

Simple Strategies to Keep Customers Digitally Engaged

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Our Presenters:



Matt Robertson, Communications Supervisor, Northern Virginia Electric Cooperative (NOVEC)

Matt oversees communications efforts for NOVEC, including the planning, coordinating, and distribution of digital and traditional communication materials. Prior to joining NOVEC, Matt worked in the marketing departments of two Washington, D.C. area nonprofit trade associations, where he developed a passion for member communication and data analytics. He is a graduate of Purdue University with a master's degree in strategic communication and public relations. Matt enjoys hiking, photography, and spending time with his beautiful family of three (soon to be four).



Cindy Smallwood, Sr. Account Manager, Apogee Interactive, Inc.

Cindy provides solutions and support for cooperative and municipal utilities across the southeast. Providing analytics data, tracking and marketing support for over 100 utilities, Cindy has a passion for helping electric and gas utilities enhance customer engagement. Coupling her extensive experience with her tenacious work ethic, Cindy delivers an unmatched level of support to her clients. She has been with Apogee for almost 8 years, loves Bourbon, to cook and spend time with her Boston Terrier, Fiona.



Kate Panaousis, Marketing Analyst, Apogee Interactive Inc.

Kate's responsibilities include coordinating with the Marketing Department in developing the company's marketing plan and positioning strategy, while she also provides market research and sales team support. Kate is a graduate of Panteion University of Athens, Greece with a master's degree in Applied Economics and Management and she loves geography, traveling and outdoor recreational activities.



Agenda

- Customer Engagement
- Utility Digital Customer Experience (DCX)
- Framework of DCX
- NOVEC's Strategy

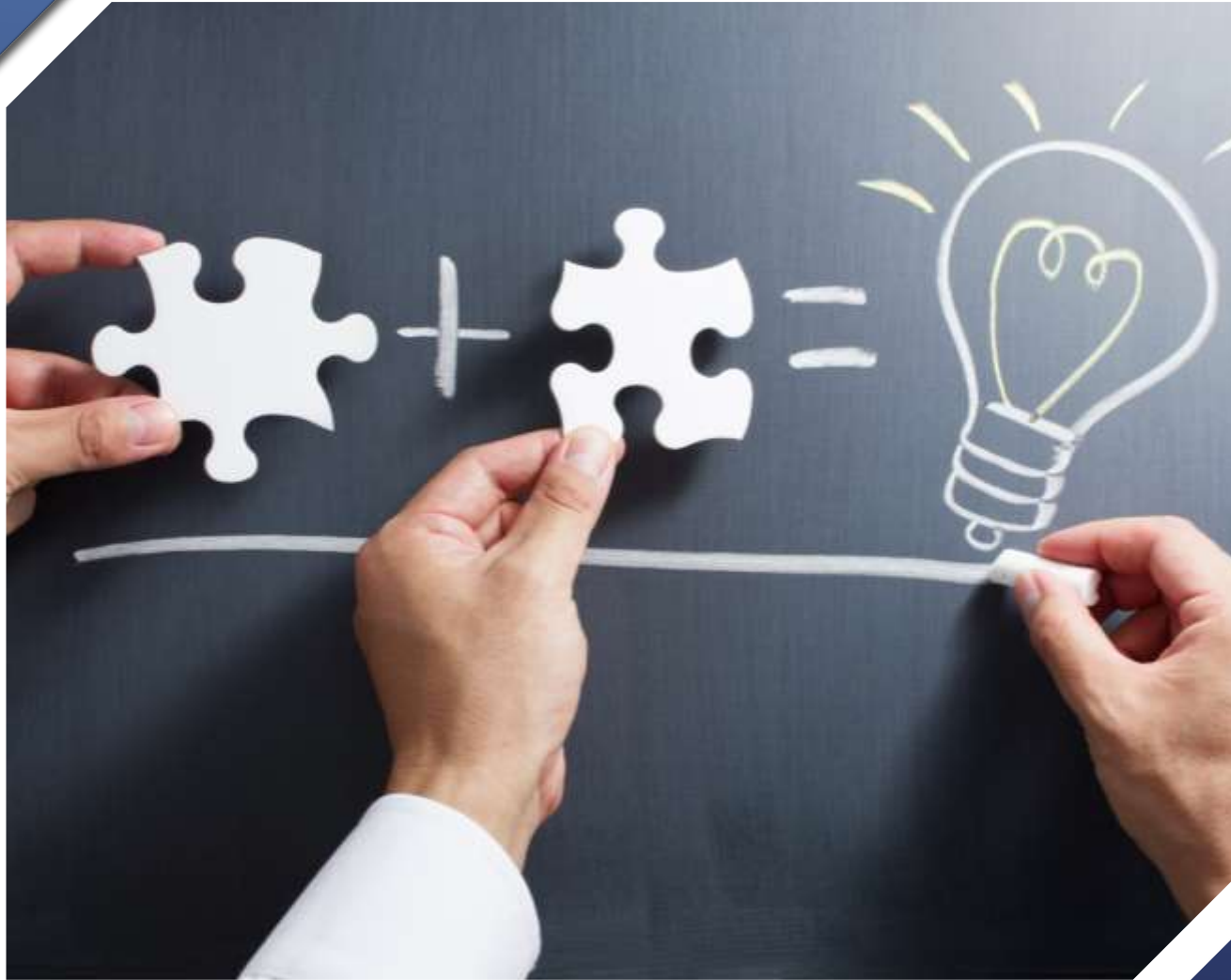
“Customer Engagement” is the ongoing interaction between company and customer, offered by the company, chosen by the customer.

-Paul Greenberg, HubSpot



Why should utilities care about customer engagement?

- ▶ Demanding power customers
- ▶ Prevent potential load defection
- ▶ Lower your costs
- ▶ Grow your business
- ▶ Engaged customers are always ready for the next step





Utility Customer Engagement Goes Digital!



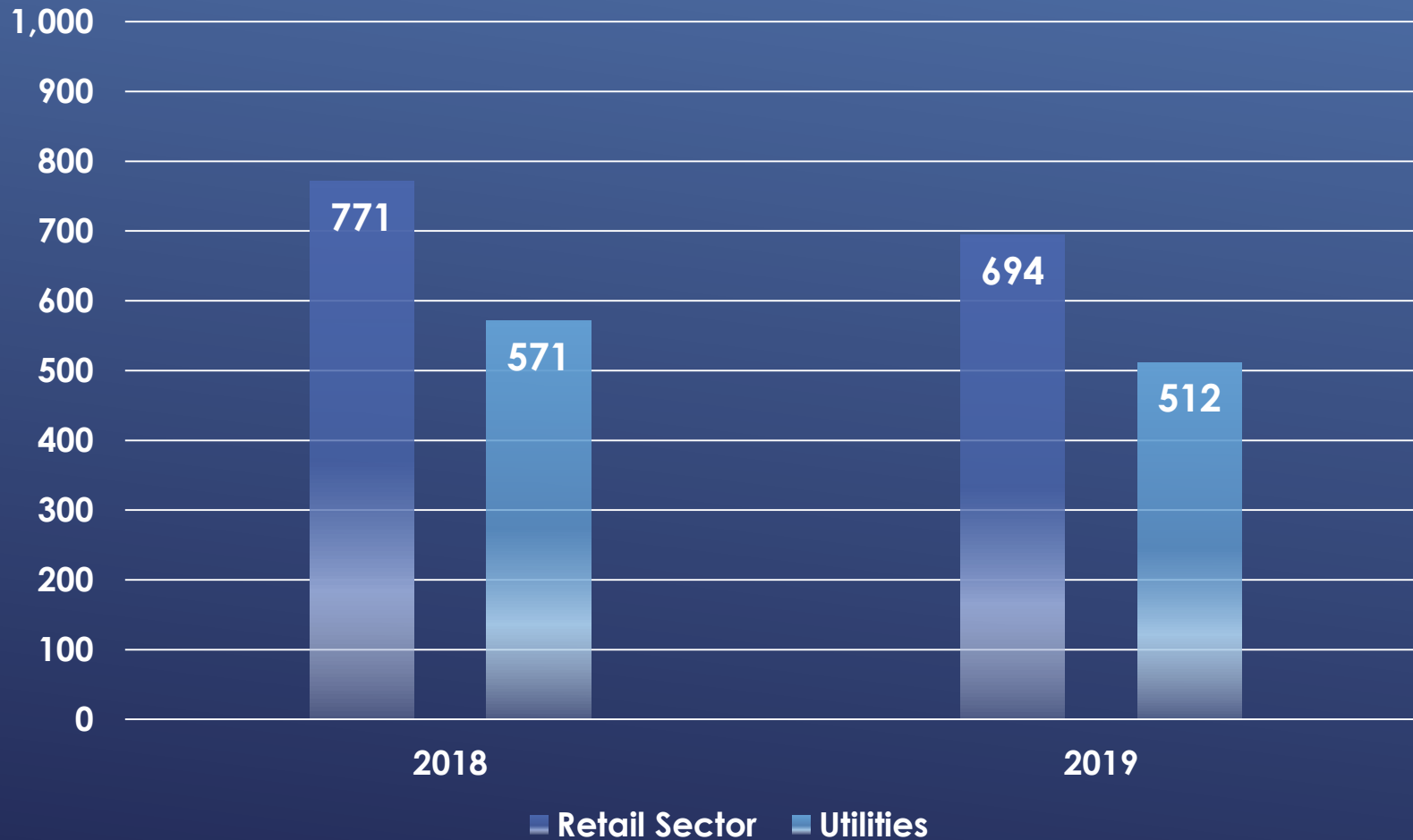
Digital Customer Experience (DCX)

- The experience a customer has when they interact with your brand online, through a digital interface.

J.D. Power & Centric Digital

- Utility Digital Experience Study
- “Utilities offer one of the worst digital experiences.”

CENTRIC DIGITAL IQ SCORE



72% of brands are adopting a digital experience strategy to drive customer loyalty. *Clicktale



Digital Customer Experience Framework:

- **Reachability**
- **Service Convenience**
- **Personalization**
- **Simplicity and ease of use**
- **Channel flexibility**

Source: Peppers & Rogers Group

What are the main goals of NOVEC and your department?

- Improving Customer Satisfaction
- Increasing Customer Engagement
- Creating Quality Content that resonates with customers



Why is it important for you to keep customers engaged?



Engaged customers



Happy Customers



Lower Call Volume



**Efficient Staff Members
&
Lower Costs**



What does your DCX strategy consist of?

Focus on:

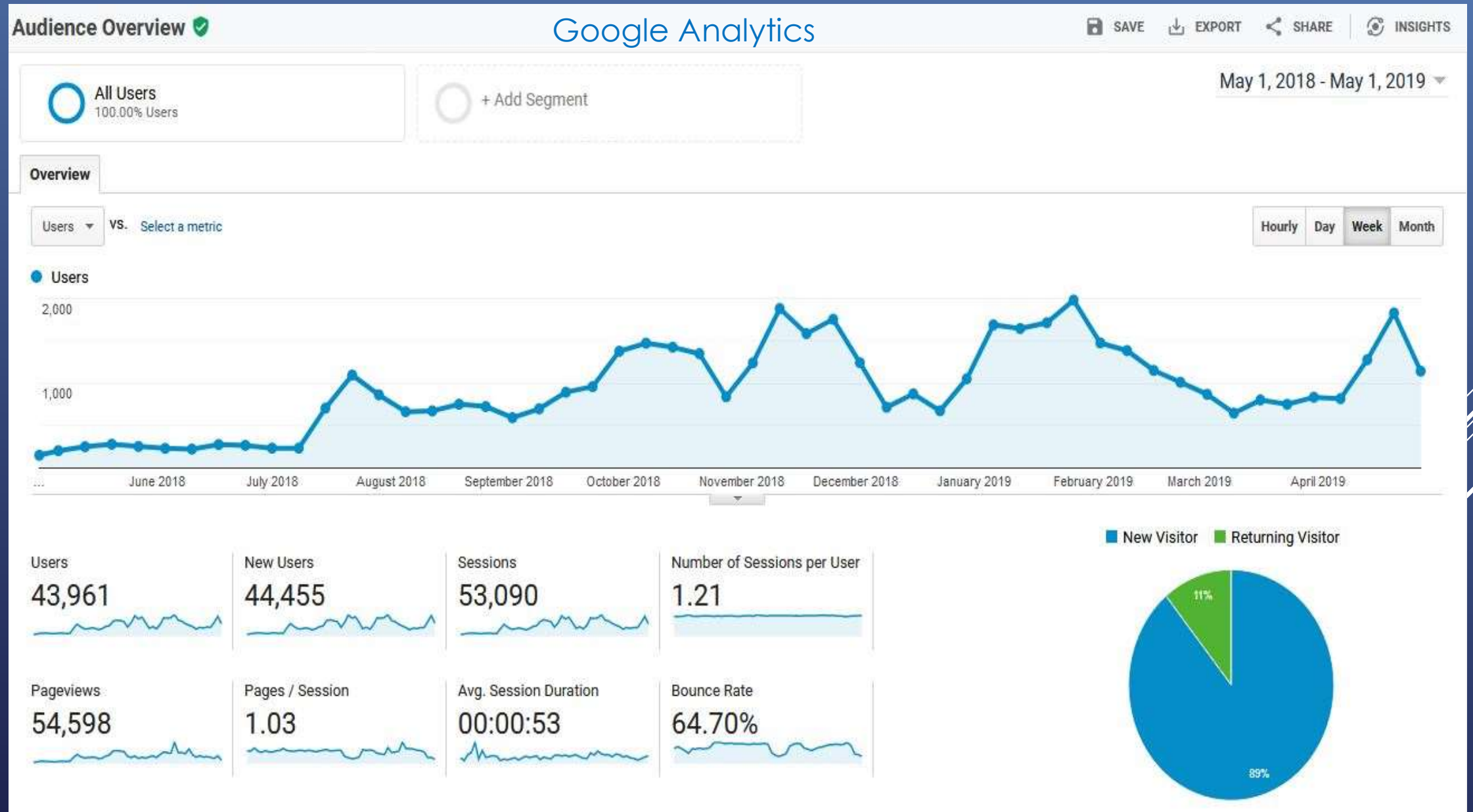
- Content - what we are saying
- Demographic information – which channel for each group
- Patterns in behavior
- Survey results
- Consistent messaging

Which digital channels/platforms do you use?

- Website
- Social Media
- Digital Newsletters & Blog
- Digital Ads – Facebook Campaigns

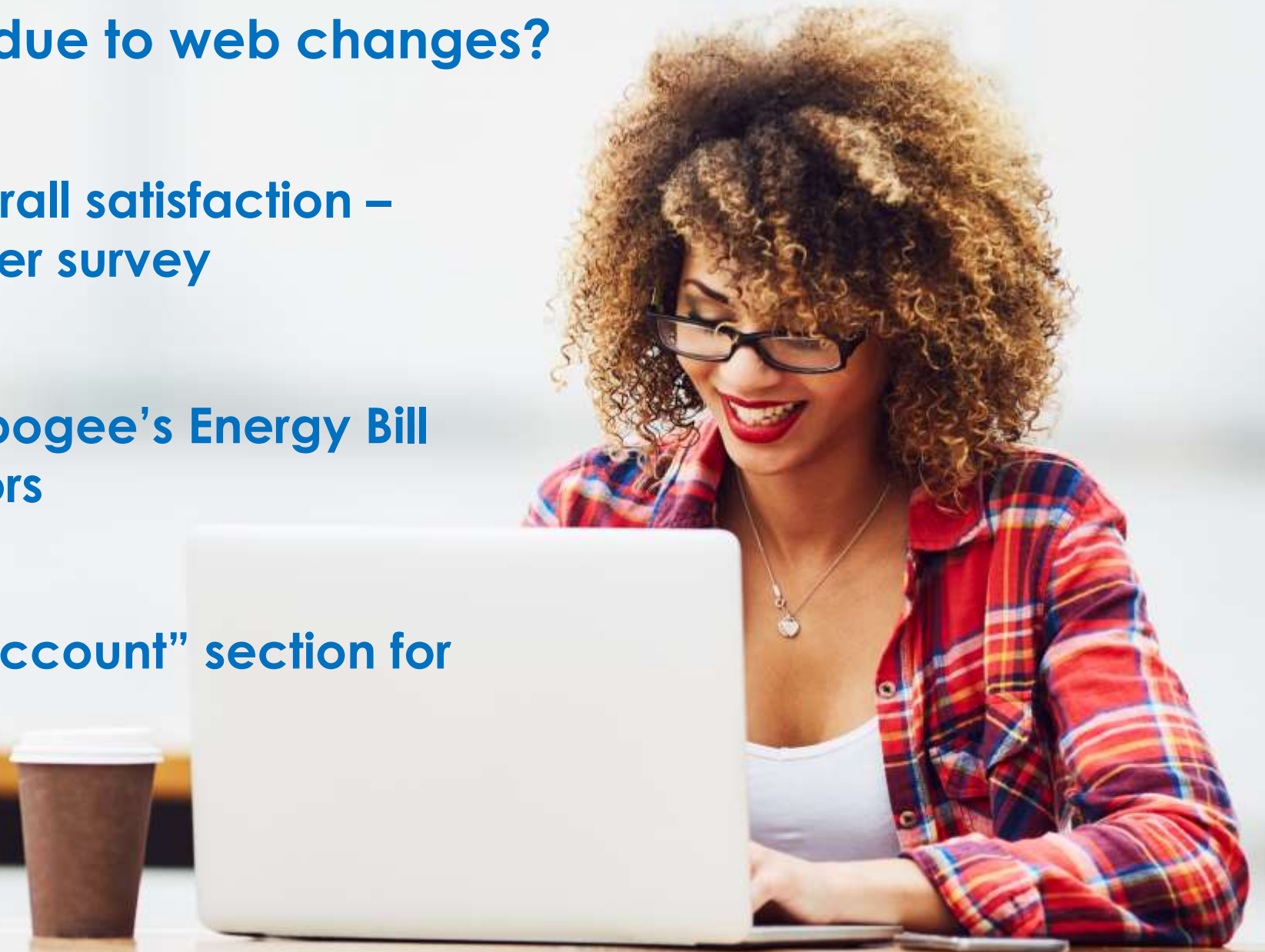


How do you ensure your website is user-friendly?



Any major increases in customer satisfaction and engagement due to web changes?

- Large jump in overall satisfaction – quarterly J.D. Power survey
- 10x increase in Apogee's Energy Bill Analysis calculators
- Leveraging "My Account" section for driving traffic





How do you boost your customer engagement through social media?

- Different platforms to reach different audiences
- Different platforms for different uses

Facebook

- Preferred platform when a storm
- Facebooks ads for a small budget
 - 66% women
 - < 35 y.o. less than a quarter of FB audience

LinkedIn

- Job postings and better communication with business and commercial customers
 - 61% are 30 – 65 y.o.

Twitter

- News promotion and storm updates
 - 52% male
 - 82% homeowners

Instagram

- Highest level of organic customer engagement
 - 64% are 18 – 29 y.o.
 - 40% are 30 – 49 y.o.



Have you tried any
personalized solutions?

- QR codes
- “Bill Analysis” button



People today have become really good at avoiding branded information.
What do you do to overcome this hurdle?

- Different digital channels
- Omnichannel seamless experience
- Reach customers where they are
- Consistent messaging





You don't have to hunt around your home to see where you can save on energy. Use NOVEC's Energy Resource Center. This free tool helps you calculate your home energy use on lighting, heating/cooling, appliances, televisions and more. Let the Energy Resource Center clue you in to how you can cut energy costs and save on your monthly electric bill!

[Assess your home's energy use.](#)

Cold weather packs a punch to heating bills.

Cut Energy Costs

You can't control the weather but you CAN control other factors to reduce your energy bills.

[Click for ways to save!](#)

Example of a high-performance campaign?

“Polar Vortex”

- 20% open rate
 - Eye-catching subject line
 - Promotion on social media and monthly newsletters
 - Digital ad campaign
- ~1,550 clicks on “call to action” button
- Timing – when bills started to increase



Resulted benefits of a DCX strategy?

- Increased customer satisfaction
- Call deflection
- Flexibility
 - Content creation
 - Adjustment of strategy
- Target marketing

Any other recommendations?

Keep in mind:

- **Every audience is different!**
- **Listen to what they have to say!**
- **Provide a multichannel experience to meet as many customers as possible!**
- **Find quantifiable ways to measure effects!**
- **One step at a time!**



Apogee also suggests...

- Understand customers' needs & preferences
 - 68% would favor video (*[Wyzowl](#))
- Provide personalized content
- Simple & easy to understand
- Via multiple channels



Any Questions?



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Thank you!