

Presenters



Brenda Guthrie

Brenda supports utilities in the Southeast and parts of the Midwest. Prior to joining Apogee, Brenda was a Technical Account Manager in manufacturing. Brenda's approach to serving her clients is: real relationships, real value, and big return. Brenda holds a degree in International Business from the University of Dayton.



Sabrina Cowden

Sabrina, CEO of Milepost, has worked in and around energy services for over 14 years. Sabrina helps develop innovative solutions to organizational challenges in engagement strategies.



- ▶ Software as a Service (SaaS) provider focused on three major utility initiatives:



Customer Engagement



Customer Satisfaction



Program Participation

- ▶ Best in class Data Analytics
- ▶ Providing Consistency, Building Customer Trust



Who We Are: Apogee

Leading the market in customer engagement

In our **26th** year

Serving

HUNDREDS of utilities, reaching

MILLIONS of customers

Who We Are : Milepost

three **core strategies**



STRATEGIC SOLUTIONS TO BUSINESS CHALLENGES



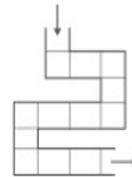
ENGAGEMENT PLANS THAT EMPOWER



BEAUTIFUL, COMPELLING VISUAL COMMUNICATIONS



our **expertise**



PROJECT MANAGEMENT



TEAM DEVELOPMENT



STRATEGIC PLANNING



ENGAGEMENT STRATEGY



STRATEGIC COMMUNICATIONS

Agenda

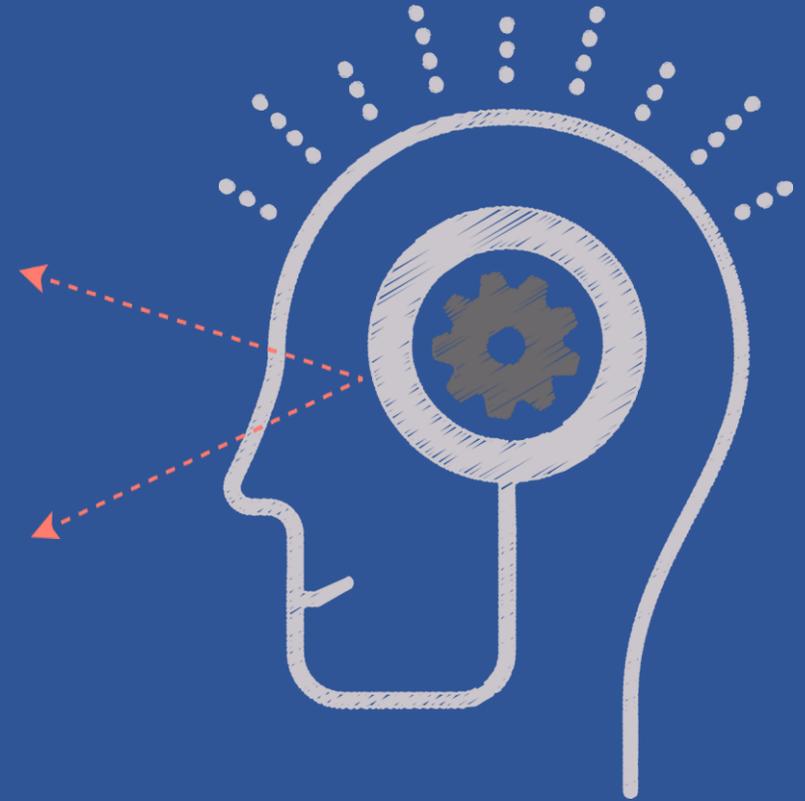
I. Current State of Affairs

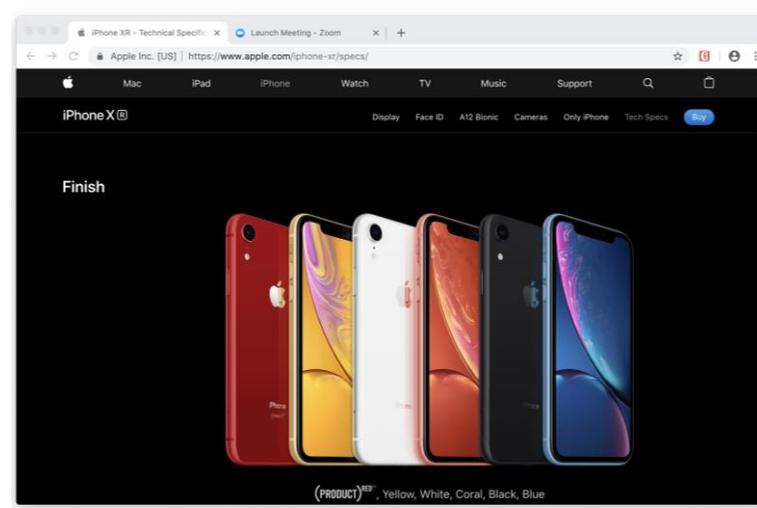
II. Utility Initiatives

III. Apogee Solutions

IV. Tailored Engagement

V. Results of Effective Tailored Communication





Engagement in a Digital Communications World



What does the utility customer want?

- Choice
- Control
- Personalization
- Relevant and proactive

Moving from Engagement to Empowerment

We have to consider the customer journey as we think about engagement and empowerment



Utility Initiatives



Engagement and Communications



Rate Transformation



Self-Service and Cost Avoidance



Customer Satisfaction



Revenue Enhancement

- Market Place
- Beneficial Electrification



Operational Efficiency



Behavioral Impact



Low and Moderate Income

Apogee Solutions

EG APOGEE
Electric & Gas Co.

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

Your Energy Summary Report

Dear Bob Johnson,

Thank you for being our valued customer. For your convenience, we've prepared this year-end summary of your energy use along with top tips for saving energy in your home. We hope you'll find it helpful. Please feel free to call us at 800.123.4567 with any questions.

Here's where your energy dollars are going:

Your Annual Electric Cost

Cooling	27.0%
Heating	39.7%
Water Heating	14.4%
Cooking	4.2%
Refrigeration	6.5%
Lighting	4.8%
Appliances	3.4%

Here are some easy tips and recommendations to lower your energy costs:

- Set your thermostat at 78°F in the summer and 68°F in the winter and leave it alone. With each degree decrease on your thermostat in the winter and increase in the summer, you can immediately realize a 3 to 4 percent decrease in energy use.
- Turn down your water heater. A temperature of 120°F is fine for most homes. Lowering the temperature to 110°F reduces the amount of energy used to heat the water.
- Take quick showers. Reducing shower time by just a few minutes can save a lot of energy.
- Use ENERGY STAR® light bulbs (CFL or LED). They use less energy and last up to 10 times longer than incandescent light bulbs.

My Account
Track your Daily usage and sign up for alerts when your daily or monthly usage hits certain levels.
[LOGIN NOW](#)

Self-Service
For a more personalized energy report, visit our website.
[CONTACT US](#)

Email Alert

From: Apogee Electric & Gas [mailto:nonreply@mail158-29.ah41.mandrilapp.com] On behalf of Apogee Electric & Gas
Sent: Thursday, September 08, 2016 9:22 AM
To: Bob Johnson [mailto:bjohnson@apogee.com]
Subject: Your Usage Alert

View this email in your browser

Apogee Electric & Gas Co.

Dear Bob Johnson,

Our most recent records indicate that you've used:

\$120 about 50% through the month.

Based on the weather, you're forecasted to use \$210 for the entire month.

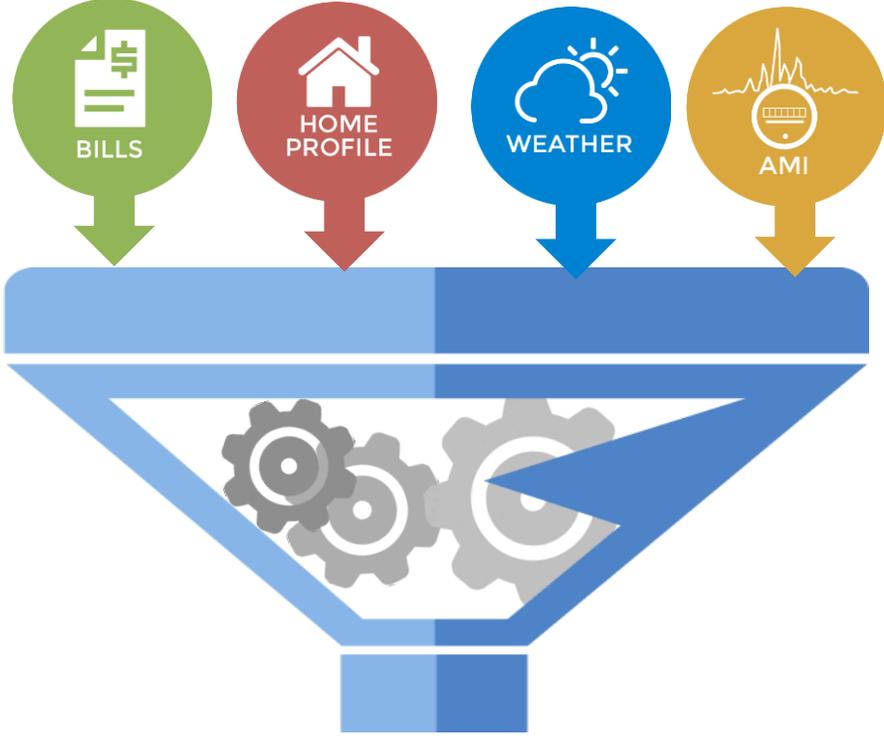
Learn more about how the weather affects your energy bill. [My Energy Forecast](#)

For your convenience, here is a simple tip to help you save energy and money:

Adjust your thermostat by one degree and save \$10

For more information about other money savings tips please visit our web site at www.apogee.com/energyadvice

WELCOME to your VIDEO BILL EXPLANATION



Tailored Engagement

...
the **value** of tailored engagement



A concept that has been “pre-accepted” by your target audience, increasing the likelihood of success

What it has looked like

Dear Customer:

The energy management systems of our company noticed an increase in your daily and/or hourly kilowatt-hour (kWh) usage above your current pre-set threshold(s).

Account Number: XXXXXXXXXX

Usage: 13.0

Date/Time: 4/1/19 12:00 AM - 4/2/19 12:00 AM

Account Number: XXXXXXXXXX

Usage: 1.0

Date/Time: 4/1/19 1:00 AM - 4/1/19 2:00 AM

Account Number: XXXXXXXXXX

Usage: 0.0

Date/Time: 4/1/19 2:00 AM - 4/1/19 3:00 AM

Account Number: XXXXXXXXXX

Usage: 1.0

Date/Time: 4/1/19 3:00 AM - 4/1/19 4:00 AM

Account Number: XXXXXXXXXX

Usage: 1.0

Date/Time: 4/1/19 4:00 AM - 4/1/19 5:00 AM

ENERGY FORECAST - ELECTRIC COST

YOUR PROJECTED ELECTRIC COST FOR THIS WEEK IS \$88



Thermostat Savings

Adjusting your thermostat is an easy way to Save \$\$\$.
Use the thermostat below to see how much.

Click the up or down buttons to adjust your thermostat and see your savings!

Update My Home Profile Settings

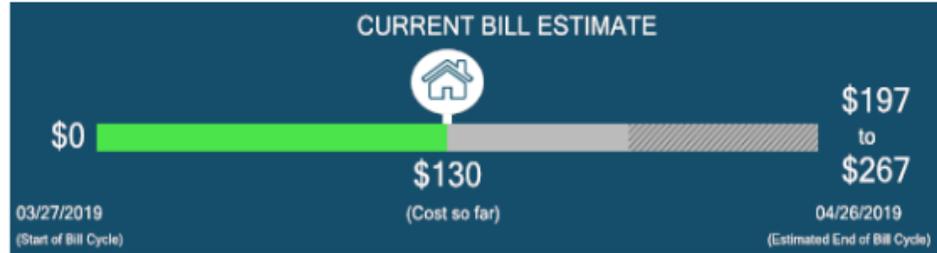


Weekly Electric Cost Breakdown



What it could look like...

You have used about \$130 worth of electricity in this billing cycle, and your total bill is projected to be between \$197 and \$267. [Learn more...](#)
Your bill for the same month last year was \$107.



* This is an estimate based on your past energy usage and the weather forecast. If you have made changes in your usage patterns like vacations, guests or how you use major appliances it will affect the accuracy of the estimate.

Here is some information on how the weather is affecting your bill...



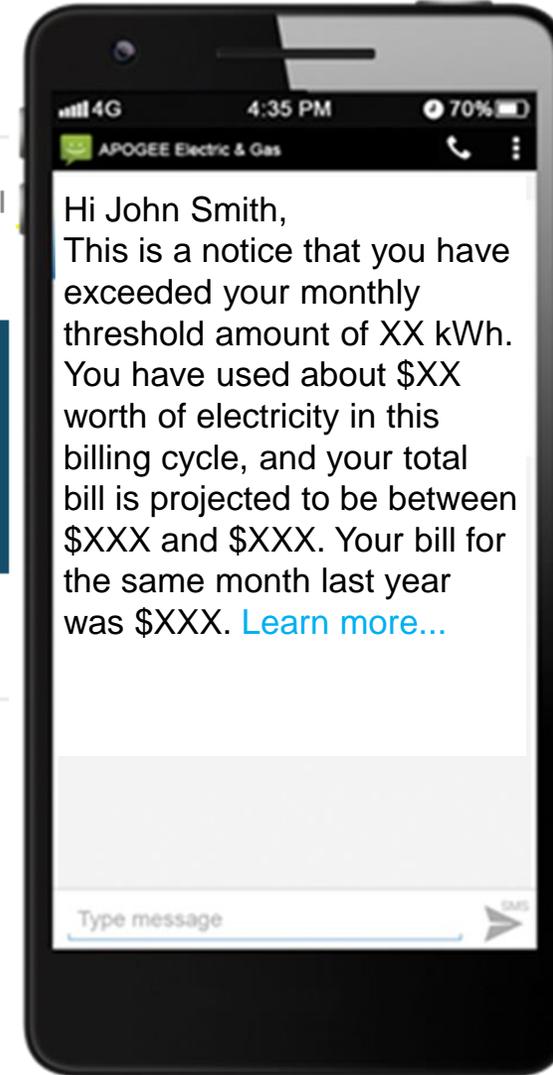
Energy Use

76% of your energy used this bill cycle is estimated to be for heating. [Learn more...](#)

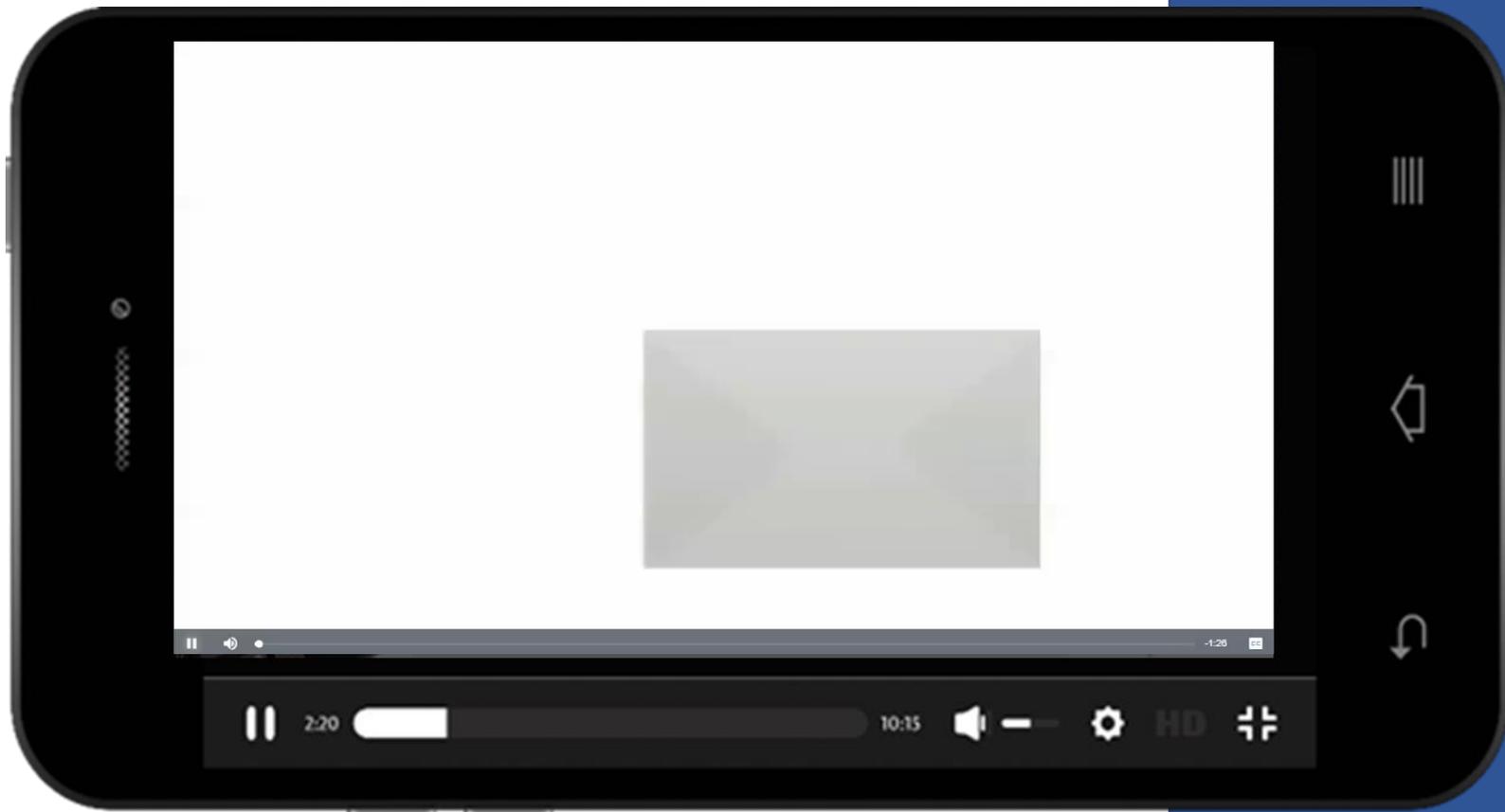


Weather

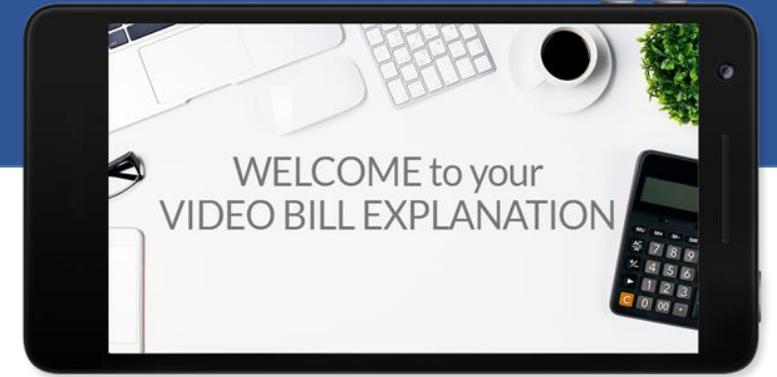
We estimate that your neighborhood has 31 days that require heating this bill cycle. [Learn more...](#)



Video Bill Explanation



Engagement Impact



	Bill Explanation	Baseline	Difference	Industry Standard*
Open Rate	50%	30-35%	15-20%	26%
CTR	14%	2-4%	10-12%	3.5%

**IBM Case Study: 2016 Email Marketing Metrics Benchmark Study (see appendix)*

Measuring Engagement

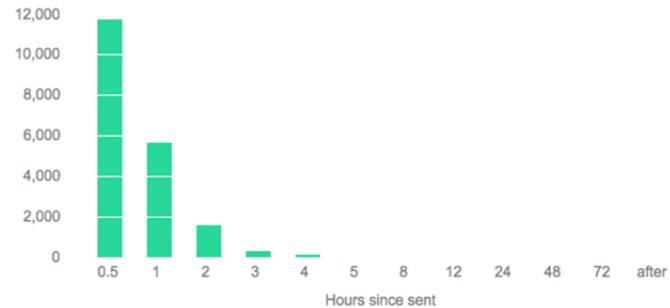
Ability to track :

- Opens
- Click throughs
- Sends
- Home profile data

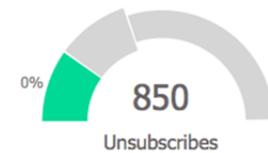
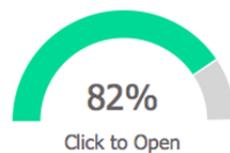
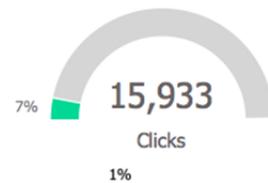
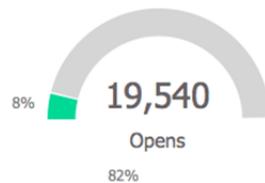
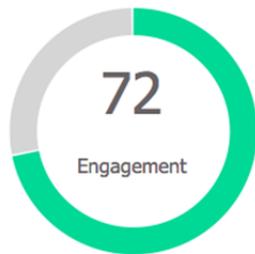
Email Send



Opens



Summary



eScore™: Designing for Success and Savings



Energy Upgrades the Right Way

Connect with TVA-trained, approved contractors in your area and have confidence through our free inspection that your home energy upgrades were installed the right way, so you can live more comfortably.



**Find TVA-Trained,
Approved
Contractors**



**Sign In
to My
Account**

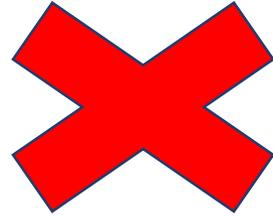


**Make My
Home More
Comfortable**



**Learn
More About
eScore**

A Trusted Energy Advisor:



- Profit, stakeholders, ratepayers
- Decision-making
- Minimal investments
- Non-effective solutions



- Leading energy provider
- Provide customers with value and exceptional care
- Customers at center of strategy
- Your investments meet your customers where they are

RESULTS

- Value
- Relationships
- Empowerment
- Operational Goals
- ROI





Contact

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Questions



Upcoming Webinar

➤ April 25th, 2019

Customer-Driven Rate
Design is the Wave of the
Future



STAY TUNED

Thank You!



Your Trusted Partner in Customer Engagement

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