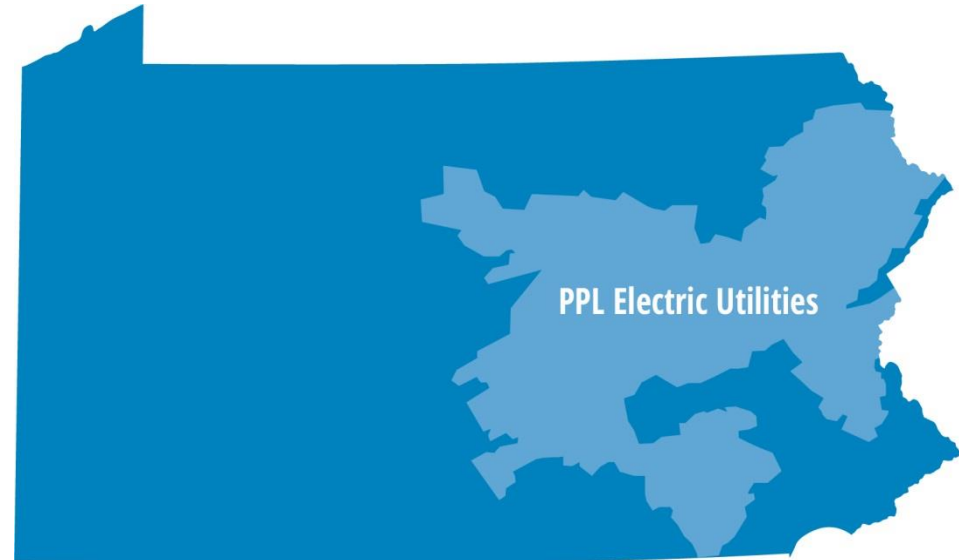
PPL Electric Utilities

About PPL Electric Utilities

- **1.4 million** residential and business customers in **29** Pennsylvania counties
- **50,000** miles of power lines
- **10,000-square-mile** service territory

Frequently honored for customer service and satisfaction

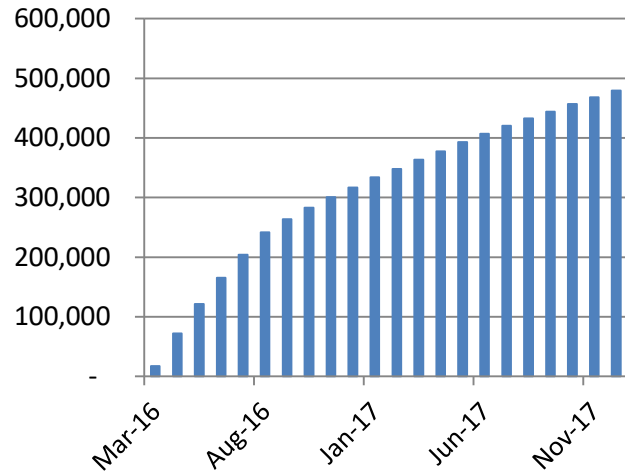
Subsidiary of **PPL Corporation** of Allentown, Pa., which operates award-winning utility companies in **Kentucky, Pennsylvania** and the **U.K.**



PPL Customer Consents

Mobile Phone Consents

30% of Customer Base



Associates:
86% Success Rate



Website:
83% Success Rate



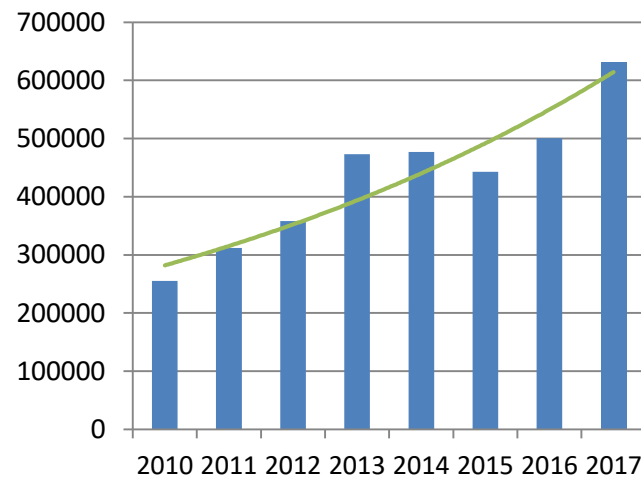
IVR:
56% Success Rate

Keys to Success

- Call Center buy-in
- Customer-friendly language
- Consent in every channel
- Keep records
- Use service to verify numbers

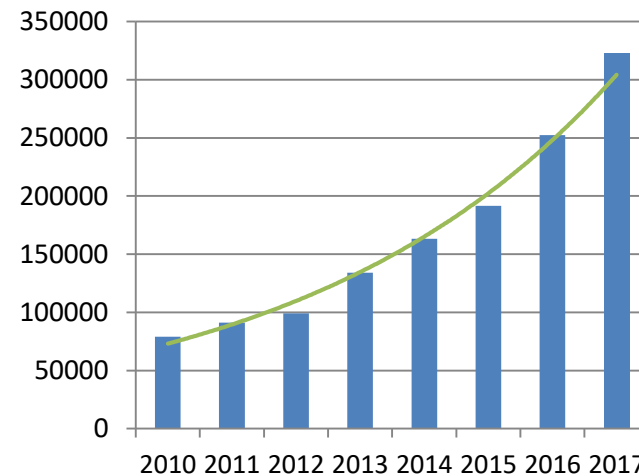
Total Emails Delivered

45% of Customer Base



Total Customers on E-bill

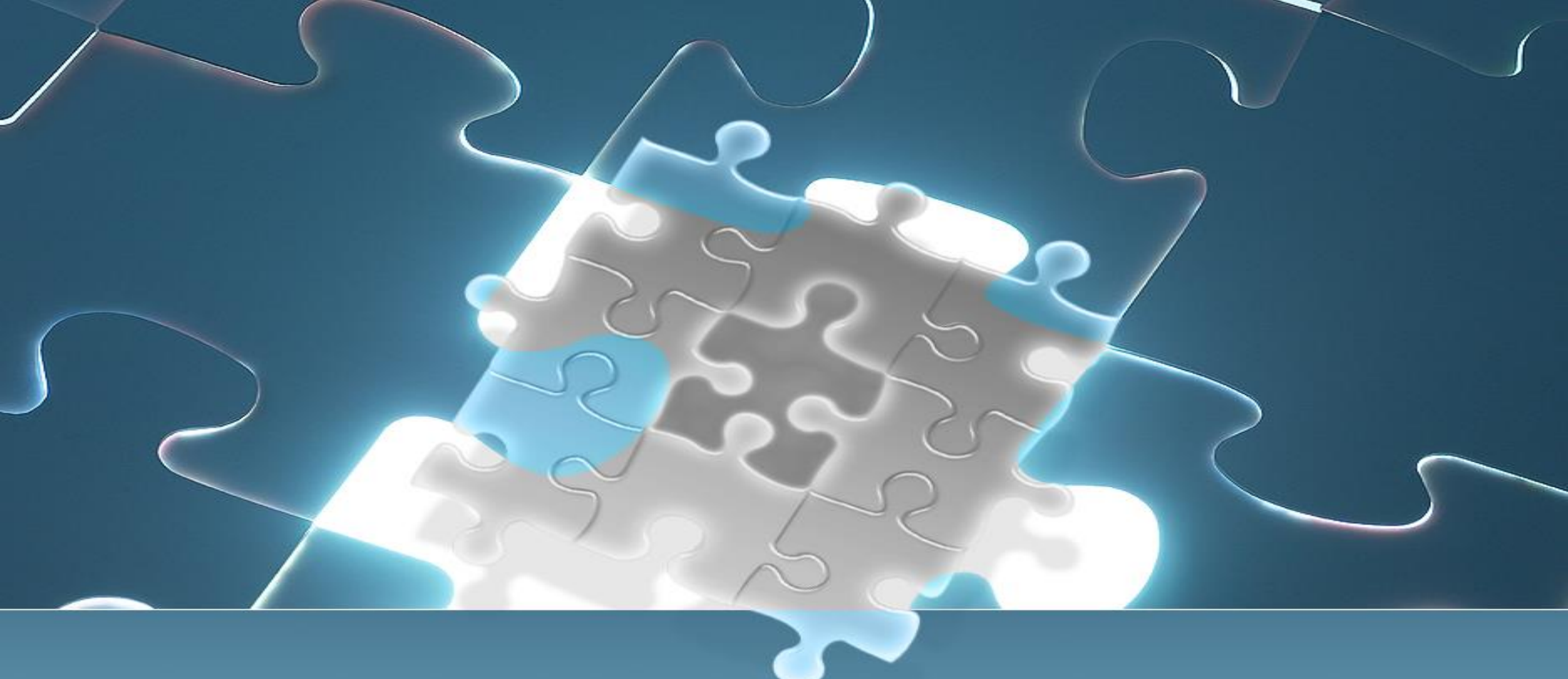
23% of Customer Base Enrolled in Paperless





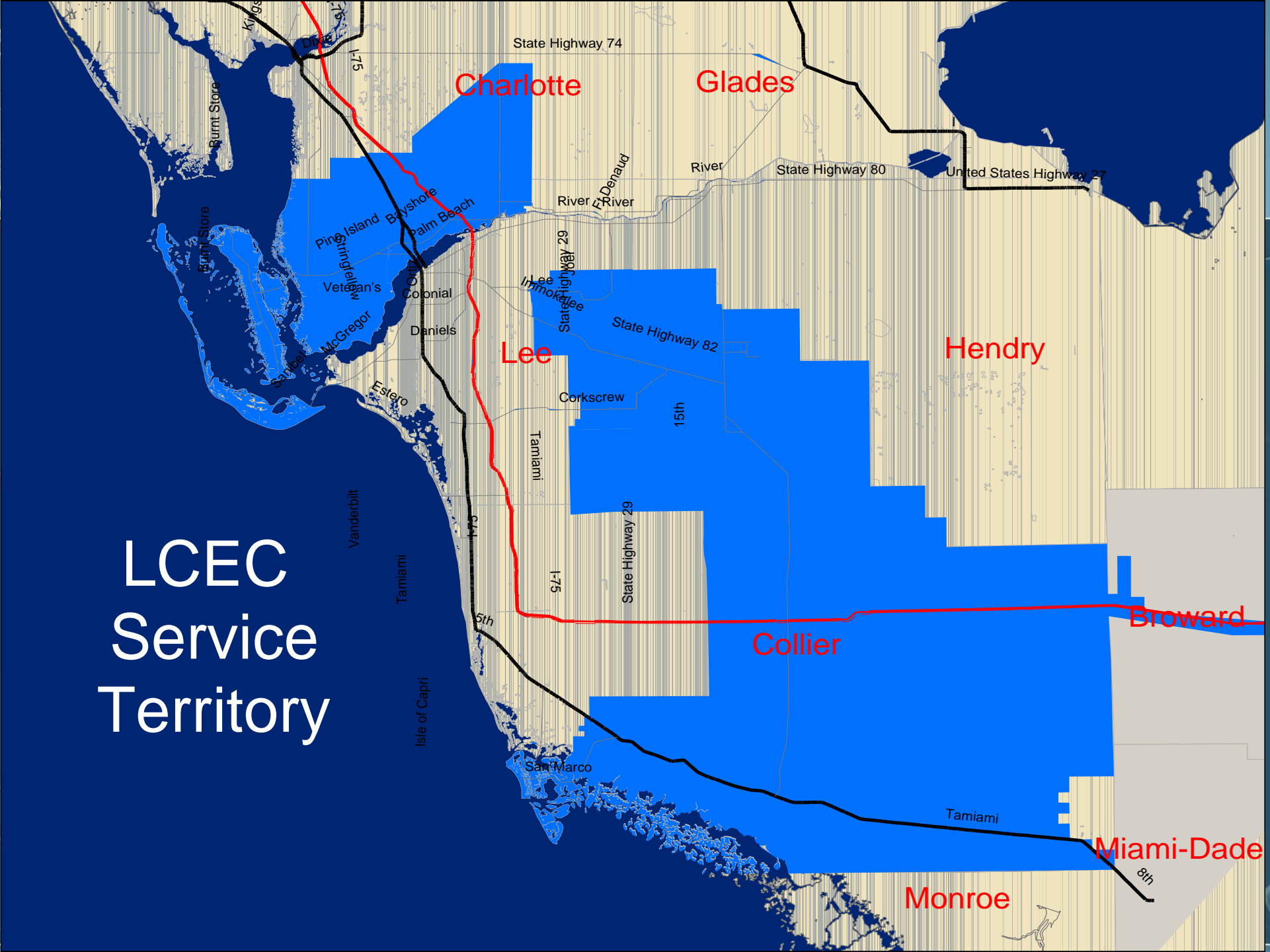
LCCEC

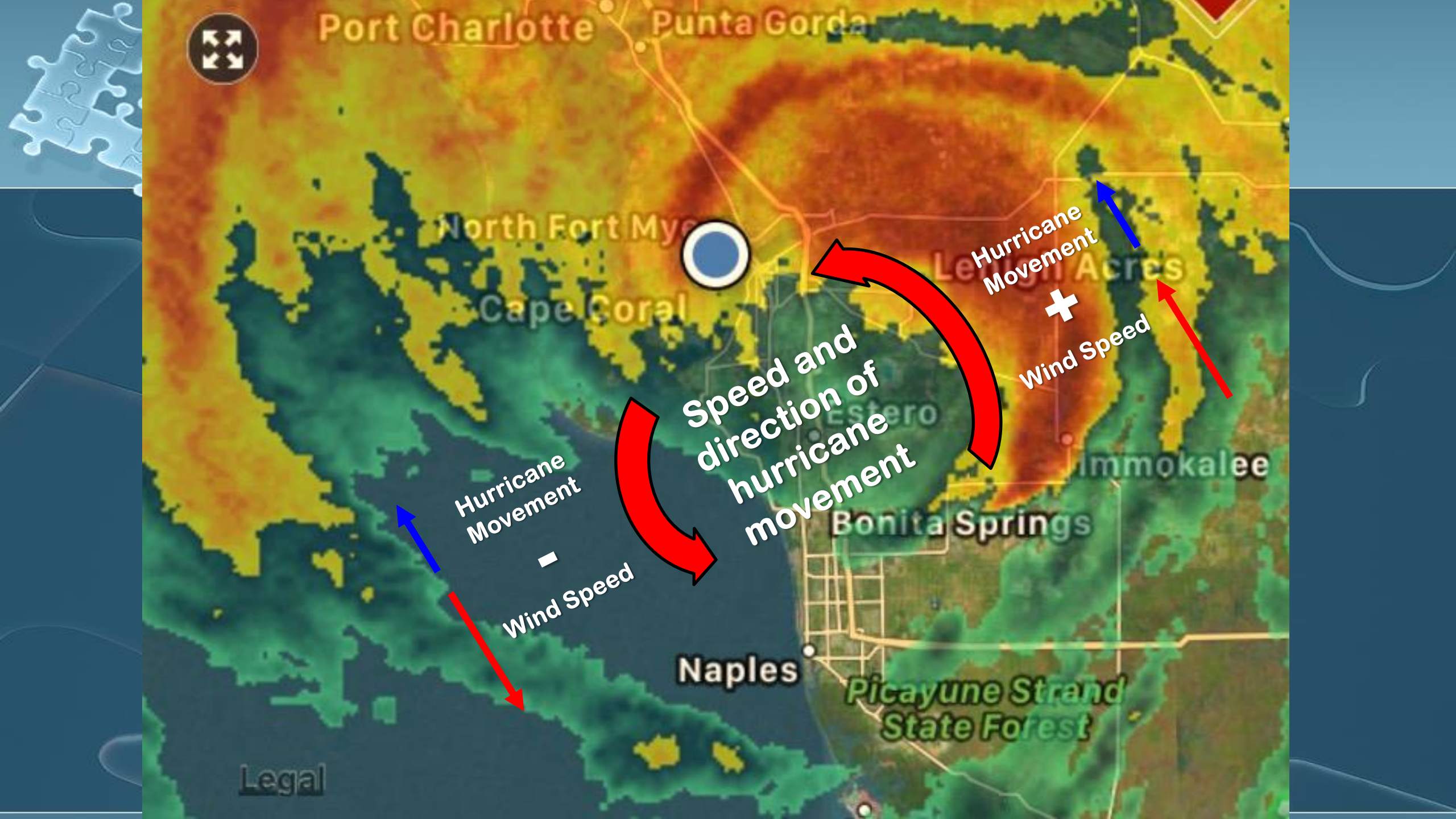
PEOPLE. POWER. POSSIBILITIES.



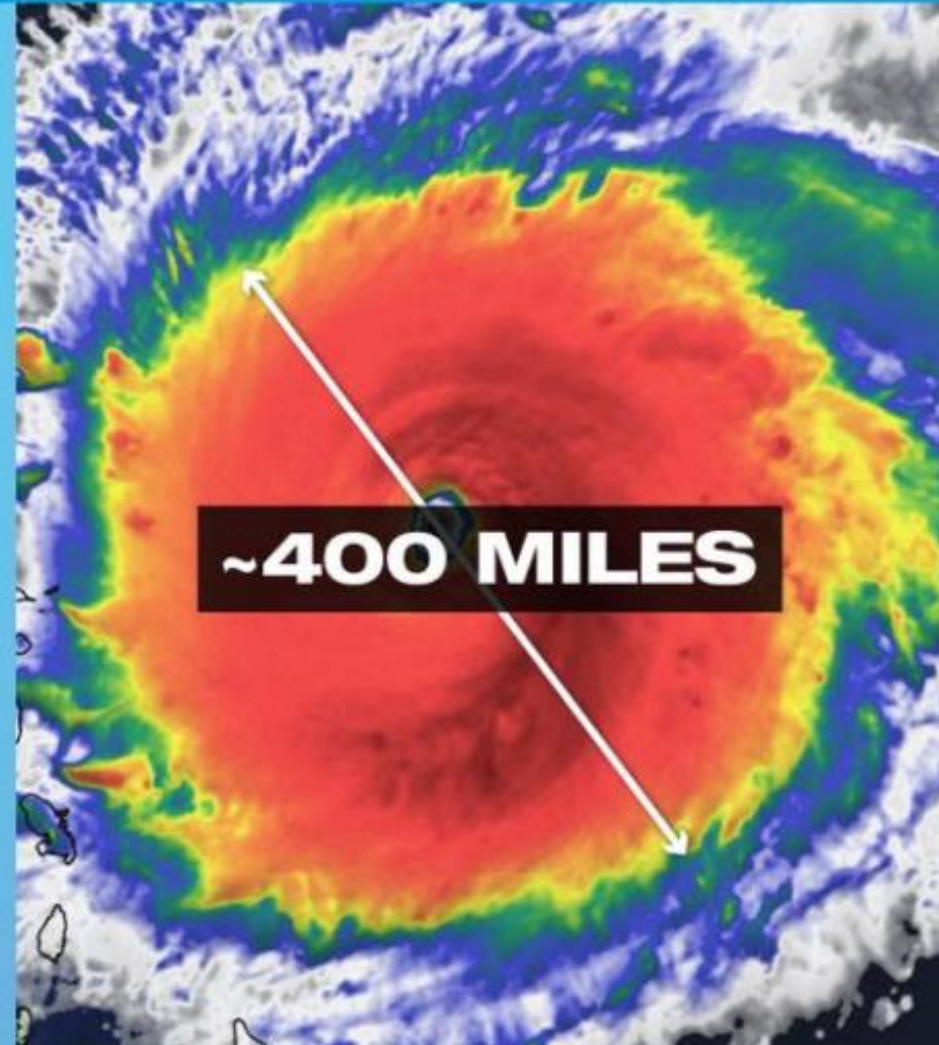
Digital Customer Engagement LCEC

LCEC Service Territory

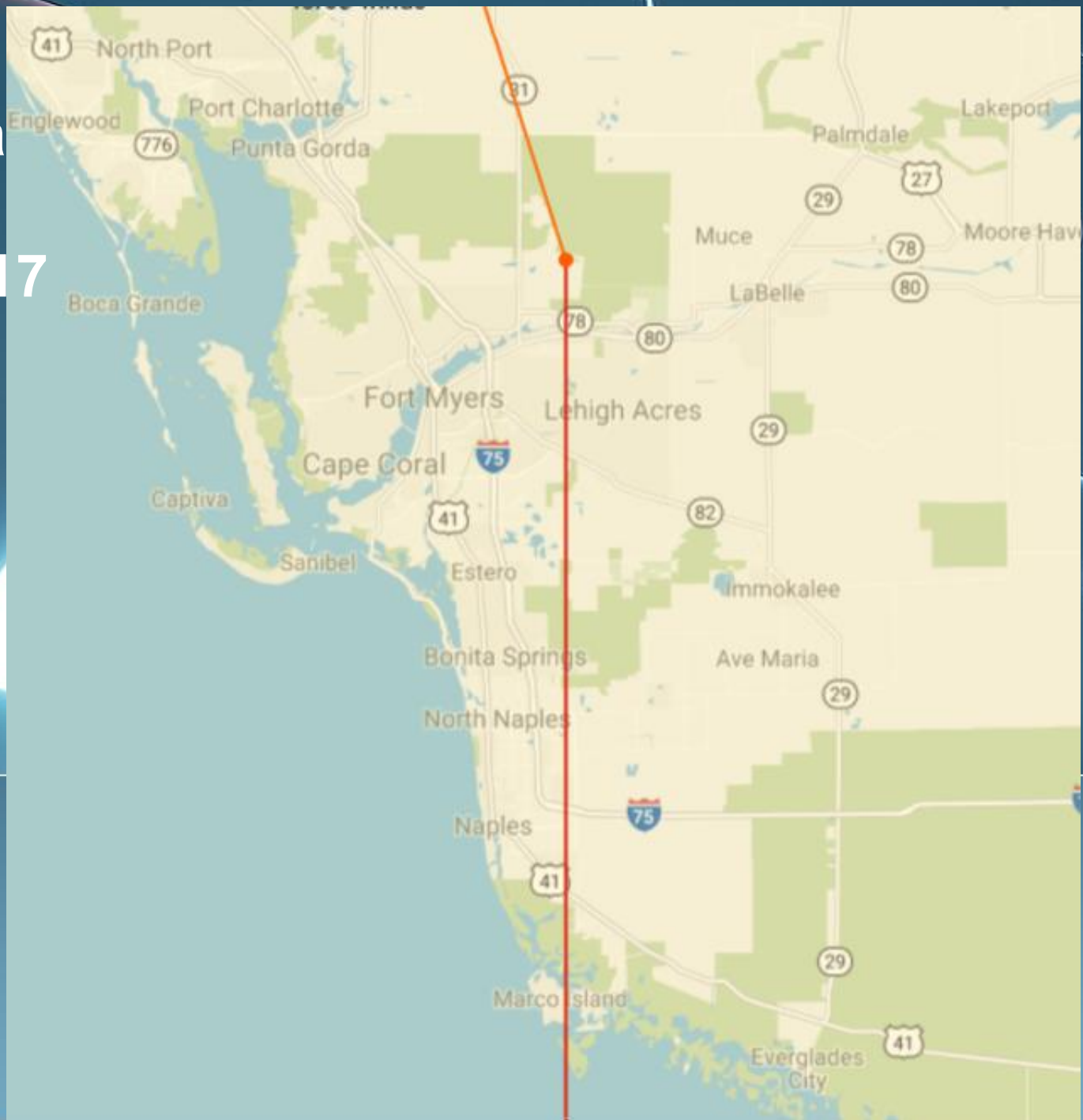




TRACKING HURRICANE IRMA



Irma Path Sept'17





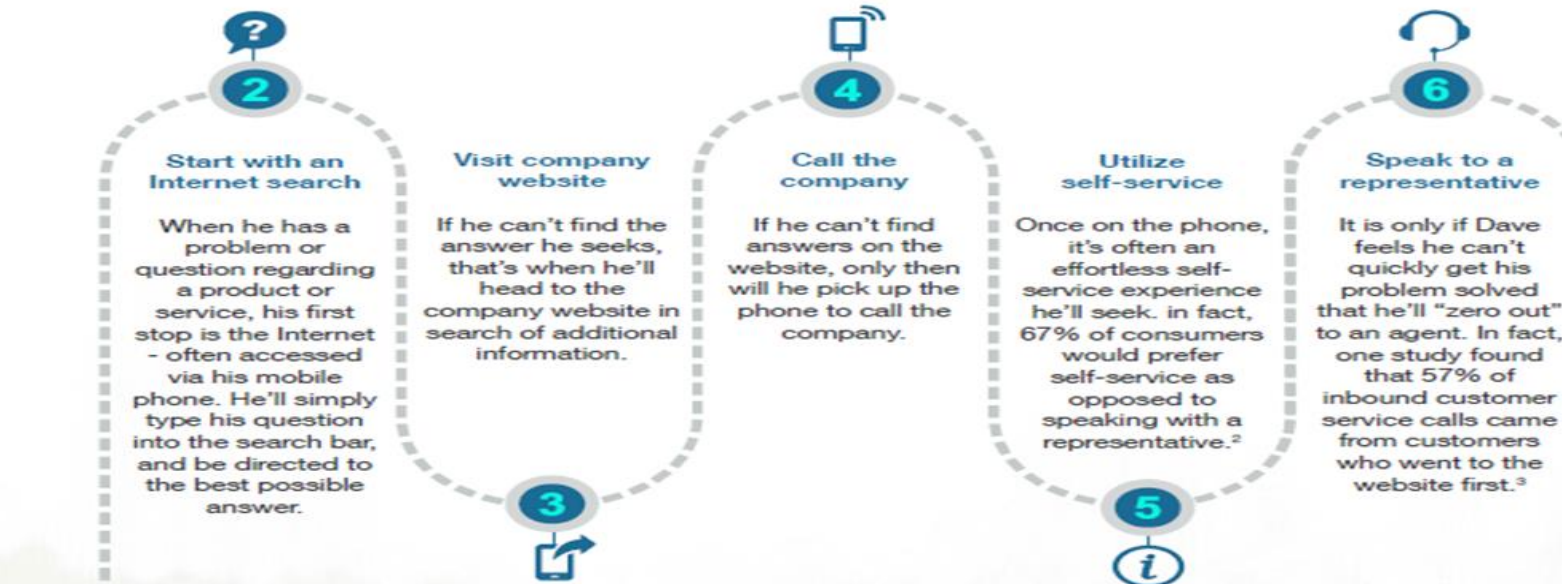
LCEC Electronic Customer Engagement Strategy



Customer Touch Points



The new customer journey



1
Meet Dave
He is a typical consumer.

Where an agent used to be the first point of contact, today it's often a last resort.




² Wakefield Research, 2014 - Consumer Preferences Survey
³ Doorn, Matthew; Freeman, Karen; Toman, Nicholas (2010). Stop Trying to Delight Your Customers. Harvard Business Review. Retrieved from: <http://hbr.org/2010/07/stop-trying-to-delight-your-customers>



Customer Engagement Strategy


Step 1. Get “good” email addresses

- Verify email addresses on every contact
 - Reps are scored on their quality monitoring
Monthly performance reviews (MPR's)
- 



Customer Engagement Strategy

Step 1. Get “good” email addresses

- Utilize past due payment notifications and/or high meter read notifications via email
 - Set up an email contact customer care box
- 



Customer Engagement Strategy

Step 1. Get “good” email addresses

- Put in a process to allow customers to update their email addresses on the web
- 



Customer Engagement Strategy

Step 2. Keep “good” addresses

- Put in a process to delete bad email addresses
- 



Customer Engagement Strategy

Step 3. CCC

- **Communicate, communicate, communicate**
- 



**DUKE
ENERGY®**

Duke Residential Email Strategy

Duke Energy residential email list growth strategies and tactics for 2017:

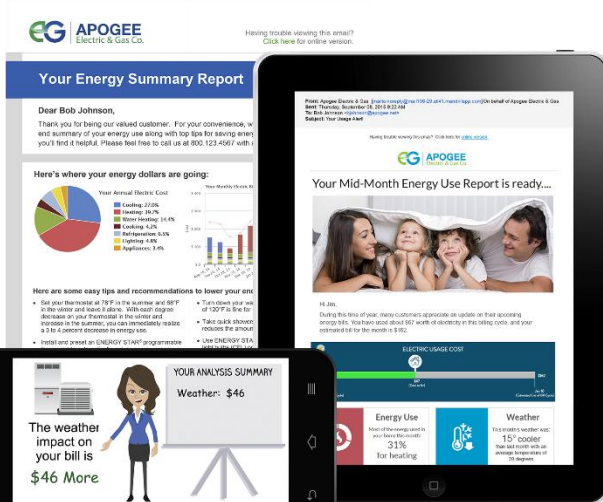
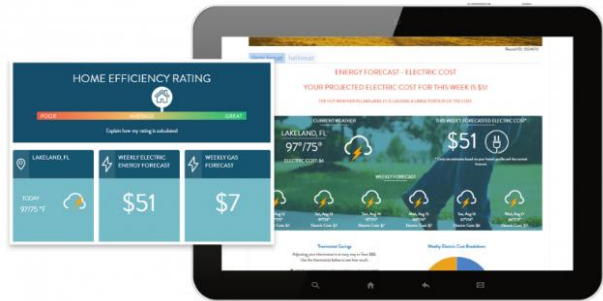
- Call center representatives collecting email on inbound calls.
- Call center reps and landing page collecting email addresses at start service.
- Sign up for email prominently placed on public web.
- Sign up for email on Facebook home page as well as campaigns.
- Secondary email addresses in database added to the email program along with primary.
- Inactive account email addresses matched to active accounts with email address append.
- List purchase to match existing email address in digital leaning Axiom segments.

Increasing Customer Engagement



APOGEE [®] **25**
INTERACTIVE ANNIVERSARY
1993-2018
Your Trusted Partner in Customer Engagement

APOGEE
INSTITUTE



What we do:



- 25% INCREASE** in customer satisfaction
- More than **3 TIMES AS LIKELY** to recommend their provider
- 37% INCREASE** In signups for energy products and programs

Engaged Customers... a Valuable Asset

Q&A

Upcoming Webinar

Feb. 8th 2:00 PM Eastern

Top 10 Customer Engagement Tools for Utilities

Thank you!



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